



*For Immediate Release*

**Contact:**

Janet Dayton  
Mitchell 1  
858-391-5251

[Janet.Dayton@mitchell1.com](mailto:Janet.Dayton@mitchell1.com)

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

## Mitchell 1 Brings Back “Thank You Thursdays!” Sweepstakes in Time for the Holiday Season

**SAN DIEGO, Calif., Nov. 20, 2023** – Mitchell 1 is showing appreciation for all the automotive service professionals who keep American motorists driving safely with the return of its “Thank You Thursdays!” Facebook sweepstakes, running now through Dec. 15. Just in time for the holiday season, one lucky winner of a \$100 gift card will be announced on the [Mitchell 1 Facebook page](#) every Thursday for five weeks with two winners named on Dec. 21.

“We would like 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.”

To enter the “Thank You Thursdays!” sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [mobile link](#) to fill out the online form by Friday, Dec. 15, 2023. Each entry is valid for the duration of the sweepstakes period.

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:**

As a member of the Snap-on® TOTAL SHOP SOLUTIONS brand family, 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 software and services, including vehicle repair information, business management and shop marketing services, to help automotive and commercial truck professionals improve productivity and profitability. For more information, visit the company’s website at [mitchell1.com](http://mitchell1.com).

###