

## **AutoTrader-Sponsored Event with Joey Logano Foundation Raises Funds for Housing Program in Middletown, Conn. Community**

ATLANTA, Sept. 22, 2014 /[PRNewswire](#)/ -- AutoTrader.com teamed up with the Joey Logano Foundation to sponsor its inaugural fundraiser, "Hometown Showdown with Joey Logano" on Sept. 18 in Wallingford, Conn., as an extension of its sponsorship of Team Penske and the No. 22 Ford Fusion. The event gave local residents the chance to test their driving mettle against NASCAR Sprint Cup Chase finalist Joey Logano on an indoor go-kart track, competing for cash and prizes.

"It's an honor for me to host this event in Connecticut where my racing career began and give back to the community who helped me get where I am today," said Logano. "I have wanted to do something like this for a long time and seeing it come together is really exciting for me. Thanks to AutoTrader.com partnering with us for the event and helping it become a reality."

More than 200 local residents supported the event including teams of adult and junior racers and spectators. During the event, guests bid on silent auction items ranging from autographed apparel to pieces of Logano's past race cars. The event benefitted The Connection, a Connecticut-based nonprofit organization that provides resources to local families who have experienced hardship.

"One of our core values at AutoTrader.com and Cox Automotive is giving back to the community, so we were happy to lend our support to the JLF's efforts," said Jessica Stafford, Vice President of Consumer Marketing for Cox Automotive.

Prior to the Hometown Showdown, The Connection held a ribbon-cutting ceremony to dedicate the 2<sup>nd</sup> floor of their Middletown, Conn., facility to Logano, naming the space "Logano Place." This floor will encompass the organization's newest transitional housing program for homeless men and women, and will house 28 individuals who are actively recovering from behavioral health and substance abuse issues.

AutoTrader signed on to sponsor Team Penske and the No. 22 Ford Fusion earlier this year, with the agreement extending through 2016.

### **About AutoTrader.com:**

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### **About the Joey Logano Foundation**

The mission of the Joey Logano Foundation is to inspire and assemble the NASCAR community to assist those across the nation who are in need of a

second chance due to natural or human disaster. The Joey Logano Foundation partners with other organizations to provide comfort and relief to those in need after such unforeseen circumstances. Stay up to date with our latest news by <http://www.nascar.com/> following us at [www.Facebook.com/JoeyLoganoFoundation](http://www.Facebook.com/JoeyLoganoFoundation) and Twitter: @JoeyLoganoFDN.


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