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## **MASS 9/11 FUND TURNS TO cMARKET FOR FIRST-EVER ONLINE AUCTION OF LOW-NUMBERED LICENSE PLATES**

### ***Special online auction will raise funds for Massachusetts families of 9/11 victims***

CAMBRIDGE, MA (April 7, 2004) -- Low-numbered license plates are among the most sought-after prizes for drivers and collectors alike, with state lotteries for the rare plates regularly drawing tens of thousands of applications. Now, in a new effort to raise money for Massachusetts families of the victims of 9/11, the pursuit of low-digit plates is going online for the first time.

The Massachusetts 9/11 Fund, a nonprofit organization providing relief to Massachusetts 9/11 victims' families, has turned to cMarket of Cambridge, MA, the leading provider of Internet based auction services, to create this special online fundraising event. In cooperation with the Massachusetts Registry of Motor Vehicles, low-number Massachusetts "United We Stand" license plates (numbers 101 – 999) will go on the silent auction block beginning on Wednesday, April 7. Money raised in the auction will go to the MA 9/11 Fund to continue their support of the 250 families who lost a loved one in the September 11, 2001 terrorist attacks. A portion of the proceeds will also benefit the Commonwealth Security Trust which funds education and memorials for police and fire departments across Massachusetts.

This event marks the first time the public can bid for low-numbered license plates online. Anyone who wishes to submit a bid can do so by visiting [www.massfund.org](http://www.massfund.org) and clicking on the link to the auction site.

"We are extremely honored that Mass 9/11 Fund has chosen cMarket to help the organization raise money for such an important cause," said Jon Carson, chief executive officer and co-founder of cMarket. "We understand how challenging it is for nonprofits to raise funds solely via live auctions. Attendance represents only a small fraction of people who care about their cause, and only a small percentage are active bidders. This auction is a wonderful example of an organization leveraging new online technologies to reach a larger pool of bidders and achieve a stronger outcome."

The month-long online auction will end on May 3, capped with a live auction at Boston's Fenway Park 406 Club. The live auction will feature the 30 "highest interest" plates as identified through online bids. These 30 plates will be separated from the silent auction on April 28 at 6 pm. Bidding for the remainder of the numbers will continue throughout the week.

“This special online auction is an innovative and exciting way to support the Mass 9/11 fund and raise money for Massachusetts families,” said Registrar of Motor Vehicles Kimberly Hinden. “The Registry of Motor Vehicles supports the Mass 9/11 Fund and cMarket in this worthy and noble cause.”

#### **About cMarket**

cMarket of Cambridge, Massachusetts, enables nonprofits to easily create, extend, market, and manage their fundraising auctions online. With the ability to reach the inboxes of their community or targeted customer set, cMarket helps nonprofits maximize auction revenue through increased bidding, added sponsors and donor value. cMarket’s solution has helped numerous nonprofits in the arts, healthcare, faith based and education sectors raise significant funds. For more information about cMarket, including the most current running auctions, visit [www.cMarket.com](http://www.cMarket.com).