



May 1st, 2023

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2023 Cars for Charities Car Show is One for the Record Books!

For Immediate Release:

Wichita, Kan – Celebrating their 66th year in 2023, Cars for Charities Rod & Custom Car Show was one for the record books! The 2023 show, held in January at Century II, matched a record charitable donation. This year the show raised \$150,000 for their two local charities. Proceeds from the show were distributed equally to Starkey, Inc. and AbilityPoint, each receiving \$75,000. This matched the 2016 Car Show as the largest total ever donated.

This year's donation more than doubled the \$70,000 donated in 2022. Show organizers credit the record donation to a surge in attendance, with ticket revenues up nearly 20% over the previous year, as well as an increase in donations from their loyal supporters, sponsors, and car community.

The show is now in its 12th year as a charity fundraiser under Cars for Charities Co. a 501 (C) 3 organization. To date, they have donated nearly \$1.4 million to local charities.

You will see some changes for the Car Show in 2024, moving from a 3-day event to a 2-day event, as well as eliminating the national Magnificent 7 competition. The new show format will give more focus to the local/regional cars and their owners. The show will continue to recognize winners with awards and focus on being a family event. Children 11 and under will continue to get in free along with continuing its Kid's Zone that has always been a popular feature, free of charge.

Next year's 67th annual car show is scheduled for January 19th & 20th, 2024 at Century II in downtown Wichita, Kansas.

Cars for Charities Co produces the Cars for Charities Rod & Custom Car Show. It is an annual car show held the 3rd week of January in Wichita, Kansas. All proceeds go to local charities benefiting children and individuals with Disabilities. The show previously known as The Darryl Starbird Rod & Custom Car show was first held in Wichita in 1957 by custom car builder, Darryl Starbird. In 2011, the show was purchased by Cars for Charities Co and transformed into a 501(C) 3 organization.