

Kelley Blue Book Turns Your Old Car into Lifesaving Support for St. Jude Children's Research Hospital in Third Annual Campaign

IRVINE, Calif., Sept. 22, 2020 /PRNewswire/ -- For car owners with a vehicle past its prime and an interest in contributing to a charitable cause, Kelley Blue Book is expanding on its commitment to help owners gift their vehicle for a good cause with Charitable Adult Rides & Services (CARS), a full-service non-profit organization.

On KBB.com, consumers can choose to donate almost any vehicle to a



Kelley Blue Book

nonprofit, and through September 30, Kelley Blue Book will donate an incremental \$100 to St. Jude Children's Research Hospital® for every car donated, up to 250 vehicles, to raise an additional \$25,000 to support lifesaving research and treatments.

This third annual fundraising campaign runs through the rest of Childhood Cancer Awareness Month in September and honors those with pediatric cancer.

"Owners may choose to donate their vehicle for a variety of reasons," said Michael Wulf, vice president of product for Kelley Blue Book. "If there isn't value left in an old vehicle, and the owner doesn't want to go through the hassle of trying to sell it for little return, donating the vehicle to a charity offers tax benefits while supporting a good cause. It's a win-win to get your used car off your driveway and an opportunity to positively impact your community."

Since partnering with CARS in 2017, Kelley Blue Book visitors have helped raised \$2.5 million for 945 different non-profits, including St. Jude who has to date received nearly \$1 million in total revenue through KBB.com.¹

To learn more, visit <https://www.kbb.com/donate-your-car/>. To make a monetary donation to St. Jude Children's Research Hospital, visit <https://www.StJude.org/donatecox>.

For more information and news from Kelley Blue Book's KBB.com, visit www.kbb.com/media/, follow us on

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¹ Charitable Adult Rides & Services data from April 2017 to August 2020

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 is a Cox Automotive brand.

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. 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 of \$21 billion. www.coxautoinc.com

About CARS

CARS (Charitable Adult Rides & Services) is a 501(c)(3) social enterprise nonprofit based in San Diego, California. CARS manages thousands of vehicle donation programs for some of the nation's most respected nonprofits and

public media stations throughout North America and Canada. Through its car donation program, CARS supports JFS's On the Go, a local program providing affordable transportation solutions to San Diego seniors. Since 2003, CARS has returned more than \$300+ million to its nonprofit partners and reinvests in communities through meals and transportation solutions each year.

www.careasy.org

About St. Jude Children's Research Hospital

The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder Danny Thomas, no child is denied treatment based on race, religion or a family's ability to pay.

SOURCE Kelley Blue Book

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