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LAFCAA Breast Cancer Awareness Efforts Raise Money for Local Cancer Center

Louisiana's 1st Choice Auto Auction continued their tradition of community outreach by raising \$2672 during Breast Cancer Awareness month for the Mary Bird Perkins Cancer Center (www.marybird.org/hammond) in Hammond, La.

Auction personnel presented the idea to management and everyone jumped on board to support the effort. Bake sales were held, bracelets and pins were sold, and dealers who donated earned John Dough (auction "money" that dealers use to bid on gifts at the Anniversary and Christmas sale). Employees wore special *I wear pink for the cure* t-shirts on sale days throughout the month.



Randy Haddad, Director of Development Community Relations at Mary Bird Perkins Cancer Center, receiving the check from John and Georgianne Poteet



Auction employees, Katie Alombro, Shirley Spearman, and Nora Bennett selling baked goods

Marketing Manager, Georgianne Poteet, commented that "a dealer generously donated a signed Drew Brees jersey to raffle which helped exceed the fund raising goal".

Before receiving the check, Randy Haddad, Director of Development Community Relations, gave the Poteets a tour of the state-of-the-art center in Hammond. He said, "100% of the dollars raised goes right back in to the community through free screenings, education, and other patient services. Early

detection is the key to saving lives and having treatment close to home means so much to our patients."

goods to a variety of organizations since opening in May of 2002. For more information visit www.lafcaa.com/community.

Louisiana's 1st Choice Auto Auction, located in Hammond, Louisiana, has served licensed auto dealers for over 11 years. Their motto is "Outstanding Service Begins with Outstanding People" and their experienced and friendly staff is eager to assist you with your remarketing needs. Owner and managing partner, John Poteet, invites you to experience their signature Lagniappe every week. Auction day is Tuesday at 8:30am with 500-700 dealer trades and bank repos, and several special event sales throughout the year with 1000+ consignment. All vehicles are available online. Visit www.lafcaa.com for more information.