



FOR IMMEDIATE RELEASE

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Kiwanis Club of Roanoke Kicks off Mill Mountain STAR Auction –

In conjunction with their 28th Annual Pancake fundraiser (Saturday, May 6 7am-1pm), the Roanoke Kiwanis Club is excited to announce their Auction tradition - Kiwanis has once again partnered with the City of Roanoke to auction off a 1 year sponsorship of the iconic Mill Mountain Star. Bidding will be accepted by phone and email from 9am on May 7 through 6pm on May 11. The leading bids will be posted/updated on the club's website <https://www.roanokekiwanisclub.org/kpad/>

Bidders may submit higher bids throughout the process. Bidding starts at \$1,000; the minimum bid increment is \$100. The winning bid is tax deductible and must be received by our 501(c)(3) foundation by May 12. All proceeds will be used to support deserving local charitable organizations.

The winning bidder will have the exclusive right to use the Mill Mountain Star name and imagery in their company materials and advertising for the entire year. They will also have a plaque commemorating their sponsorship placed at the base of the Star for all visitors to see and will be invited to the plaque dedication event. Individuals can bid too! Find details on the website below.

For all things Kiwanis Pancake & Auction Day <https://www.roanokekiwanisclub.org/kpad/>

About the Kiwanis Club of Roanoke

The Kiwanis Club of Roanoke is a community service organization in the Roanoke Valley of Virginia that serves the needs of children, the elderly, and the environment. Our Club provides funds and sweat equity to over 24 charitable organizations, Key Clubs at area high schools, and the Phoenix Star AKtion Club for adults with special needs. At the Kiwanis Club of Roanoke you can fulfill your desire to serve the community and build friendships that will last a lifetime. All are welcome to join or participate in programs.