



For Immediate Release

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

SAN DIEGO, Calif., Oct. 4, 2021 – Mitchell 1 announces the return of its “Thank You Thursdays” sweepstakes, running now through Dec. 14. Every Thursday, one lucky winner of a \$100 gift card will be awarded on the [Mitchell 1 Facebook page](#).

“We brought back our popular ‘Thank You Thursdays’ sweepstakes in time to gear up for the holidays. It’s another way to show our gratitude to the automotive service professionals who have worked so hard over the past year to keep drivers safely on the road,” said Nick DiVerde, senior marketing director for Mitchell 1. “We hope this token of our appreciation helps to make the upcoming holiday season a little extra special.”

Facebook users can enter the sweepstakes through the [Mitchell 1 Facebook page](#) by clicking on the [mobile link](#) to fill out the online entry form. Each entry is valid for the duration of the sweepstakes period.

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>

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