



For Immediate Release

## Barrett-Jackson Tackles Cardiovascular Disease, Celebrates the “Driven Hearts” Campaign at the 2018 Las Vegas Auction

*The automotive lifestyle event will raise funds for the American Heart Association*

Scottsdale, Ariz. (Sept. 20, 2018)—Barrett-Jackson, a proud supporter of the American Heart Association's Life is Why We Give Campaign, is picking up speed and slamming the brakes on heart disease and stroke with their “Driven Hearts” campaign. The yearlong charitable initiative, which is spearheaded by Barrett-Jackson’s Vice President of Brand Strategy, Carolyn Jackson, will be in full force at the 11<sup>th</sup> Annual Las Vegas Auction. The car community will be in for a treat when the event takes place at the Mandalay Bay Resort and Casino, Sept. 27-29, 2018.

“I am incredibly humbled by the outpouring of support we have received throughout our Driven Hearts initiative,” said Jackson. “Thanks to the extraordinary generosity of three individuals, a stunning 2015 Ford Shelby GT350, a beautiful 1956 Ford Thunderbird and an impressive 1995 Celebrity 310 Sport Cruiser boat will all be sold at our Las Vegas Auction later this month to benefit the American Heart Association. Selfless donations like these give us the inspiration to grab another gear and drive this campaign across the finish line at full throttle.”

The Driven Hearts campaign officially launched during the 2018 Scottsdale Auction, raising more than \$350,000 for the American Heart Association with the sale of the 35<sup>th</sup> Anniversary Chevrolet Corvette. The car was purchased, then donated back, sold again and donated back once more.

After viewing the sale on their TV, Kentucky couple Charmaine and Darrell Pullen flew to Arizona and donated their matching Anniversary Corvette. Both matching cars were staged together during the 2018 Palm Beach Auction in April and the Driven Hearts Corvette was purchased and donated back again.

The 2018 Northeast Auction kicked off in June and, during the memorable occasion, the Corvette the Pullens donated was sold for \$60,000 with 100 percent of the sale benefitting the American Heart Association. Additionally, the Last Dodge Demon and Last Dodge Viper were purchased during the auction, and the 10-percent buyer’s fee of \$100,000 was also donated to the AHA as part of the Driven Hearts campaign.



The Las Vegas Auction will conclude the yearlong charity initiative and will generate awareness about the dangers of heart disease and stroke. The automobile affair will also feature Barrett-Jackson collector license plates that will support the AHA's dedication to prevention and research.

Heart disease and stroke remain the No. 1 and No. 5 killers of Americans. With education and lifestyle changes, 80 percent of cardiac events may be prevented. To learn more about heart health or the American Heart Association's dedication to building healthier lives, visit [www.heart.org](http://www.heart.org).

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#### The American Heart Association

The American Heart Association is devoted to saving people from heart disease and stroke – the two leading causes of death in the world. We team with millions of volunteers to fund innovative research, fight for stronger public health policies, and provide lifesaving tools and information to prevent and treat these diseases. The Dallas-based association is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. To learn more or to get involved, call 1-800-AHA-USA1, visit [heart.org](http://heart.org) or call any of our offices around the country. Follow us on Facebook and Twitter.

#### The Barrett-Jackson Auction Company

Established in 1971 and headquartered in Scottsdale, Arizona, Barrett-Jackson, The World's Greatest Collector Car Auctions®, is the leader in collector car and automotive lifestyle events, which include authentic automobilia auctions and the sale of high-profile estates and private collections. The company produces auctions in Scottsdale, Arizona; Palm Beach, Florida; at Mohegan Sun in Connecticut; and Las Vegas, Nevada. With broadcast partners Velocity and Discovery Channel, Barrett-Jackson features extensive live television coverage, including broadcasts in over 150 countries internationally. Barrett-Jackson also endorses a one-of-a-kind collector car insurance for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit [Barrett-Jackson.com](http://Barrett-Jackson.com) or call 480-421-6694.

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