

AutoTrader.com, Braves and Area Chevy Dealers Team Up for Atlanta Community Food Bank Effort

“Drive Away Hunger” Campaign Aims to Raise Funds and Collect 25,000 Pounds of Food for Local Food Bank

ATLANTA – August 30 – For two weeks beginning today, August 30, AutoTrader.com, participating Atlanta area Chevrolet dealerships and the Atlanta Braves will team up to “Drive Away Hunger” in metro Atlanta and north Georgia by raising funds and collecting food for the Atlanta Community Food Bank (ACFB).

Community food banks across the country are reporting rising demand for food and reduced donations as the economy creates more need and squeezes corporate and individual donors. AutoTrader.com’s Community Relations Department, a long-time partner with the ACFB, saw this need and created this program to help fill that gap locally.

“AutoTrader.com has been a great partner over the past several years,” said Bill Bolling, executive director of the ACFB. “With unemployment remaining high, times are still very challenging for many Georgians and the need for food assistance is still growing. We’re grateful to AutoTrader.com, the Chevrolet dealerships and the Atlanta Braves for their support with the “Drive Away Hunger” campaign. This effort will certainly help us meet the continued demand.”

Starting today, AutoTrader.com and participating Atlanta area Chevrolet dealerships will partner on a multi-pronged program to raise funds and food for the food bank. Here’s how it will work:

- The program kicks off today, August 30, with radio advertising explaining the program. A pre-game announcement before the Braves’ August 31 game against the New York Mets at Turner Field will also help promote the program.
- Between August 30 and September 12, AutoTrader.com will donate \$10 to the ACFB for every new-car test drive at participating Chevy dealerships in metro Atlanta and North Georgia.
- During the campaign, anyone who test drives a new car at participating Chevrolet dealerships will have a chance to register to win a VIP experience at the September 14 Braves vs. Nationals game. The prize will include a catered suite at Turner Field and a private on-field experience prior to the game.
- Consumers who bring 10 cans of food to participating Chevrolet dealerships will receive a voucher for a free ticket to an upcoming Braves game. For every 10 cans donated, they’ll earn a free ticket to the September 14 Braves vs. Nationals game.
- During the promotion, anyone can donate \$5 directly to the Atlanta Community Food Bank by texting DRIVE to 50555. Standard text rates may apply.
- The program will culminate at Turner Field on September 14 before the Braves vs. Nationals game. On that day, the ACFB will have collection food bins in front of the stadium and representatives from AutoTrader.com, the Chevrolet dealers and the Braves will announce the final tally of food collected and award the financial donation total to the ACFB.

“AutoTrader.com is committed to the communities we serve and when we learned of the challenges the Atlanta Community Food Bank was having, we decided to step in and see what we could do to help,” said AutoTrader.com Director of Community Relations Michele Blondheim. “By partnering with The Braves and local area Chevrolet dealerships, we have no doubt that we’ll meet these goals!”

For official rules, terms and conditions, and participating dealerships visit www.autotrader.com/driveawayhunger.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet’s leading automotive marketplace and consumer information website. AutoTrader.com aggregates in a

single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers. AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to view vehicles for sale, research and compare vehicles, review pricing and specials, and read auto-related content like buying and selling tips, auto maintenance tips and coverage of major auto shows and automotive trends. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improve the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers and the private equity firm Providence Equity Partners are also investors. For more information, please visit www.autotrader.com.

About the Atlanta Community Food Bank

The Atlanta Community Food Bank (ACFB) began operating in 1979 in a small space at St. Luke's Church, and now distributes over 20 million pounds of food and grocery products each year from a 129,600 square-foot facility in N.W. Atlanta. This product is utilized by more than 700 partner nonprofits that provide food assistance to families and individuals in 38 counties in metro Atlanta and North Georgia. ACFB leads seven distinct projects that reinforce its mission to fight hunger by engaging, educating and empowering our community: Atlanta Prosperity Campaign, Atlanta's Table, Community Gardens, Hunger 101, Hunger Walk/Run, Kids In Need and the Product Rescue Center.

The Atlanta Community Food Bank – along with more than 200 Feeding America member food banks in cities across the country – is mobilizing the public throughout the month of September, which is Hunger Action Month. You can take action by visiting the Atlanta Community Food Bank's *30 Ways in 30 Days* calendar at <http://www.acfb.org/ham/>. The calendar offers a different hunger-fighting opportunity for each day in September including AutoTrader.com's *Drive Away Hunger* campaign.

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