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ADESA Winnipeg Auto Auction Named Eastern Chapter Auto Auction of the Year

National Auto Auction Association's award recognizes excellence in public service

FREDERICK, MD—For the third year in a row, ADESA Winnipeg has been named the National Auto Auction Association's 2018 Eastern Chapter Auto Auction of the Year for its exceptional public service. The Manitoba, Canada, business was chosen for its involvement in more than 55 charitable activities bringing together 25,000 people to raise \$5.2 million in donations.

The auction will be one of four finalists representing NAAA's Eastern, Midwest, Southern and Western chapters competing for the top honor of NAAA's "Auto Auction of the Year Award for Excellence in Community Service." Each of the contenders will be recognized at the association's annual convention in November with a crystal trophy. They will also be featured in NAAA's member publications and \$5,000 payable to a charity of the auction's choice.

"It is my great pleasure to announce ADESA Winnipeg as the Eastern Chapter's candidate for Auto Auction of the Year during National Auto Auction Week because it's evident community service ranks highly in the auction's core values as this is its third consecutive year to be selected for this honor," said Eastern Chapter President Steven DeLuca. "Congratulations to ADESA Winnipeg's team and community. Their passion to give back to those in need is inspirational."

Determined to leave an even bigger philanthropic footprint on their community than last year, the auction staff embarked on a non-stop succession of fundraising events and volunteer activities, from celebrity races and golf tournaments to fashion shows galas and live auctions.

A live auction ADESA Winnipeg hosted for 1,000 people collected \$625,000 for The Dream Factory, a local organization dedicated to fulfilling the dreams of children with life-threatening illnesses. And when the auction learned of a 29-year-old single mother of two faced with terminal cancer, the staff raised more than \$10,000 in one week and eventually \$32,413 to help provide for her children's future.

Some of the many other causes the auction supports include Variety: The Children's Charity, CancerCare Manitoba, the Health Sciences Centre Foundation, and the Alzheimer's Society.

To assist the auction team's passion for public service, ADESA Winnipeg provides each employee with eight hours paid leave annually so they can give back to causes they are personally connected with — which amounts to almost 2,000 volunteer hours each year.

NAAA established the annual awards in 2016 to recognize the many charitable acts auctions already perform and to encourage even greater volunteer involvement. The winner of the "Auto Auction of the Year Award for Excellence in Community Service" receives a large crystal loving cup, a cover photo and feature story in both NAAA's On The Block magazine and annual Membership Directory, plus \$20,000 payable to the auction's chosen charity that is in addition to the previous \$5,000 prize as a chapter finalist.

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