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Chrysler 300 Slated for Auction to Raise Funds for American Red Cross Haiti Relief Efforts Appears on “The Oprah Winfrey Show”

- Winfrey lends her signature to Chrysler 300 and names car a “No Phone Zone”
- Chrysler 300 signed by hundreds of celebrities to be auctioned on Saturday, Feb. 20, at Leake Car Auction for American Red Cross Haiti relief efforts

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On Friday, Feb. 12, a Chrysler 300, signed by hundreds of celebrities, made its debut on a live episode of “The Oprah Winfrey Show.” As part of the appearance, Winfrey personally signed the vehicle and applied a bumper sticker declaring it a “No Phone Zone.” The Chrysler 300 is scheduled for auction to raise funds for the American Red Cross Haiti relief efforts. Since Jan. 12 more than 100,000 people in Haiti have lost their lives due to the earthquake and many others remain injured and homeless. The need for aid is overwhelming.

“We cannot forget the tragedy that has fallen on the country of Haiti, it is clear that continued assistance is needed,” said Olivier Francois, President and CEO – Chrysler brand, Chrysler Group LLC. “This is a wonderfully unique and rare collection of talented actors, actresses, directors and performers in the entertainment industry; the addition of Ms. Winfrey’s signature to the vehicle is invaluable and appreciated. We are hopeful the car will raise a significant amount of money at auction, in which 100 percent of the proceeds will be given to the American Red Cross for their Haiti relief efforts.”

Stars For A Cause (501.C 3), in collaboration with the Chrysler Brand, will auction the vehicle on Saturday, Feb. 20 during the Leake Car Auction in Oklahoma City, Oklahoma. 100 percent of the proceeds will go to the American Red Cross for their Haiti relief efforts. The auction will take place at 2 p.m. Saturday, Feb. 20.

“Our hearts go out to the people in Haiti. The devastation they have suffered is unimaginable,” said Richard Sevenoaks, president of Leake Auction Company. “We are honored to work with the Chrysler brand and Stars for a Cause to auction off the autographed Chrysler 300 Haiti during our Oklahoma City auction. We are looking forward to raising money to help Haiti.”

Oprah’s No Phone Zone

More than 100,000 people have signed a pledge on Oprah.com to make their cars a “No Phone Zone.” The pledge, which launched on January 18 in conjunction with a special episode of “The Oprah Winfrey Show” dedicated to the dangers of distracted driving, asks signees to make a commitment to safer driving by avoiding distractions. The “No Phone Zone” pledge is available on Oprah.com at www.oprah.com/nophonezone.

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