



## Annual Jerry Lewis Labor Day MDA Auctions Go Online

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In an effort to attract more interest from a younger demographic, the Muscular Dystrophy Association (MDA) is running online fundraising auctions. The online auction component will augment this year's headline fundraiser, the annual Jerry Lewis Telethon airing for its 42nd year on September 2, 2007.



Regional MDA online auctions in Knoxville, Phoenix, Houston, Michigan, Denver and Dallas will use cMarket to power their online fundraising auctions, opening up on BiddingForGood.com ([www.biddingforgood.com](http://www.biddingforgood.com)), cMarket's online portal for non-profit organizations hosting auctions on August 20 - September 7.

Each region has fun and meaningful items for interested bidders to offer on including a Limo Ride in Fort Collins, TX; three nights at the Curtis Hotel in Denver, CO; an 1890's Cut Crystal Back Bar Bottle in Payson, Arizona; a Laser Hair Therapy package in Phoenix, AZ and, most significantly, bidders can buy One Minute of Research or Assist with the Purchase of a Wheelchair, Leg Braces or a Communication Device for a child with MDA.

In addition, the online auctions are promoting the national site for the annual Jerry Lewis Telethon.

<http://www.biddingforgood.com>