



Barrett-Jackson partners with the Driven Project to provide “Supercar Therapy” for children in need

Barrett-Jackson kicked off its 2023 Las Vegas Auction on Thursday June 22 by once again partnering with the Driven Project charity to provide a “supercar therapy” experience for 10 local children battling critical and chronic illnesses.

Awaiting these little co-pilots and their families as they arrived at the West Hall of the Las Vegas Convention Center were Barrett-Jackson and Driven Project teams, as well as a wide range of supercars such as Ferraris, Lamborghinis and McLarens.

Following their arrival, the co-pilots embarked at 8:30 am on a supercar adventure that began by crossing Barrett-Jackson’s auction block in the

passenger seat of a supercar. Each child received a hero’s welcome, was introduced to those in attendance by longtime Barrett-Jackson television personality Rick DeBruhl, and had pictures taken on the auction block with the supercars.

Next, the co-pilots and their drivers enjoyed a cruise down Las Vegas Boulevard, before returning to the West Hall for a day of family fun at the auction, including a special scavenger hunt designed just for them.

“We are excited to once again partner with the Driven Project as we host many exceptional young children and their families to kick off another highly anticipated event in Las Vegas,” said Barrett-

Jackson chairman and CEO Craig Jackson. “Over the last couple of years, we’ve partnered with the Driven Project several times to create special, unique and impactful experiences for these children, and I can’t wait to see the smiles on their faces at Barrett-Jackson. This is truly the perfect way to jumpstart our 2023 Las Vegas Auction.”

The Driven Project was founded by Kevin Gordon in 2018 in Vancouver, British Columbia, with one goal in mind: to provide “supercar therapy” to children who are battling critical and chronic illnesses and help give them the strength to “keep driving forward” on their journey.

The Driven Project charity is now operating in the US, Canada and Australia. The “supercar therapy” experience provides these amazing children with a much-needed adrenaline-filled escape from reality, helping them stay strong through their battles and an opportunity to create memories alongside their family that they will cherish forever. ■

