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Contact: Mitzi VanVoorhis
Mvanvoorhis@magauctions.com
C: 509.220.4866

DAA Northwest Announces Virtual Rock & Roll Sale

Auction Celebrates 25th Annual Signature Event via Edge Simulcast and YouTube

Spokane, WA – DAA Northwest is excited to announce the 25th anniversary of its signature promotion: The Rock & Roll Sale. The event takes on a new twist this year with Simulcast-only sales and a virtual, rooftop concert July 22nd and 23rd.

“We had already signed Weezer to perform during our 25th Rock & Roll Sale when Covid-19 hit,” said Bob McConkey, President and CEO of the McConkey Auction Group (MAG). “When Washington State went into lockdown and our auctions were temporarily closed, we anticipated the road ahead would be long. We had to adjust to the current reality, recognizing that everything had changed for us,” he added. With the uncertainty of the future, DAA canceled Weezer’s performance and regrouped. “The Rock & Roll Sale is our biggest event, and our customers wondered what we were going to do,” said McConkey. As July approached, several institutional accounts contacted McConkey and David Pendergraft, DAA Northwest’s General Manager about supporting a virtual Rock & Roll Sale. “We pulled our team together and immediately got creative about delivering a new Rock & Roll Sale experience,” said Pendergraft.

The result is Rock & Roll Week – a series of Edge Simulcast sales that begin at DAA Northwest with 1,100 fleet/lease units at 9:00 AM Wednesday, July 22nd. MAG Motorsports featuring bikes from Harley-Davidson Financial Services follows at 10:30 AM, with MAG Now, the McConkey Auction Group’s digital auction powered by EBlock kicking off at 1:00 PM.

Wednesday evening at 6:00, DAA Northwest presents the YouTube premier of The Cronkites' rooftop concert. The Cronkites have opened for DAA Northwest's international Rock & Roll Sale headliners every year since 1998. This July, their stage will be atop DAA Northwest's 25,000 square-foot auction arena. A link to the concert's YouTube premier will be available on magauctions.com July 22nd.

Thursday morning, DAA Northwest will offer 1,400 dealer and fleet/lease vehicles via Edge Simulcast and \$30,000 in post-sale prizes. Rock & Roll Sale Week concludes Friday, July 24th with DAA Seattle's 500-unit Edge Simulcast sale.

McConkey sums it up with, "As the saying goes, 'the show must go on!'"

DAA Northwest, DAA Seattle, MAG Now, MAG Motorsports, and MAG RVs are part of the McConkey Auction Group (MAG), an independent, wholesale auto and specialty auction company headquartered in Spokane, Washington. The company is a member of the National Auto Auction Association and ServNet, America's premier independent auto auction network. A complete Rock & Roll Sale schedule is available on magauctions.com.

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