

CRAIG JACKSON TAKES DELIVERY OF #1 ALL-NEW 2008 DODGE CHALLENGER – PROCEEDS BENEFIT notMYkid

Phoenix, AZ - notMYkid was thrilled to be present when winning bidder Craig Jackson of Barrett-Jackson Classic Car Auction took delivery of the #1 all-new 2008 Dodge Challenger on Wednesday, June 4, 2008 in Scottsdale, AZ. Chrysler LLC donated the car to notMYkid and it was auctioned at Barrett-Jackson on January 19, 2008 – months before production on the cars even began. Winning bidder Craig Jackson said, “I guess I got caught up in the excitement of the night, we had all these #1 cars going across the block and I decided that I wanted one too, and this one benefitted notMYkid which is such a great organization.”

A crowd gathered at Ed Moses Dodge in North Scottsdale the morning of June 4th in anticipation of the delivery of the #1 all-new 2008 Dodge Challenger. As it rolled off the truck, people began snapping photos and were excited to see the car in person for the first time. Even winning bidder Craig Jackson asked, “Does it have the pistol grip?” before he got into the car to check it out. On the night of the bidding at Barrett-Jackson it was a 2008 Dodge Challenger concept car that rolled across the stage and generated excitement. Now he can answer the question about the pistol grip, unfortunately no, it doesn’t have that.... But he does have the #1 all-new 2008 Dodge Challenger complete with the #1 plaque on the front dash and the signatures of the engineers who worked on the project for Dodge. “Now that’s a good looking car and I am thrilled when I think about what great work notMYkid will be able to do for the Phoenix community thanks to the generosity of Chrysler and Barrett-Jackson” said notMYkid Executive Director/ CEO Brad Barrett, Ph.D. as Craig drove his #1 all-new Dodge Challenger off the lot.

"Since Dodge announced we would build an all-new, modern version of the Dodge Challenger, the enthusiasm about the car has been off the charts," said Mike Accavitti, Director — Dodge Brand and SRT Global Marketing, Chrysler LLC "Dodge is proud to partner with notMYkid, with the auction of the first, limited-edition production 2008 Dodge Challenger SRT8, as they help educate children, parents, schools and communities about issues kids face today." Enthusiasm for the car was sky high, all 6,400 2008 models sold before the cars ever rolled off the assembly line. Dealers are now starting to take orders for the 2009 Dodge Challenger which is rumored to have a pistol grip available.

notMYkid was founded in 2000, and is dedicated to educating kids, parents, schools and communities about issues kids face including substance abuse, eating disorders, depression and more. Information is available on the website www.notMYkid.org to educate parents about warning signs and symptoms and to empower them to implement effective prevention and intervention strategies. In 2007, notMYkid provided direct programming for over 100,000 students in Arizona.

For more information visit www.notmykid.org or call 602-652-0163.