

Press Release

The Piston Foundation



FOR IMMEDIATE RELEASE

Cristina Cheever Joins The Piston Foundation to Advance Fundraising and Strategic Development

GREENWICH, CONN. (October 21, 2025) – The Piston Foundation, a nonprofit dedicated to supporting the next generation of collector car technicians, is proud to announce a new collaboration with **Cristina Cheever**, founder of **Cheever Curated**, to drive fundraising, partnerships, and donor development initiatives.

With over 30 years of experience in automotive and luxury marketing, experiential strategy, and strategic brand partnerships, Cristina is a seasoned leader in the world of high-end lifestyle and entertainment. After nearly a decade as a senior executive at *Robb Report*, she now leads Cheever Curated, a consultancy specializing in strategic collaborations across the automotive, lifestyle, and entertainment sectors.

Through Cheever Curated, Cristina currently works with the Los Angeles Chargers, supporting strategic partnerships and the launch of their 1960 Club — a premium membership program and event series. She also recently collaborated with Penske Media Corporation (PMC) on the inaugural *SXSW London*, where she integrated iconic PMC brands including *Rolling Stone*, *Billboard*, and the *Golden Globes* into a groundbreaking cultural experience.

A lifelong automotive enthusiast, Cristina has worked with legendary marques such as Porsche, Aston Martin, and Jaguar, where preserving heritage, craftsmanship, and authenticity has been a defining passion. Her philanthropic focus is equally notable—she has helped raise more than \$1.7 million in support of education, community, and health causes, including Baby2Baby, Ment'or BKB Foundation, and The V Foundation for Cancer Research.

“Cristina brings a unique blend of high-touch relationship building, strategic creativity, and heartfelt commitment to the preservation of car culture,” said **Robert Minnick**, CEO of The Piston Foundation. “Her expertise in partnerships and storytelling will help us reach new audiences and expand our impact across the collector car community.”

“The collector car world thrives on heritage, innovation, and the human touch — qualities that can’t be replicated by technology. Through Cheever Curated and my work with The Piston Foundation, I’m proud to help protect that legacy by investing in the next generation of craftspeople. These young technicians are the future of car culture, and when we fuel their education and passion, we ensure that the artistry, precision, and history of this industry continue to inspire for decades to come.”

— **Cristina Cheever**, Founder, Cheever Curated

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Cristina will work closely with The Piston Foundation team to strengthen donor relationships, develop innovative fundraising initiatives, and grow the Foundation's ability to provide scholarships and career opportunities for aspiring automotive restoration professionals.

For more information about The Piston Foundation and its initiatives, visit pistonfoundation.org.

About The Piston Foundation

The Piston Foundation is a 501(c)(3) nonprofit that empowers young car enthusiasts to discover rewarding careers as collector car technicians. Piston is turning the shortage of technicians into skilled trade career opportunities by building pathways to success through auto-tech education, hands-on training connections, and job placement assistance in this high-demand field. Piston is unlocking career paths and economic opportunities that will build the next generation of automotive craftspeople and strengthen the talent pipeline for the collector car industry.