



For Immediate Release

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Mitchell 1's 'Thank You Thursdays!' Sweepstakes Celebrates Auto Service Professionals

SAN DIEGO, Calif., April 22, 2024 – Mitchell 1 announces the return of its “Thank You Thursdays!” sweepstakes in celebration of Automotive Service Professionals Month (ASPM) in June. One winner of a \$100 gift card will be named each Thursday for 10 weeks on the [Mitchell 1 Facebook page](#).

To enter the sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [mobile link](#) to fill out the online form by Thursday, June 20, 2024. Each entry is valid for the duration of the sweepstakes period.

“We’re excited to bring back our ‘Thank You Thursdays’ sweepstakes as a way thank all of the auto service professionals for the valuable services they provide to the motoring public by keeping their vehicles in safe, dependable operating condition,” said Nick DiVerde, senior director, product management for Mitchell 1. “Our past promotions have been so popular that we decided to extend the sweepstakes period and start recognizing service professionals even earlier this year. Enter today for the opportunity to get an extra special token of our appreciation.”

The National Institute for Automotive Service Excellence (ASE) has designated June 2024 as Automotive Service Professionals Month (ASPM). ASPM serves as a way to recognize vehicle service professionals who are proficient, credentialed and committed to excellence.

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:

As a member of the Snap-on® Total Shop Solutions brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company’s website at mitchell1.com.

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