

AUTOMOTIVE

Maserati drives awareness and fundraising for African charities

June 8, 2018



Julie Brangstrup Watts, Ashley Graham, Arizona Muse and Cody Horn drive with Maserati. Image credit: Maserati

By STAFF REPORTS

Italian automaker Maserati is providing a fleet for a charity tour featuring groups of high-profile women.

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Five groups of women in five Maserati vehicles will be joining a group of 80 women driving across the West Coast of the United States for charity during the Cash & Rocket Tour. Driving Maserati Levante SUVs painted in red in commemoration of the event, these women are raising funds and global awareness for charitable projects in Africa.

Driving awareness

Beginning on June 7, the journey started in San Francisco and will see the women driving all the way to Los Angeles and Las Vegas in four days.

The goal is to beat last year's raised funds of 1.4 million euros, or \$1.6 million at current exchange.

This is the fifth year of the event and will see a convoy of more than 40 vehicles traveling the journey. The hope is to support three charities that help fight for the welfare of women and children in remote parts of Africa.

Maserati's team of influential women include Instagram influencer Lena Perminova, Stylebop.com fashion director Leila Yavari, Majorelle founder Rachel Zeilic, Spanish model and DJ Gala Gonzalez, Spanish top model and television personality Nieves Alvarez, model Ashley Graham and fashion model Arizona Muse.

"We welcome prominent figures from the worlds of fashion, cinema, music, art and business to this stunning event," said Julie Brangstrup, founder and CEO of Cash & Rocket Tour. "Through female solidarity, our aim is to raise money for charities around the world, which will make a huge difference to the lives of many."



The Cash and Rocket tour 2018. Image credit: Maserati

Following their departure from the "Gold and Glamorous" cocktail party in San Francisco, the convoy of women will stop at Monterey for lunch, followed by a stop in Santa Barbara.

In Santa Barbara, the women will get to enjoy a beach yoga session as well as a white party.

On Saturday, the vehicles will be on display at the Malibu pier. This will be followed by a press conference in Beverly Hills and an auction gala dinner in Los Angeles before heading off to Las Vegas the following day.

Maserati is often undertaking initiatives for charity. For instance, the brand worked to support and promote Venice's cultural contributions through a pair of recent events.

As the automotive partner of nonprofit Venetian Heritage, Maserati took part in two galas presented by the organization last June. This partnership enabled Maserati to celebrate its own Italian heritage by aligning with a cause centered on preserving culture ([see more](#)).

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