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## **GOING ONCE, GOING TWICE...**

### **NPA Sending Its Auction A-Team To Support The Ride for Kids Happy Hour Auction**

**Poway, CA, October 4, 2015** — AIMExpo and NPA are teaming up to help accelerate the bidding during the Ride for Kids Happy Hour Auction benefitting the *Cycle World* Joseph C. Parkhurst Education Fund, with 100% of the proceeds going specifically to the Pediatric Brain Tumor Foundation (PBTf) college scholarship program.

"This will be anything but a 'silent' auction," jokes Ryan Keefe, NPA's Director of Marketing. "We are honored to be a part of the Ride for Kids Happy Hour Auction and are sending out our auction A-team to keep the bids flowing!" The Ride for Kids Happy Hour Auction will be held in the AIMExpo show lobby from 6-7 p.m. on the first dealer-only day, Thursday, October 15.

Appropriately enough, a Kurt Caselli Memorial Edition Bell Moto 9 Flex Helmet is among the headlining items to go under the auctioneers gavel to raise money for the PBTf. Another big-ticket item is autographed jersey and pants from Ryan Dungey.

There are several other amazing donations including a tricked-out GEM Custom E4S electric vehicle, which can go 30 to 45 miles on a single charge and can be plugged in virtually anywhere, at any time. Auto racing aficionados will appreciate the Detroit Belle Isle Grand Prix tickets, while golfers will probably go after the Rickie Fowler autographed hat and golf shirt (before he switched to golf, Fowler was a top amateur MX prospect and still follows the sport closely). The auction will feature many other valuable or one-of-a-kind items donated to the cause, many of which can be previewed at [www.npauctions.com/aimexpo2015](http://www.npauctions.com/aimexpo2015).

"We sincerely appreciate NPA donating their expertise and energy to AIMExpo," adds Show Director Cinnamon Kernes. "The Ride For Kids Happy Hour Auction has become something everyone looks forward to and what better cause than kids?"

Established to honor *Cycle World* founder Joe Parkhurst, the fund benefits the PBTf's scholarship fund for pediatric brain tumor survivors and has helped the PBTf award more than 1,350 scholarships to date.

Charity auctions are driven by the generosity and goodwill of all who participate. And it's not too late to donate and change a child's life! If you would like to donate an item please contact Sara Spohr at [sspohr@npauctions.com](mailto:sspohr@npauctions.com) or call her at 858.413.1138. NPA

will be collecting items until Thursday, October 15<sup>th</sup>.

Ride for Kids Happy Hour Auction

***benefitting the Cycle World Joseph C. Parkhurst Education Fund Auction***

**Date:** Thursday, October 15, 2015

**Time:** 6:00pm - 7:00pm

**Location:** AIMExpo show lobby

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**About National Powersport Auctions:**

Established in 1990, National Powersport Auctions (NPA) is the world's largest provider of powersport vehicle remarketing services. NPA's nationwide footprint serves the industry's largest financial institutions, OEMs and dealers through a multitude of live and online platforms. NPA also offers a multitude of data services including the NPA Value Guide, the industry's most accurate wholesale valuation tool. NPA has company-owned and staffed facilities in San Diego, California; Dallas, Texas; Cincinnati, Ohio; and Atlanta, Georgia. For more information on NPA visit their website at [www.npauctions.com](http://www.npauctions.com)

**About Ride For Kids:**

Ride for Kids is a national series of motorcycle charity rides that has helped the Pediatric Brain Tumor Foundation become the world's largest nonprofit funder of childhood brain tumor research. Thanks to the support of the motorcycling community, progress is being made in the fight against one of the deadliest forms of childhood cancer. More than 28,000 children in the United States are living with the diagnosis of a brain tumor, and nearly 13 more cases are identified each day. From improved treatment options to emergency financial aid to educational resources, the PBTF works to eliminate the challenges of childhood brain tumors. American Honda is the presenting sponsor of Ride for Kids. Other supporters include GEICO and Cycle World magazine. Motorcycle dealers and many other motorcycle industry partners, including AIMExpo, also help fuel the future for kids with brain tumors. Learn more at [rideforkids.org](http://rideforkids.org).