



For Immediate Release

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## Mitchell 1 Brings Back “Snow Much Fun” Facebook Sweepstakes

**SAN DIEGO, Calif., Jan. 6, 2022** – Mitchell 1 announces the return of its “Snow Much Fun” Facebook sweepstakes, running now through Feb. 24, 2022. One winner of a \$50 Amazon gift card will be announced on the Mitchell 1 Facebook page each Tuesday and Thursday, Jan. 11 to Feb. 24, with a flurry of six winners to be announced on March 1. Facebook users can enter the sweepstakes on the [Mitchell 1](#) page.

“The cold and snow have returned and so has our popular ‘Snow Much Fun’ sweepstakes,” said Nick DiVerde, senior marketing director for Mitchell 1. “We had a lot of fun with this promotion last winter, so we brought it back for a second year to show appreciation for our Facebook followers. Enter today for your chance to win.”

Visit Mitchell 1 on [Facebook](#) or click on the [mobile link](#) to enter. Each entry is valid for the duration of the sweepstakes period.

Mitchell 1 has been a leading provider of repair information solutions to the motor vehicle industry since 1918 and offers a complete line of integrated software and services to help automotive and commercial truck professionals improve productivity and profitability. From repair information with real-world fixes to shop management software and marketing services, auto and truck repair businesses rely on Mitchell 1 for end-to-end process efficiency.

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:**

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<sup>®</sup> optimized with SureTrack<sup>®</sup> is the most complete solution for OEM and real-world repair information and diagnostics. Manager<sup>™</sup> 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](http://mitchell1.com). Follow Mitchell 1 on social media at <https://www.facebook.com/Mitchell1ShopSolutions>, <https://www.instagram.com/mitchell1shopsolutions> and <https://twitter.com/Mitchell1>.

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