

# Corporate Kids Challenge hosted by Ritchie Bros. Auctioneers raises more than CA\$270,000 in benefit of KidSport BC

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Premier Gordon Campbell gives an official kick-start to the annual event by announcing a generous donation from the Province of British Columbia

VANCOUVER, BRITISH COLUMBIA (September 13, 2010) – Ritchie Bros. Auctioneers, (NYSE and TSX: RBA), the world's largest industrial auctioneer, in conjunction with Sport BC hosted its first annual Corporate Kids Challenge at its headquarters in Burnaby, BC, yesterday, raising in excess of CA\$270,000 in funding to benefit KidSport™. Premier Gordon Campbell officially kick-started the event with an opening speech, announcing their contribution of CA\$100,000 from the Province of British Columbia.

The charity event featured 20 co-ed corporate teams from the greater Vancouver area and B.C. Olympic athletes competing in various sports activities. After opening speeches were made by Ritchie Bros. CEO Peter Blake and Sport BC CEO Tim Gayda, Premier Campbell led the teams and Olympians in a parade to the competition area. Olympians competing in yesterday's event included: Mike Janyk, Denny Morrison, Nikola Girke, Auburn Sigurdson, Brian Johns, Kelly Stefanyshyn and Annamay Pierse.

"The support that kids get across the province to get involved in the sport of their choice makes a huge difference," said Premier Campbell. "I want to extend a thank you to Ritchie Bros. and KidSport BC for putting on a successful Corporate Kids Challenge – a first annual event in our province."

The competition consisted of 10 different events including tug of war, an egg and spoon race, a three-legged race, basketball, football, soccer, hockey, mini putt and an obstacle course. After the final challenge, WPCG (West Pacific Consulting Group) was crowned as the winning corporate team of this year's challenge.

“The support that we continue to receive from the Province of BC, organizations like Ritchie Bros. and all of the participants and sponsors present at yesterday’s event is for a great cause: to get kids into sport and help them start leading an active lifestyle,” said Mr. Gayda. “I want to thank all of them for a great first annual event and for their continued support of KidSport BC.”

Ritchie Bros. also conducted a live unreserved public charity auction featuring sports related items and Olympic paraphernalia. As with every Ritchie Bros. unreserved auction, every item in the charity auction was sold to the highest bidder—regardless of price—with no minimum bids or reserve prices. The live charity auction generated close to CA\$60,000, including a highlight Montreal hockey get away, which sold for CA\$20,000.

“This is the best fundraising event I’ve ever attended,” said 2010 Olympic Gold Medalist in the men’s speed skating team pursuit, Denny Morrison.

“The event was all about the kids and KidSport really is a foundation for community sport participation; it’s easy to get connected to their cause,” added Mr. Blake.

#### About KidSport™

KidSport™ is a community-based sports funding program that provides grants for financially disadvantaged children ages 6 to 18 to participate in amateur sport and learn valuable life lessons and skills. The organization operates 175 chapters across Canada, 40 of which are based British Columbia. For more information about KidSport™ and how you can help in your community, please visit [www.kidsport.ca](http://www.kidsport.ca).

#### About Ritchie Bros.

Established in 1958, Ritchie Bros. Auctioneers (NYSE and TSX: RBA) is the world’s largest industrial auctioneer, selling more equipment to on-site and online bidders than any other company in the world. The Company has over 110 locations in more than 25 countries, including 42 auction sites worldwide. Ritchie Bros. sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine industries. The Company maintains a web site at [www.rbauction.com](http://www.rbauction.com) and sponsors an equipment wiki at [www.RitchieWiki.com](http://www.RitchieWiki.com).

- 30 -

ATTENTION MEDIA: Photos from yesterday’s event will be available this afternoon at <http://www.rbauction.com/media>.

Members of the public and the media can follow Ritchie Bros. on Twitter @RitchieBros

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