



For Immediate Release

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Mitchell 1 Announces ‘Thank You Thursdays!’ Sweepstakes in Time for the Holiday Season

SAN DIEGO, Calif., Nov. 25, 2024 – In the spirit of the upcoming holiday season, Mitchell 1 announces the return of its “Thank You Thursdays!” Facebook sweepstakes, running now through Dec. 20. 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 the final day, Dec. 26.

“The ‘Thank You Thursdays!’ sweepstakes is the perfect way for us to show automotive service professionals how much we appreciate their dedication to keeping motorists driving safely down the road,” said Jen MacDonald, director of marketing for Mitchell 1. “This token of our appreciation is sure to help make the holidays a little brighter.”

To enter the “Thank You Thursdays!” sweepstakes, visit Mitchell 1 on [Facebook](#) and click on the [link](#) to fill out the online form by Friday, Dec. 20, 2024. Each entry is valid for the duration of the sweepstakes period.

For more information, visit mitchell1.com, call (888) 724-6742, or locate an independent sales consultant at 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.

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