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For Immediate Release

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ADESA Cincinnati/Dayton Donates Money to Breast Cancer Research

Carmel, IN—ADESA today announced that ADESA Cincinnati/Dayton contributed \$2,100 to breast cancer research.

“We’re showing our support for this important cause,” said ADESA Cincinnati/Dayton General Manager Geoff Parker. “Almost everyone knows a friend or family member fighting this disease, and we want to do our part to help.”

During a recent sale, many employees wore pink shirts, as well as the well-known looped pink ribbons, recognized as the emblem of breast cancer awareness.

Both dealers and ADESA employees contributed funds. Money was collected through general donation jars as well as loose change jars. ADESA Cincinnati/Dayton also posted banners with dealership names in the auction lanes when a dealer donated \$200 or more to the charity. All proceeds will be given to the local Breast Cancer Foundation in Dayton, Ohio.

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 62 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. Through its related subsidiaries of AutoVIN® and PAR North America, it is able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit ADESA.com for details.

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