

# NEWS RELEASE



## FOR IMMEDIATE RELEASE

**More Information:** Aaron Cook | TPRM | 214 520 3430 x.302

### **PROCEEDS FROM SHELBY COBRA TO BENEFIT BARRETT-JACKSON CANCER RESEARCH FUND IN MEMORY OF RUSS AND BRIAN JACKSON**

**ATLANTA –January 3, 2011-** Planet Cobra President Stephen Becker auctioned a Shelby Cobra CSX4000 roadster at the Barrett-Jackson Scottsdale Auction on Saturday, Jan. 22. \$5,000, from the sale, will benefit the Barrett-Jackson Cancer Research Fund in Memory of Russ and Brian Jackson at the Translational Genomics Research Institute (TGen). The fund was created by Barrett-Jackson CEO Craig Jackson for the Phoenix-based non-profit organization to research and find cures for diseases, such as cancer, neurological disorders and diabetes.

The highest bidder took home the CSX4779, fitted in Guardsmen Blue with Wimbledon White Le Mans stripes. It is equipped with a period correct 427 side oiler engine, robust manual transmission, all-independent suspension and four-wheel disc brakes. CSX4779 includes the original MSO signed personally by Carroll Shelby.

Highlights include:

- LeMans Blue fiberglass body and black interior
- Powered by the famous 427 c.i.d. engine that produces an estimated 455 horsepower
- 5-speed transmission
- 4-wheel disc brakes
- 2,400 miles

Thanks to Planet Cobra, the new owner now has a genuine Shelby Cobra with helping an unusual provenience while also helping in the fight against life-threatening diseases.

#### **ABOUT PLANET COBRA**

Planet Cobra is the most trusted resource for buying and selling genuine Shelybs today. The company has been in the business for over 30 years and has access to unlimited contacts, databases and insider information that can help enthusiasts buy or sell a Shelby Cobra or Mustang at the best possible price.

Stephen Becker, well-known and respected Shelby expert, is one of the most prolific authorities on Shelby automobiles. His expertise and in-depth knowledge has been tapped by clients to purchase, consign and restore original Shelybs. Becker has been retained by key auto groups and leaders to authenticate and value Shelby vehicles. More information is available at [www.goplanetcobra.com](http://www.goplanetcobra.com) or by calling Aaron Cook at (214) 520-3430 / [acook@tprm-usa.com](mailto:acook@tprm-usa.com).

###