



For Immediate Release

Contact:

Janet Dayton
Mitchell 1
858-391-5251

Janet.Dayton@mitchell1.com

Lynn Konsbruck
Maximum Marketing Services
312-768-7362

lkonsbruck@maxmarketing.com

Mitchell 1's "Thank You Thursdays" Sweepstakes Returns for the Holiday Season

SAN DIEGO, Calif., Oct. 3, 2022 – As a way to show appreciation for the automotive service professionals who keep American motorists driving safely, Mitchell 1 announces the return of its "Thank You Thursdays" Facebook sweepstakes. Running now through Dec. 15, one lucky winner of a \$100 gift card will be announced on the [Mitchell 1 Facebook page](#) every Thursday.

"In the spirit of the upcoming holiday season, we want to thank all of the auto repair professionals across the country for their hard work and dedication to the auto care industry," said Nick DiVerde, senior marketing director for Mitchell 1. "Entering the 'Thank You Thursdays' sweepstakes is quick and easy, so don't miss the opportunity to get an extra special token of our appreciation in time for the holidays."

To enter the sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [mobile link](#) to fill out the online form by Friday, Dec. 9, 2022. Each entry is valid for the duration of the sweepstakes period.

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>.

###