



For Immediate Release

Contact:

Jill Schafer
Mitchell 1
858-391-5251

Jill.Schafer@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362
lkonsbruck@maxmarketing.com

Mitchell 1's "Thank You Thursdays" Sweepstakes Shows Appreciation to Repair Professionals

SAN DIEGO, Calif., May 19, 2020 – Mitchell 1 brings back its "Thank You Thursdays" Facebook sweepstakes to show support and appreciation to all the essential automotive repair professionals across the country. Running now through June 24, one lucky winner will be chosen each week to receive a \$100 gift card. The winners will be announced on Facebook on Thursdays, with two winners to be named on the final Thursday.

"The latest edition of our popular 'Thank You Thursdays' sweepstakes is especially meaningful during these unprecedented times as we want to say 'thank you' to all the automotive repair professionals who have continued to work hard to keep the motoring public safely on the road," said Nick DiVerde, senior marketing director for Mitchell 1.

Facebook users can enter the sweepstakes through the [Mitchell 1 Facebook page](#) by clicking on the "Thank You Thursdays" tab on the left side of the homepage and filling out the online entry form.

Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry since 1918 and offers a complete line of integrated software and services to help automotive and commercial truck professionals improve productivity and profitability. From repair information with real-world fixes to shop management software and marketing services, auto and truck repair businesses rely on Mitchell 1 for end-to-end process efficiency.

For more information about Mitchell 1, visit www.mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at www.mitchellrep.com.

About Mitchell 1:

Headquartered in San Diego, California, Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for more than 100 years. Mitchell 1 offers a complete line of integrated repair shop software and services to help automotive and commercial truck professionals improve productivity and profitability. ProDemand[®] optimized with SureTrack[®] is the most complete solution for OEM and real-world repair information and diagnostics. Manager[™] SE is the industry standard for mechanical estimating and shop management information. The SocialCRM shop marketing service delivers automated marketing and customer engagement tools to help shop owners improve their bottom line profits. For the commercial trucking segment, TruckSeries provides information required to estimate labor times, diagnose and repair all makes of Class 4-8 trucks. For more information about Mitchell 1 products and services, visit the company's website at mitchell1.com. Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

###