

Annual American Cancer Society Cattle Baron's Ball Returns on September 28 at Newly Restored Cobo Center; Chrysler Brand, Serving As Presenting Sponsor of Event, to Auction 2013 Chrysler 300C John Varvatos Limited Edition

- American Cancer Society marks its 100th year in fight against cancer
- Cattle Baron's Ball guests can bid on exclusive package, including Chrysler 300C, John Varvatos merchandise, Mopar accessories and a generous shopping spree to the John Varvatos Bowery Store in New York City with hotel and airfare included
- Those unable to attend are invited to bid via phone
- All proceeds benefit the American Cancer Society in support of programs and services for those currently facing cancer, cancer research, prevention and early detection

September 26, 2013, Auburn Hills, Mich. - The [American Cancer Society Cattle Baron's Ball](#) presented by the Chrysler brand is back, uniting denim and diamonds with black tie and boots to fight the ongoing battle against cancer in Metro Detroit and beyond. The 11th annual event will take place Sat., Sept. 28, at 6:30 p.m. at the newly restored Cobo Center and welcomes back News/Talk 760 [WJR's Paul W. Smith](#) as the Master of Ceremonies. As part of the event, the Chrysler brand will auction a 2013 Chrysler 300C John Varvatos Limited Edition at the event to help support the fight against cancer in metro Detroit.

Led by honorary chair Saad Chehab, President and CEO, Chrysler Brand, Chrysler Group LLC, the volunteer-driven event is supported by some of the nation's most influential auto executives in addition to many of the area's largest and most influential companies. The event has raised more than \$10 million over the last decade, helping to fuel the Society's efforts to end cancer and support those currently facing the disease.

"We are proud to join the American Cancer Society as it recognizes its 100th year fighting against cancer," said Saad Chehab, President and CEO, Chrysler Brand, Chrysler Group LLC. "It is a privilege to be a part of this event and to honor those who continue to battle this disease, in addition to those we have lost in the Chrysler family, with the hope that one day soon an event like this won't be needed."

"One hundred years ago, the American Cancer Society began the fight of a lifetime – the fight against cancer," said Jill Rafferty, director of distinguished events, American Cancer Society Inc. "We are so proud to work alongside Chrysler, and so many other dedicated companies from across the region who continue their support year after year to help us finish this fight. We are committed to putting ourselves out of business, but we know we can't do it alone."

The event will begin at 6:30 p.m. with a silent auction and activities, including a mechanical bull, Dance Dance Revolution, western-inspired food and beverages from more than 20 local restaurants and catering companies, and a performance and line dancing with Detroit's own [Annabelle Road](#).

In Cattle Baron's tradition, one of the highlights of this year's event is the [live auction](#), starting at 9 p.m., featuring a host of unique and exclusive items. Auction highlights include:

- 2013 Chrysler 300 John Varvatos Limited Edition vehicle package, including a generous shopping spree to the John Varvatos Bowery Store and trip to New York City
- Custom designed Voodoo Chopper donated by Ford and Voodoo Choppers
- Three-day, two-night trip to Las Vegas, including an SRT Track Experience at the Las Vegas Motor Speedway
- Three-day, two-night trip to New York city, including tickets for two to see Motown the Musical
- Tour of the product design office with Ralph Gilles, president and CEO - SRT Brand and Senior Vice President - Design at Chrysler Group LLC

- CTC Track experience with Pietro Gorlier, president and CEO - Mopar Brand Service, Parts and Customer Care, Chrysler Group LLC
- Ford Homestead-Miami Racing package, including 3 nights lodging at The Fountainbleau, Miami Beach, Florida (November 15, 16 and 17) and a voucher for airfare

Following the live auction, guests will enjoy an afterglow event with a performance by country rocker and Detroit native [Ty Stone](#).

For tickets to the Cattle Baron's Ball or to inquire about taking part in the live auction, call 248-663-3401 or visit cbbdetroit.com.

About the American Cancer Society

The American Cancer Society is a global grassroots force of more than three million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society's efforts have contributed to a 20 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress nearly 14 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. As we mark our 100th birthday in 2013, we're determined to finish the fight against cancer. We're finding cures as the nation's largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of the Chrysler 200 Sedan and Convertible, or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Fuel Saver Technology in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology on the Chrysler 200 and Chrysler 200 Convertible.

The world-class interior of the Chrysler Town & Country minivan-the highest-ranking minivan in the 2013 J.D. Power 2013 U.S. Initial Quality StudySM-is beautifully crafted with high-quality materials that are soft to the touch, and offers tech-savvy entertainment features and smart storage and seating options including Stow 'n Go® seating with one-touch fold-down function, dual DVD entertainment system, navigation and SIRIUSXM satellite radio with Travel Link making the Chrysler Town & Country the ultimate family vehicle. A 3.6-liter Pentastar V-6 engine is a "Ward's 10 Best Engine" and produces a best-in-class 283 horsepower and is mated to a six-speed automatic transmission with a fuel economizer mode. Town & Country achieves 17 miles per gallon in the city, 25 on the highway.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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