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Darci Valentine
darci.valentine@adesa.com
317-249-4414

ADESA Memphis Teams with GM to Send Care Packages to U.S. Soldiers

Carmel, IN—ADESA Memphis and General Motors are working together to support Project Package, an organization based in South Haven, Miss., that ships care packages to U.S. soldiers in Afghanistan and Iraq. Money raised during a recent GM closed factory sale at ADESA Memphis will help support this fundraiser.

“It’s wonderful to be able to partner with GM to support our hometown soldiers,” ADESA Memphis General Manager Dan Dietsch said. “We have the names of more than 600 soldiers from our surrounding areas of Mississippi, Arkansas, Alabama, Tennessee and Kentucky whose families can’t afford to ship them items they need.”

Typical items shipped in these care packages include toothbrushes, toothpaste, beef jerky, Gatorade, batteries and sunscreen.

Each car sold during a recent GM promotion at ADESA Memphis equaled one care package for one soldier. In fact, each vehicle was even associated with a soldier’s name—that way buyers knew exactly which soldier would benefit from the purchase. Each care package shipped will include a courtesy note naming the dealer who purchased the vehicle.

Tim Brantley, account representative for General Motors, said, “This is a great cause that means so much to so many people—GM is honored to be part of it.”

The sale began with the National Anthem, and a local unit of the U.S. color guard was also in attendance.

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 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 also 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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