



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

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## **Fairway Chevy Positions YMCA to Win Big at Barrett-Jackson Collector Car Auction**

*Y to Receive 100 Percent of Winning Bid on 2011 Chevy Camaro Convertible*

**Las Vegas (September 20, 2010)** – On Friday, September 24, the YMCA of Southern Nevada will shift its attention from muscles to muscle cars when the second production 2011 Chevy Camaro convertible rolls onstage at the Barrett-Jackson Collector Car Auction at Mandalay Bay Resort. Fairway Chevrolet is offering this elite vehicle at the auction, with 100 percent of the winning bid benefiting the Y.

“GM has the original and this product won’t be released to the public until the LA Auto Show in November,” said Greg Heinrich, president of Fairway Chevrolet and the Y’s longest-serving board member. “It promises to be a thrilling night for the winning bidder and the Y, a nonprofit that’s very near to my heart.”

Established locally in 1944, the Y strengthens the community through youth development, healthy living and social responsibility. Each year, more than 40,000 Southern Nevadans – men, women and children of every age, ability and background – set and achieve wellness goals at three area Ys. The Y’s flagship location, the Bill & Lillie Heinrich YMCA, is named in honor of Greg Heinrich’s mother and late father, both long-time supporters.

“Seeing my family name associated with the Y makes me very proud, and reminds me that I have to do a great job for the organization to carry on the tradition,” Heinrich said. “I have to do my part, and then do a little more.”

At the Y, no one is turned away because of an inability to pay. Financial assistance is made available through the annual YMCA Strong Kids Campaign, United Way funding and grants from generous donors. Families and individuals can use assistance for membership, summer camp, youth programs, sports leagues, swim lessons and dozens of other activities that help people of every age realize their potential. In 2009, the Y provided 7,912 direct recipients with financial assistance totaling more than \$720,000.

The winning bidder can order the 2011 Chevy Camaro convertible with any factory options, in any color. It will be produced in the first quarter of 2011 and the owner can take delivery at a hometown dealership or the GM Heritage Museum in Detroit. This is made possible through a special purchase from Chevrolet Motor Division. Barrett-Jackson does not receive a commission on this charity sale.

Fairway Chevrolet, 3100 East Sahara Ave., is also the kick-off spot for the 2nd Annual Road Rally on Wednesday, September 22. A mini cruise will be held at Fairway between 10 a.m. and 1:30 p.m., with food and beverage proceeds benefiting the Y. Participating Road Rally vehicles will head to the Convention Center at 1:30 p.m. in preparation for the 3 p.m. event on the Strip.

For more information about the Y, visit [www.lasvegasyymca.org](http://www.lasvegasyymca.org). For Barrett-Jackson Collector Car Auction details, visit [www.barrett-jackson.com](http://www.barrett-jackson.com).

### **The Y**

The Y is one of the nation’s leading nonprofits strengthening communities through youth development, healthy living and social responsibility. Across the U.S., 2,687 Ys engage 21 million individuals to nurture the potential of children, improve the nation’s health and well-being, and provide opportunities to support neighbors. The YMCA of Southern Nevada invites community members to stay active at the Bill & Lillie Heinrich YMCA, 4141 Meadows Lane; the City of Las Vegas Durango Hills Community Center, Operated by the YMCA, 3521 N. Durango Drive and the City of Las Vegas Centennial Hills Community Center, Operated by the YMCA, 6601 N. Buffalo Drive. Visit [www.lasvegasyymca.org](http://www.lasvegasyymca.org) or call (702) 877-9622.