

Autotrader Creates Fun Way for Dealer and OEM Clients to Support Movember Campaign

Dealer and OEM clients can earn donations for the Movember Foundation and raise awareness of men's health issues.

ATLANTA, Nov. 12, 2015 /PRNewswire/ -- Autotrader is launching a fun alternative to enable all of its dealer and OEM clients to support the [Movember Foundation's 2015 Movember campaign](#). The Movember Foundation encourages men and women to spark conversations and raise critical funds and awareness to support breakthrough men's health programs including poor mental health, prostate cancer, testicular cancer and physical inactivity.

To complement the traditional campaign of growing a natural mustache during the month of November, Autotrader has developed a special campaign for its dealer and OEM clients. Autotrader clients can visit <http://agameautotrader.com/movember>, upload a selfie and apply a digital mustache style of their choice. Autotrader will donate \$1 to the Movember Foundation for every selfie posted, up to a total donation of \$2,000. In addition, Autotrader will donate \$3,000 to the Movember Foundation on behalf of the client team that raises the most money. Teams still have time to register at <https://us.movember.com/register>. Autotrader's Movember campaign results will be announced in early December.

"Community service and wellness are core company values Autotrader shares with our dealer and OEM clients," said Kevin Filan, vice president of Customer Marketing, Cox Automotive. "We are very happy to lend our support to the important work related to men's health that is being undertaken by the Movember Foundation."

About the Movember Foundation

The Movember Foundation is a global charity raising funds and awareness for men's health. These funds deliver breakthrough research and support services to allow men to live longer, healthier, happier lives. Since 2003, millions have joined the men's health movement, raising more than \$650 million and funding over 1,000 programs through impact investments, focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

The Foundation runs awareness and fundraising activities year-round, with the annual Movember campaign in November being globally recognized for its fun and innovative approach to raising money and getting men to take action for their health. During Movember, we challenge men to grow a moustache or to make a commitment to get active and MOVE, both of which are about real action for health and are done to spark conversation and raise vital funds and awareness.

The Foundation's vision is to have an everlasting impact on men's health.

Movember is fully accredited by the Better Business Bureau, and for the past three years, has been named a Top 100 best NGO by The Global Journal. For more information please visit Movember.com. Movember is a registered 501(c)(3) charity.

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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