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ServNet Auction Group Member Greater Rockford Auto Auction Celebrates 52 Years with GRAA'lalalooza Anniversary Sale Featuring Rodney Atkins

Greensburg, PA — Greater Rockford Auto Auction (GRAA), a member of ServNet Auction Group and one of the leading independent auto auctions in Illinois, will celebrate 52 years in the auction business with its annual GRAA'lalalooza Anniversary Sale, a two-day event taking place Tuesday, June 23, and Wednesday, June 24.

Headlining the 9th Annual GRAA'lalalooza celebration will be multi-platinum country artist Rodney Atkins, who will perform live on Tuesday evening, June 23rd. Known for chart-topping hits such as "Watching You," "Take a Back Road," "These Are My People," and "Caught Up in the Country," Atkins will take the stage as part of the auction's annual customer appreciation celebration.



Rodney Atkins, GRAA'lalalooza headliner

"We are proud to celebrate 52 incredible years with a GRAA'lalalooza that's bigger and better than ever," said Chad Anderson, General Manager of Greater Rockford Auto Auction. "We are thrilled to welcome Rodney Atkins to the GRAA'lalalooza stage for what promises to be an unforgettable Tuesday night performance for our customers and partners."

The celebration begins Tuesday, June 23, at 4:00 p.m., with more than 200 vehicles running through the lanes. After the sale, attendees will enjoy food and drinks provided by local food trucks before Rodney Atkins takes the stage at 7:00 p.m. The event continues on Wednesday, June 24, when GRAA welcomes customers back for the main auction event featuring more than 1,000 vehicles from fleet, lease, and dealer consignors. Following the sale, attendees will have the chance to win a share of \$10,000 in prizes during the event's closing giveaways. GRAA'lapalooza has become one of the auction's signature annual events, bringing together dealers, consignors, and partners from across the region to celebrate the auction's long-standing commitment to service and the independent auction community. More information about Greater Rockford Auto Auction and the GRAA'lapalooza Anniversary Sale is available at www.graa.net.

About Greater Rockford Auto Auction

Greater Rockford Auto Auction is a leading independent auto auction serving dealers throughout the Midwest. Since its founding more than five decades ago, GRAA has built a reputation for strong customer relationships, quality inventory, and innovative dealer services.

About ServNet Auction Group

ServNet Auction Group is a premier network of independently owned auto auctions across North America. ServNet auctions are known for exceptional service, operational excellence, and strong partnerships with dealers, commercial consignors, and industry partners.