



FOR IMMEDIATE RELEASE - March 12, 2021

Sonic Automotive and EchoPark Automotive Deliver Smiles to Hospitalized Children

BIRMINGHAM, Ala. – [Cheeriodicals](#) today announced the delivery of 800 personalized cheer-up gifts to pediatric hospital patients as a part of a national service project coordinated in partnership with Sonic Automotive, (NYSE:SAH), a Fortune 500 Company and one of the nation's largest automotive retailers. Hospitalized children in Birmingham, Charlotte, Dallas, Denver, Fort Myers, Las Vegas, Los Angeles, Nashville, Palo Alto and Washington, DC, each received their own big green boxes of cheer over a two-week period in early March.

Cheeriodicals' cheer-up gifts are a bundle of age-appropriate magazines and crafts, activity books, puzzles, and games for children to enjoy, all carefully packed inside a keepsake green gift box.

This Cheeriodicals delivery was made possible by Sonic Automotive and EchoPark Automotive's teammates from over 100 dealerships across the country joining together virtually to assemble and pack the Cheeriodicals as a corporate team building activity. Once the Cheeriodicals were all assembled and packed, the gift boxes were delivered to pre-selected children's hospitals. Each gift box included hand-written notecards with encouraging messages to the pediatric patients from Sonic Automotive and EchoPark Automotive teammates.

In light of the ongoing pandemic, both the assembly of the gift boxes and the actual deliveries were made in adherence with each hospital's specific COVID-19 constraints and pre-set guidelines to ensure optimal safety for the recipient children.

"For more than a year our country has battled the impact of COVID-19 on multiple fronts. As a result of this pandemic, hospitalized children have had to endure more than ever, specifically the necessary constraints on visitation," said Gary Parish, President of Cheeriodicals. "While nothing can ever replace a visit from a family member or friend to a hospitalized child, Sonic Automotive and EchoPark Automotive's delivery of big green boxes of cheer to 800 children nationwide will provide kids with a reason to smile when they have never been more isolated."

"Sonic Automotive and EchoPark Automotive are deeply committed to service and contributing to organizations in our communities, especially those supporting the health and well-being of children," said Jeff Dyke, President of Sonic Automotive and EchoPark Automotive. "By partnering with Cheeriodicals, our teammates were able to make a positive difference in the lives of 800 children. We hope the children enjoy their gift boxes and look forward to continuing to serve those in need."

About Cheeriodicals

Cheeriodicals is a national corporate team building company that conducts philanthropic events benefiting children's hospitals, Ronald McDonald Houses, Veterans Hospitals, the American Cancer Society, frontline hospital workers, assisted living residents and other charity groups. For more information about Cheeriodicals' new Virtual Team Building Initiative, visit our [website](#), or follow Cheeriodicals on [Facebook](#) and [Instagram](#).

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About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is one of the nation's largest automotive retailers. Sonic can be reached on the web at www.sonicautomotive.com.

About EchoPark Automotive

EchoPark Automotive is a growing operating segment within the Company that specializes in pre-owned vehicle sales and provides a unique guest experience unlike traditional used car stores. More information about EchoPark Automotive can be found at www.echopark.com.

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