



Media Information

Automobili Lamborghini and Lady Gaga team up for charity sweepstake to support communities disproportionately impacted by the pandemic

Organizations 'Born This Way Foundation' and 'Together Rising' to benefit

Sant'Agata Bolognese, 9 December 2020 - Automobili Lamborghini and American singer-songwriter and actress Lady Gaga have joined forces to support those who have been impacted by the global pandemic, through a charitable campaign that will raise funds and awareness for various organizations helping communities disproportionately affected. Fans will have the chance to own a piece of pop culture history by winning the Lamborghini Huracán EVO RWD that was used in Lady Gaga's latest music video '911'.

The sweepstake is set to run from 5 November to 16 December through the Omaze platform where participants can enter with no purchase or donation necessary. The funds generated by the sweepstakes will support Lady Gaga's Born This Way Foundation, which promotes the wellness of young people and works with them to create a kinder and braver world. The campaign will also benefit the organization Together Rising, which works to connect patrons with the resources to support the direct needs of communities across the U.S. with the organizations that are effectively addressing those critical necessities. As the world faces challenges brought on by the pandemic, providing resources and tools that promote mental wellness and meet unmet needs has become more important than ever.

The initiative with Lamborghini and Lady Gaga intends to contribute and promote the values of solidarity among individuals, in the awareness that each of us, whatever we have to offer, can make a difference. To learn more about how to enter please visit, <http://bit.ly/Huracan-Win>.

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About Born This Way Foundation

Born This Way Foundation, co-founded and led by Lady Gaga and her mother, Cynthia Germanotta, supports the mental health of young people and works with them to create a kinder and braver world. Through high impact programming, youth led conversations and strategic, cross-sectoral partnerships, the Foundation aims to make kindness cool, validate the emotions of young people, and eliminate the stigma surrounding mental health. Learn how the Foundation encourages people to practice kindness towards themselves and their communities at bornthisway.foundation and learn more about their new book *CHANNEL KINDNESS* at channelkindness.org/book.

About Together Rising

Founded in 2012 by Glennon Doyle, Together Rising exists to transform collective heartbreak into effective action. Whether it's pulling children out of the sea outside the refugee camps in Greece, providing a single mother access to breast cancer treatment, or reuniting families separated at the U.S. border—Together Rising identifies what is breaking the hearts of givers and then connects givers' generosity with the people and organizations who are effectively addressing each critical need. Together Rising has raised over \$27 million for people in need with a most frequent donation of \$25, proving that small gifts can change the world in revolutionary ways. To learn more, visit <https://togetherrising.org>



Media Information

Photos and videos: media.lamborghini.com

Information on Automobili Lamborghini: www.lamborghini.com



Automobili Lamborghini S.p.A.

Headquarters

Chief Marketing & Communication Officer
Katia Bassi
T +39-051 9597611

Head of Communication
Gerald Kahlke
T +39 051 9597611
gerald.kahlke@lamborghini.com

Brand & Corporate Communication
Clara Magnanini
T +39 051 9597611
clara.magnanini@lamborghini.com

Product Media Events & Brand Extension
Rita Passerini
T +39 051 9597611
rita.passerini@lamborghini.com

Motorsport Communication
Francesco Colla
T +39 051 2156850
extern.francesco.colla@lamborghini.com

Polo Storico & Heritage
Massimo Delbò
T +39 3331619942
massimo@delbo.us

Regional Offices

Europe, Middle East & Africa
Emanuele Camerini
T +39 342 567 5842
emanuele.camerini@lamborghini.com

Asia Pacific
Silvia Saliti
T +65 9651 8955
silvia.saliti@lamborghini.com

South-East Asia & Pacific
Alethea Tan
T +658711 1329
alethea.tan@lamborghini.com

United Kingdom
Juliet Jarvis
T +44 (0) 7733 224774
juliet@jtc.uk.com

Japan
Kumiko Arisawa
T +81 804 606 0487
kumiko.arisawa@lamborghini.com

North & South America
Jiannina Castro
T +1 703 3647926
jiannina.castro@lamborghini.com

Eastern Europe & CIS
Tamara Vasilyeva
T +7 925 503 6706
tamara.vasilyeva@lamborghini.com

Chinese Mainland, Hong Kong & Macau
Nancy Rong 荣雪霏
T +86 10 6531 4614
xuefei.rong@lamborghini.com