

Kelley Blue Book Turns Cars into Life-Saving Support for St. Jude Children's Hospital

IRVINE, Calif., Oct. 4, 2018 /[PRNewswire](#)/ -- For car owners with an automobile they consider past its prime and interested in contributing to a charitable cause, Kelley Blue Book now allows consumers to donate any vehicle on KBB.com by teaming with Charitable Adult Rides & Services (CARS), a full-service non-profit organization. Kelley Blue Book pledged an incremental \$100 to St. Jude Children's Research Hospital for every model, up to 250 vehicles, donated in the weeks leading up to Childhood Cancer Awareness Month in September, raising an additional \$25,000 to support life-saving research and treatments, and expanding on its commitment to help owners gift their vehicles for a good cause. Overall, owners contributed more than \$82,000 to St. Jude during the campaign with their donated vehicles.

"A donor's vehicle contribution is helping to make a real difference to charitable organizations nationwide," said Michael Sadowski, general manager for Kelley Blue Book. "We



Kelley Blue Book

urge vehicle owners to consider the impact they could make in their own communities through a vehicle donation. In fact, there is still time to donate a vehicle during Childhood Cancer Awareness Month, supporting the families that rely on St. Jude Children's Research Hospital support. Consider all your options, as every donation helps."

Building on the 18-year relationship with the organization, Cox Automotive, Kelley Blue Book's parent company, raised nearly \$250,000 for St. Jude Children's Research Hospital in 2017 alone through various fundraising activities, including the St. Jude Walk/Run to End Childhood Cancer, local sponsorships, corporate contributions and more.

Since Kelley Blue Book's donation campaign kicked off, in July 2018, nearly 700 cars have been donated to 169 different charities decided on by the owner. If the vehicle is in one piece, has an engine and can be towed, it is eligible for this program. To donate your car and learn more, visit KBB.com/donate-your-car. To make a monetary donation to St. Jude Children's Research Hospital, visit StJude.org/donatecox.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), like our page on Facebook at www.facebook.com/kbb, follow us on Instagram at https://www.instagram.com/kbb_com/ (or @kbb_com), and get updates on Google+ at <https://plus.google.com/+kbb>.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week, the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. The company also provides vehicle pricing and values through various products and services

available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book launched its first international consumer-facing site in 2017. Kelley Blue Book is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. makes buying, selling and owning cars easier for everyone, while also enabling mobility services. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, [Dealer.com](#)®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. www.coxautoinc.com

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