

AutoTrader.com, Area Chevrolet Dealers, the Atlanta Braves and Baseball Legend John Smoltz Team Up to Help 'Drive Away Hunger' in Atlanta

Campaign Aims to Raise Funds, Collect Donations for the Atlanta Community Food Bank

ATLANTA, Aug. 17, 2011 [/PRNewswire/](#) -- Hunger continues to have an impact on Atlanta residents every day – nearly 60,000 people receive emergency food each week through a network of more than 700 nonprofit partner agencies served by the Atlanta Community Food Bank (ACFB). For four weeks beginning today, AutoTrader.com – the ultimate automotive marketplace – is doing its part to help "Drive Away Hunger" in the community. In collaboration with participating Georgia Best Chevy dealerships, the Atlanta Braves and pitching legend John Smoltz, AutoTrader.com will help to bring attention to the cause in metro Atlanta and north Georgia by raising funds and collecting food donations for the ACFB.

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Now through Sept. 10, consumers can donate cans of food to local, participating Atlanta-area Chevrolet dealerships. Consumers who bring 10 cans of food to these dealerships will receive a voucher for a free ticket to the Braves versus New York Mets game on Sept. 16. Additionally, consumers can test-drive new Chevrolet cars at these participating dealerships, and for every test drive, AutoTrader.com will donate \$10. Anyone who test-drives a new car will also have a chance to register to win a VIP experience at the Sept. 16 game, which will include a suite at Turner Field and an on-field experience prior to the game.

"AutoTrader.com is proud to sponsor the Drive Away Hunger program for the second consecutive year," said AutoTrader.com Director of Community Relations Michele Blondheim. "We have always been committed to making a difference in communities across the country and we are happy to do our part in driving away hunger. By partnering with the Braves, long-time Braves pitcher John Smoltz and local Chevrolet dealers, we hope to build on the successful 2010 program with even more awareness and donations this year."

Community food banks across the country continue to report a rise in demand for food and a struggle to meet the need at a time when support – particularly from government sources – is projected to decline in the future. AutoTrader.com, a long-time partner of the ACFB, saw this dynamic last year and created the Drive Away Hunger program to help fill that critical gap.

"I'm honored to join AutoTrader.com, Chevrolet dealers and the Braves to give back to the community that gave me so much during my proud career here in Atlanta," said former Atlanta Braves pitcher and Drive Away Hunger spokesperson John Smoltz. "I've always been taken by the sense of togetherness in this city, and I know residents will band together to support this worthy cause."

When the program culminates at Turner Field on Sept. 16 before the Braves vs. Mets, collection food bins will be placed in front of the stadium and representatives from AutoTrader.com, participating Chevrolet dealers and the Braves will announce the final collection tally and award the financial donation to the ACFB.

"We are so pleased to partner with AutoTrader.com once again for this important effort," said Bill Bolling, executive director of the ACFB. "Times continue to be challenging for many Georgians and the need for food assistance is still growing. We're grateful to AutoTrader.com, area Chevrolet dealerships, the Atlanta Braves and John Smoltz for their support and look forward to what's sure to be a very impactful program."

Last year's Drive Away Hunger campaign raised tens of thousands of dollars and collected over 11,500 pounds of food for the Atlanta area. The program was extended from two weeks to four weeks this year.

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

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), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. 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.

About the Atlanta Community Food Bank

The Atlanta Community Food Bank (ACFB) began operating in 1979 in a small space at St. Luke's Episcopal Church, and now distributes over 30 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 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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