



For Immediate Release

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Mitchell 1 Kicks Off “Thank You Thursdays... and Every Day” Sweepstakes

In Recognition of Automotive Service Professionals Month in June

SAN DIEGO, Calif., May 26, 2022 – In celebration of Automotive Service Professionals Month (ASPM) in June, Mitchell 1 kicks off its latest sweepstakes, “Thank You Thursdays... and Every Day!” One lucky winner of a \$50 gift card will be announced each day in June on the [Mitchell 1 Facebook page](#).

To enter the sweepstake, visit Mitchell 1 on [Facebook](#) and click on the [mobile link](#) to fill out the online form by Friday, June 24, 2022. Each entry is valid for the duration of the sweepstakes period.

“Automotive Service Professionals Month is the perfect time to recognize and thank technicians and all auto care professionals who go above and beyond to provide the essential services needed to keep vital vehicles in operation and the motoring public on the road,” said Nick DiVerde, senior marketing director for Mitchell 1. “We hope our latest sweepstakes goes a long way in showing our appreciation for all that these service professionals do, every day.”

The National Institute for Automotive Service Excellence (ASE) has designated June 2022 as Automotive Service Professionals Month (ASPM). This year, ASPM will not only serve as a way to recognize vehicle service professionals who are proficient, credentialed and committed to excellence, but also as a celebration of ASE’s 50 years of service to the transportation industry.

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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