



5320 Spectrum Drive, Suite D
Frederick, Maryland 21703
301.696.0400 • Fax 301.631.1359

FOR IMMEDIATE RELEASE
August 14, 2017

Contact:
Frank Hackett
NAAA Chief Executive Officer

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—ADESA Winnipeg has been named for the second consecutive year the National Auto Auction Association's 2017 Eastern Chapter Auto Auction of the Year for its outstanding public service. The Manitoba, Canada, business was chosen for its tireless volunteer efforts that includes employees planning, piloting and participating in more than 55 events to raise over \$3.5 million for a variety of regional causes.

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 get a photo in NAAA's member publications and \$5,000 payable to a charity of the auction's choice.

"It's my privilege to announce during this National Auto Auction Week that once again ADESA Winnipeg is our nomination for Auto Auction of the Year," said Eastern Chapter President Chris Angelicchio. "While we were touched and amazed by the charitable efforts of all our entrants, ADESA Winnipeg's culture of giving back was evidenced by the sheer number and diversity of charities they're able to support. Congratulations to their team for truly making community service part of their daily lives."

Gregg Maidment, ADESA senior vice president of Canadian operations and general manager of the auction, said his staff set a goal to help as many charitable causes as possible in 2017 and has been working diligently to achieve it.

"Our team strives to make a positive impact in the community by donating their time, money and auctioneering skills in service to more than 55 charities," Maidment noted. "To reach out to that many causes big or small often means our employees are participating in three or four events in a week — sometimes even two the same day! And we don't plan on slowing down any time soon."

He and his wife Lana co-chaired one of the auction's biggest fundraisers, the Gold Heart Gala Under the Big Top. In addition to hosting and sponsoring the event, ADESA Winnipeg staff conducted a live auction for the 765 guests, raising \$532,000 for Variety, the Children's Charity of Manitoba, an organization that meets the tangible needs to improve the quality of life for children in the province with disabilities and/or are impacted by socio-economic issues.

“The contributions of the Maidments and ADESA Winnipeg’s employees played an instrumental role in making this year’s event the most successful gala in terms of funds raised and attendance in thirty-nine years,” stated Varsity Chief Executive Officer Jeff Liba,

Often the auction teams up with its dealer partners to perform some fast fundraising. Working together they raised \$31,760 in the several weeks before Christmas to help Winnipeg Harvest provide food to more than 62,000 Manitobans while the employees donated meal items, bundling them into holiday dinner baskets. Learning of a small boy born with two rare diseases who had to undergo extensive brain surgery in a facility across the country from where he lived, the auction and dealers teamed up once again to raise \$12,000 — in just two weeks — to help the family pay medical and household costs.

A few of the many other causes ADESA Winnipeg supports include the Special Olympics, Ronald McDonald House, Children’s Hospital, KidSport, the Dream Factory, Habitat for Humanity, CancerCare Manitoba, the Health Sciences Centre Foundation, the local Alzheimer’s Society and pet rescue.

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.

###