

NBA All-Star Blake Griffin Donates 2011 Kia Optima from Sprite Slam Dunk for Auction to Benefit Stand Up To Cancer

Donation Made In Tribute to Friend and Former Teammate Wilson Holloway

**Auction is Open at www.autotrader.com/BlakeDunk Through May 15
Additional Donations Can Be Made at www.su2c.org/BlakeDunk**

LOS ANGELES, May 6, 2011 /PRNewswire/ -- Los Angeles Clippers forward and 2010-11 T-Mobile NBA Rookie of the Year Blake Griffin has donated the autographed 2011 Kia Optima midsize sedan used in his jaw-dropping dunk in the Sprite Slam Dunk at NBA All-Star 2011 for a public charity auction on AutoTrader.com to benefit Stand Up To Cancer.

(Logo: <http://photos.prnewswire.com/prnh/20110425/CL88097LOGO>)

Proceeds from the auction of the automobile will go directly to cancer research funded by Stand Up To Cancer in tribute to Griffin's friend and former high school teammate, Wilson Holloway. A Tulsa native, Wilson passed away on February 16 after a three-year battle with Hodgkin's Lymphoma. Griffin will work with Stand Up to Cancer to identify the best way to utilize the funds to target research done specifically for Hodgkin's Lymphoma.

The auction is now open on AutoTrader.com and will run through 6 PM PT / 9 PM ET on Sunday, May 15. To find out more information and to bid on the auction package, go to www.autotrader.com/BlakeDunk

"I am honored to memorialize Wilson's legacy by helping to raise funds for cancer research," said Blake Griffin. "Wilson was an inspiration to everybody who knew him, and a very dear friend and teammate. I dedicated my All-Star weekend to him."

To further support Griffin's commitment to raise funds for cancer research in honor of Holloway, Stand Up To Cancer has created a fundraising team called Team Blake: In Honor of My Friend, Wilson Holloway, through which the public can donate any amount of money at www.su2c.org/BlakeDunk.

"Wilson Holloway's memory lives on through the generosity of his friend Blake Griffin," said Laura Ziskin, a cancer survivor and co-founder of Stand Up To Cancer. "Basketball fans and all of us who have loved or lost someone in the fight against cancer can be a part of Blake's tribute to Wilson, to help fund critical cancer research that can make a difference."

AutoTrader.com doesn't normally offer vehicle auctions, but was pleased to support an auction solution on this occasion to help raise the most money possible. "As the Ultimate Automotive Marketplace, what better place to showcase this unique car, help generate excitement behind this vehicle and raise the most money possible in the fight against cancer," said AutoTrader.com Chief Marketing Officer Clark Wood.

Griffin dedicated his NBA All-Star 2011 debut to Holloway, and said he plans to give Holloway's family the Sprite Slam Dunk championship trophy he earned with his spectacular dunk over the hood of the Kia Optima.

About Blake Griffin

Selected first overall by the Los Angeles Clippers, rookie Blake Griffin is taking the NBA by storm and breaking records every step of the way. Known

for his high-flying dunks and unwavering physicality, Griffin competed on the 2011 NBA All-Star Team, the first rookie All-Star voted to the game by coaches since Tim Duncan in 1998. He also took first prize in the Sprite Slam Dunk Contest and participated in the T-Mobile Rookie Challenge & Youth Jam. A highlight reel sensation equipped with the size, strength, quickness and skill to keep his household name buzzworthy for many years to come, Griffin has transformed the Clippers into a must-watch franchise. A native of Oklahoma City, Okla., the 6'9" power forward attended the University of Oklahoma, where he was one of the highest rated and most decorated recruits in Sooners history. A media magnet, Griffin already has earned numerous accolades, including the Oscar Robertson Trophy, Adolph Rupp Trophy, John Wooden Award, Naismith Award, Sports Illustrated Player of the Year, multiple NBA Western Conference T-Mobile Rookie of the Month honors and many more; for more information go to www.blakegriffin.com or follow him @blakegriffin.

About Stand Up To Cancer

Stand Up To Cancer -a program of the Entertainment Industry Foundation, the 501 (c) 3 charitable organization of the film and television businesses - raises funds to accelerate groundbreaking cancer research that can get new therapies to patients quickly and save lives. SU2C brings together the best and brightest in the cancer research community, encouraging collaboration instead of competition, and draws on the assets of the entertainment industry in unique ways to create awareness and build broad public support for this effort. For more information, go to www.standup2cancer.org.

About Kia Motors America

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site - www.kia.com. For media information, including photography, visit www.kiamedia.com.

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate 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 and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com.

AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com) and HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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