

AZ Insider: Barrett-Jackson Orange County Auction

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Kathy Shayna Shocket takes you behind the scenes of one of the most important parties of the summertime social season.



AMIDST THE CLASSIC VINTAGE CARS in the party room of Crevier Classic Cars located in Orange County, guests from Arizona, adorned in garage-chic attire, gathered for fancy cocktails and culinary delights. The private party for Barrett-Jackson's Inaugural Orange County Auction had all the glitzy elements of a fun, spirited evening.

Michael Bassoff, president of the Translational Genomics Research Institute (TGen) Foundation, several TGen executives, were among the VIP's in attendance as Craig Jackson shared the news of the recently established Barrett-Jackson Cancer Research Fund in memory of Russ and Brian Jackson. It's Craig's way of commemorating his father, Russ, and brother, Brian, and helping to raise funds to help fight the disease that took their lives.

The research fund is an extension of the philanthropic philosophy of the Jackson family and Barrett-Jackson, which has helped raise millions of charitable dollars nationwide. "Giving back to the community was something my parents began instilling in my brother and me from the time we were kids," says Craig of his father and his mother, Nellie, the matriarch of the Barrett-Jackson family who sadly died this year. "They taught us that it is our duty to leverage our talents and opportunities to help others in need. That legacy continues to my own children, who are also very involved in various charitable and community organizations today."

In December 2009, Craig agreed, along with Colorado businessman and car collector Rick Holland, to help raise \$1 million through a matching fund program for TGen to help support colon cancer research. This generous commitment resulted in the creation of the Russ and Brian Jackson Cancer Research Fund with a focus on finding a cure for colon cancer.

The legendary football star, Jim Everett, was also at the party and guests had the chance to have their picture taken in a photo booth to capture the special moments of the elegant celebration. And the parties continued during the inaugural Barrett-Jackson auction in Orange County. The auction delivered strong results—with more than 58,000 in attendance and sales totaling more than \$15 million. Craig is quite the entrepreneur, and as in business, his charity dollars will help drive the cure for cancer.