



For Immediate Release

Contact:  
Jill Schafer  
Mitchell 1  
858-391-5000, x6207  
[Jill.Schafer@mitchell1.com](mailto:Jill.Schafer@mitchell1.com)

Lynn Konsbruck  
Maximum Marketing Services  
312-768-7362  
[lkonsbruck@maxmarketing.com](mailto:lkonsbruck@maxmarketing.com)

## Mitchell 1 Announces the Return of its “Thank You Thursdays” Sweepstakes

**POWAY, Calif., Oct. 24, 2019** – Mitchell 1 announces the return of its “Thank You Thursdays” Facebook sweepstakes, running now through Nov. 28, 2019. Each week, one lucky winner will be chosen to receive a \$100 gift card, with two winners to be named on Thanksgiving Day.

“We’re excited to bring back our popular ‘Thank You Thursdays’ Facebook sweepstakes as a way to show appreciation for automotive service professionals who work hard every day to keep America driving safely,” said Nick DiVerde, senior marketing director for Mitchell 1. “Entering the sweepstakes is quick and easy, so don’t miss your opportunity to get an extra special ‘thank you’ from 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](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:**

Headquartered in Poway, 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. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and was recognized by Frost & Sullivan in 2018 with the North American Customer Value Leadership Award. For more information about Mitchell 1 products and services, visit the company’s website at [mitchell1.com](http://mitchell1.com). Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions> and <https://twitter.com/Mitchell1>.

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