EREF is Celebrating 20 Years of its Charitable Auction by Going Social

Raleigh, NC (February 26, 2014) – This year marks the 20th year of the Environmental Research & Education Foundation’s (EREF) Annual Charitable Auction, the foundation’s largest fundraiser. This exciting event, one of the most popular features of WasteExpo, has helped to raise more than $13 million to further EREF’s mission to fund and direct scientific research and educational initiatives for waste management practices. One of the ways EREF is marking this milestone is by highlighting the Auction on Facebook (www.facebook.com/EREFAuction) and Twitter (www.twitter.com/EREFAuction).

The Annual Charitable Auction not only supports EREF’s mission and efforts, but also provides a unique way for WasteExpo exhibitors to increase their exposure at the show. The Auction has both live and silent components. This year, the Silent Auction will take place from Tuesday, April 29 through Wednesday, April 30 during WasteExpo at the Georgia World Congress Center in Atlanta, GA. Attendees can bid on items throughout the day on Tuesday as they visit donor booths in the Exhibit Hall, and then bid sheets will be moved to the EREF booth to continue the bidding process until the Live Auction begins on Wednesday afternoon. Donations to the Silent Auction must be valued at a minimum of $400, and up to 2 items may be donated to meet the $400 value.

The Live Auction will take place following the Silent Auction and will open with a reception sponsored by Big Truck Rental. An Auctioneer keeps the audience entertained as he auctions off the donated items, which in the past have included trucks, compactors, balers, trips and specialty event tickets and outings with industry CEOs. Following the Live Auction, the drawing for this year’s raffle car, a replica of a 1965 Cobra donated by New Way, will take place. Raffle tickets are just $100 (limit 10 per person) and can be purchased on-site in the EREF booth. One lucky WasteExpo attendee will get to drive home in this incredible classic!

“EREF would like to extend a special thank you to those who have helped to keep the EREF Annual Charitable Auction a success over the past 20 years,” said EREF President and Chief Executive Officer Bryan Staley. “It is the support and generosity of our industry members that make the work EREF does possible. By using social media platforms to highlight the Auction we hope to increase awareness of the event and provide even more exposure for our donors and sponsors.”

“My company is honored to be a part the 20th EREF Annual Charitable Auction. We value the work that EREF does and are proud to be sponsors of industry research and education”, said long time Auction donor and sponsor Scott Dols, President and Chief Executive Officer of Big Truck Rental. “Not only are we excited to gain more exposure and traffic for our booth, but also to spread the word about the organization and let customers know that we are dedicated to supporting such an important cause.”

Companies exhibiting at WasteExpo – and who are members of the National Waste & Recycling Association – are eligible to donate to the Live and/or Silent Auction. For more information or to donate, send an e-mail to pgoddard@erefdn.org or visit the EREF Web site at www.erefdn.org to download the donation forms.
EREF Auction Schedule:

Tuesday, April 29
10:00am – 5:00pm
Silent Auction
(bid in exhibitor booths)

Wednesday, April 30
10:00 am – 4:30 pm
Silent Auction
(bid at EREF booth)

4:00 pm
Auction Reception

4:30 pm
Live Auction

6:00pm
Raffle Ticket Drawing

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EREF Auction Sponsors

Penton
Booth Space

Big Truck Rental
Auction Reception

Ritchie Bros. Auctioneers
Professional Auctioneer Services

New Way
Raffle Car Provider

Spartan Safety Supply
Staff Shirts

Card Payment Services
Auction Paddles

National Waste & Recycling Association
Official Strategic Partner

InkWaves
Official Printing Partner

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EREF is a 501(c)3 class charity that funds and directs scientific research and educational initiatives for waste management practices to benefit industry participants and the communities they serve. For more complete information on EREF funded research, its scholarship program and how to donate to this great cause, visit www.erefdn.org.

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