



*For Immediate Release*

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## Mitchell 1 Sweepstakes ‘Thanks’ Automotive Service Professionals this Holiday Season

**SAN DIEGO, Calif., Nov. 24, 2025** – To show appreciation for automotive service professionals this holiday season, Mitchell 1 announces the return of its “Thank You Thursdays!” Facebook sweepstakes, running now through Dec. 18. One winner of a \$100 gift card will be announced on the [Mitchell 1 Facebook page](#) every Thursday for five weeks with the final winner named on Dec. 25.

“The ‘Thank You Thursdays!’ sweepstakes is the perfect way to ‘thank’ automotive service professionals across the country for their hard work and dedication to keeping motorists safely driving on our roadways,” said Cami Hermann, director of marketing at Mitchell 1. “We hope this token of our appreciation makes the holiday season a little brighter for the lucky winners.”

To enter the “Thank You Thursdays!” sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [link](#) to fill out the online form by Thursday, Dec. 18, 2025. Each entry is valid for the duration of the sweepstakes period.

For more information, visit [mitchell1.com](http://mitchell1.com), call (888) 724-6742, or locate an independent sales consultant at [mitchell1.com/my-rep](http://mitchell1.com/my-rep).

### **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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