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***For Immediate Release***

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**ADESA Raises Money for Breast Cancer; Dealers Welcome to Participate**

*Carmel, IN*—ADESA today announced that several auction locations, including ADESA Seattle, ADESA Colorado Springs, ADESA Memphis and ADESA Fargo will be participating in the “Project Pink” breast cancer fundraising event during the month of October.

Dealers interested in donating vehicles should contact the sales department at participating ADESA auctions. Project Pink auction dates are as follows:

- ADESA Seattle: Thursday, October 14 at 5:30 p.m. PT; also simulcast on LiveBlock; phone: 253-735-1600
- ADESA Colorado Springs: Thursday, October 21 at 9:30 a.m. MT; also simulcast on LiveBlock; phone: 719-391-6600
- ADESA Memphis: Tuesday, October 26 at 9 a.m. CT; also simulcast on LiveBlock; phone: 901-365-6300
- ADESA Fargo: Thursday, October 28 at 10 a.m. CT; phone: 701-282-8203

When a car is donated by a dealer, 100 percent of the proceeds go to charity. Donations are tax deductible and ADESA will not charge any buy or sell fees. Units are sold as absolute with the highest bidder winning.

“This is the second year we’ve participated in this worthy cause,” said ADESA Seattle General Manager Jason Arcaro. “Our dealers have been very generous in their donations, and we’re excited about raising even more money this year.”

**About ADESA**

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of its institutional and dealer customers. With 63 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 both 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](http://ADESA.com) for details.

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