



For Immediate Release

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## Mitchell 1 Brings Back ‘Thank You Thursdays... and Fridays!’ Sweepstakes

### *In Recognition of Automotive Service Professionals Month in June*

**SAN DIEGO, Calif., May 30, 2023** – In celebration of Automotive Service Professionals Month (ASPM) in June, Mitchell 1 brings back its “Thank You Thursdays... and Fridays!” sweepstakes. One winner of a \$100 gift card will be announced each Thursday and Friday in June on the [Mitchell 1 Facebook page](#).

To enter the sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [mobile link](#) to fill out the online form by Friday, June 23, 2023. 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 2023 as Automotive Service Professionals Month (ASPM). ASPM serves as a way to recognize vehicle service professionals who are proficient, credentialed and committed to excellence.

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).

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