



For Immediate Release

**Contact:**

Jill Schafer

Mitchell 1

858-391-5251

[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 Brings Back its “Thank You Thursdays” Sweepstakes

**SAN DIEGO, Calif., Oct. 1, 2020** – One of Mitchell 1’s most popular Facebook promotions, “Thank You Thursdays,” is back just in time for the holidays. Every Thursday through Dec. 17, one lucky winner of a \$100 gift card will be announced on the [Mitchell 1 Facebook page](#).

“We extended the length of our fall ‘Thank You Thursdays’ sweepstakes period into mid-December to show our appreciation and gratitude to even more automotive service professionals during these trying times,” said Nick DiVerde, senior marketing director for Mitchell 1. “We hope our extra special ‘thank you’ will help make the holiday season a little brighter.”

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 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](http://mitchell1.com). Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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