

"Hat's Off for William"

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Less than a week later he was bounding up ladders to sit in the driver's seat of every big machine on the Ritchie Bros site, all the while grinning from ear to ear.

Jake Lawson greeted William at the Debert office and took him on the tour of the facility. As William took hold of Jake's hand, he was vibrating with excitement and couldn't wait to hit the equipment yard.

Out on the auction lot, there were so many of William's favorite machines lined up, it was hard for him to decide which one to pick first. Jake patiently let William climb into several before asking if he would like to drive one over to the auction viewing platform. William's eyes lit up and without any hesitation he was ready to roll.

With bids coming in from all over the world, totalling millions of dollars, one little boy stood out in the midst of it all. Waving his hat to the crowd, as he crossed the bidding platform, William's smile melted every heart in the room. The auctioneer explained why William was there and he received a huge round of applause from the crowd.

Ritchie Bros. had collected

over 150 hats for the "Hats off for William" Campaign but they had a few more surprises for William to take home, included some toy models of some of the big rigs he had been driving.

William's mother, was overwhelmed with gratitude on William's behalf. "They really made his day, he had an awesome time at Ritchie Bros," she says. "We now have collected so

many wonderful hats we want to share them. We have been in contact with Toronto's Hospital for Sick Kids and oncology departments at hospitals across the Maritimes and New England states."

Ritchie Bros. Auction has base team of 6 employees that grows to about 25 for auctions, with 4 sales a year in Debert and a few offsites, including one on July 19th in Grand Falls, NB and there will be one in St. Johns, NL on September 10th.

SEE THE VIDEO...

<http://www.youtube.com/watch?v=dIXGVeCJnEO>



Some of the big boy toys got a visit from William McGill at the Debert Ritchie Bros Auction on July 18th.



Jake Lawson was William's tour guide at the Ritchie Bros. Auction site. Here they discuss what a "Bid Book" is used for at the auction.



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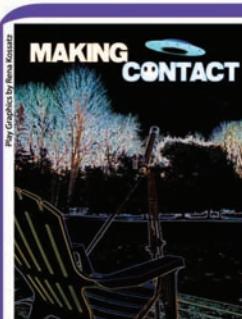
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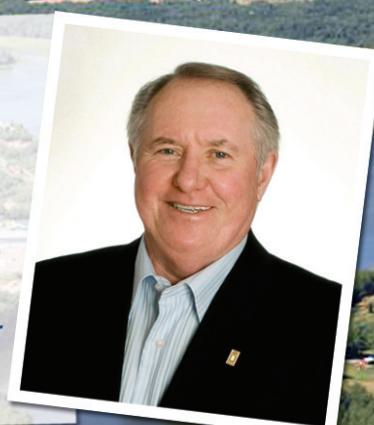
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