
Press Release

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FOR IMMEDIATE RELEASE

Charity Demolition Derby & Mega Sale!

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CHARLESTON, S.C. - On Thursday October 14th, Charleston Auto Auction held its Second Annual CRASH FOR CA\$H Dealer Demolition Derby. This years charity sponsors were the Ronald McDonald House of Charleston (helping sick children and their families, www.ronaldmcdhouse.com) and the Carolina Youth Development Center (a local orphanage, www.cydc.org).

Over 2000 spectators showed up as dealers were encouraged to bring their families and co-workers. Everyone was treated to free food and cold drinks. Featured in the "Midway" section of the event were vendors that cater to dealer needs, such as floor planning, warranties, vehicle recovery and much more. The "Stress Relief" sledge hammer car was back onsite this year helping relieve stress and raise money for the charities with each swing of the hammer. A dunk tank was also added this year giving everyone the opportunity to dunk members of the auctions sales team. For everyone's listening pleasure, live music played throughout the evening. Making sure not to leave anyone out, a clown was offering face-painting and balloon animals for all the children.

By the time the night ended, nineteen cars were demolished from running in the demolition derby and over \$5000 was handed to the winners of the three heats. One of the winners was Phil Shappert with Automotive Remarketing Inc. Phil took his winners check and donated it right back to the charities. "I had such a great time, and being able to donate my winnings back to these great charities just made it even better. All I can say is Charleston Auto Auction really knows how to put on a promotion." stated Shappert.

When all the money was tallied up, Charleston Auto Auction raised \$6000 for the Ronald McDonald House and the Carolina Youth Development Center.

Two sales were also held in conjunction with this special promotion. Thursday October 14th marked a special evening frontline ready sale featuring late model, ready for retail units. The following Day, Friday October 15th, featured a MEGA SALE with over **1300 vehicles, 600+ dealers and \$50,000 in Cash & Prizes**. The theme for the prizes this year was "tailgating". Some of the prizes included: \$15,000 Cash, Custom Golfcart, 55" LED TVs, Custom Grills, Gas Powered Blenders, Oversized Coolers and much more.

"I know everyone who attended the Demolition Derby had a great time. I am expecting next year to be even bigger!!!" stated Laura Taylor, General Manager of Charleston Auto Auction.

To View Video Of This Event, Click On The YouTube Link at www.charlestonautoauction.com

Charleston Auto Auction is a member of the American Auto Auction Group. It holds a sale every Friday at 10am, with a damaged and disabled sale on the 2nd and last Friday of every month at 9:00 am.