



**For Immediate Release**

**Contact:**

Janet Dayton  
Mitchell 1  
858-391-5251

[janet.dayton@mitchell1.com](mailto:janet.dayton@mitchell1.com)

Lynn Konsbruck  
Maximum Marketing Services  
312-768-7362

[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Mitchell 1 Names Lucky Winners of its ‘Thank You Thursdays!’ Sweepstakes

**SAN DIEGO, Calif., Jan. 4, 2024** – Mitchell 1 announces the winners of its “Thank You Thursdays!” Facebook sweepstakes, which ran during the holiday season to express gratitude to valued customers and acknowledge the exceptional efforts of auto service professionals in the industry. One winner of a \$100 gift card was announced on the [Mitchell 1 Facebook page](#) every Thursday for five weeks, with an additional winner named on the final day.

The “Thank You Thursdays!” winners include:

- Misael Rodriguez, Andy Mohr Automotive
- Kelly Osborne, Osborne Oil Co.
- Angela Pratt, Dan’s Toy Shop
- Crystal Ferguson, Upstate Auto Electric
- Harry Harth, Ironman Mobile Auto Repair & Welding
- Julio Valdez, Everest Auto Repair LLC

“Thanks to everyone who entered our latest ‘Thank You Thursdays!’ sweepstakes and congratulations to our six lucky gift card winners,” said Nick DiVerde, senior marketing director, Mitchell 1. “This popular contest is just another way for Mitchell 1 to show appreciation for all that auto service professionals do to keep vehicles moving on our roadways. Keep an eye on our Facebook page for more exciting sweepstakes to come.”

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

### **About Mitchell 1:**

Mitchell 1 offers a full suite of sophisticated software and services, including vehicle repair information, business management and marketing services, that help auto repair shops improve efficiency and profitability at every step of the repair process. Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry for over 100 years and is part of the Snap-on® TOTAL SHOP SOLUTIONS brand family – where real-world insights integrate with OEM specifications, procedures and more to help technicians speed repairs with confidence. Key products include ProDemand auto repair information, Manager SE shop management software and SocialCRM shop marketing services. For more information, visit the company’s website at [mitchell1.com](http://mitchell1.com).

###