

## **Autotrader 'Search With a Purpose' Platform Extends to Veterans on Labor Day**

ATLANTA, Aug. 30, 2017 /[PRNewswire](#)/ -- As the country prepares to celebrate the American worker this Labor Day, consumers can show their love of country and help support veterans by participating in Autotrader's Red, White & Blue initiative. Through September 30, 2017, for every red, white or blue vehicle that is 'saved' on the online car shopping website, Autotrader will donate \$1 to [The Mission Continues](#), a leading non-profit organization that empowers U.S. military veterans to find purpose at home through community impact.

"With this latest effort in our greater 'Search With a Purpose' cause platform, the keys are in the car shoppers' hands to make a difference with a simple click," said Jessica Stafford, vice president of marketing for Autotrader. "We're honored to partner with The Mission Continues to help fuel their purpose and provide support for the veteran communities they serve."

To participate and giveback, car shoppers can click "save" on any red, white, or blue vehicle listed for sale on the Autotrader website, and Autotrader will donate \$1 to The Mission Continues, up to \$25,000. Registering through the "My Autotrader" personalized shopping feature ensures the donation and also keeps an eye on saved cars and will send email or text alerts with important details like if a price has dropped, if there are new incentives offered like cash back rebates, 0% financing and more.

"We're thrilled to partner with Autotrader, a brand who believes in our veterans continued service in their communities here at home and who encourages employees and customers to join us in our efforts," said Meredith Darche, director of development for The Mission Continues. "This partnership will help our veterans build camaraderie and give back in their own communities."

The celebration of the American spirit extends beyond car color. According to a recent Autotrader study<sup>1</sup>, two-thirds of cars shoppers feel it's important that their next vehicle is "American-made" as it supports the American economy, while more than half (or 57 percent) of consumers believe it protects American jobs.

Visit [Autotrader.com](#) for more information on Autotrader's Red, White & Blue initiative.

<sup>1</sup> Source: Autotrader Omnibus 2017

### **About The Mission Continues**

The Mission Continues is a national nonprofit organization that empowers veterans who are adjusting to life at home to find purpose through community impact. Our operations in cities across the country deploy veteran volunteers alongside non-profit partners and community leaders to solve some of the most challenging issues facing our communities: improving community education resources, eliminating food deserts, mentoring at-risk youth and more. Through this unique model, veterans build new skills and networks that help them successfully reintegrate to life after the military while making long-term, sustainable transformations in communities and inspiring future generations to serve. To learn more, visit: [www.missioncontinues.org](http://www.missioncontinues.org) or follow us on Twitter [@missioncontinue](#).

### **About [Autotrader](#)**

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or certified pre-owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

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