



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Daily Prize Drawings Add to SEMA Show Excitement

Prosser, Washington, November 24, 2010 — To celebrate the debut of its Repairer Driven Education (RDE) curriculum, to show its appreciation for the industry and RDE’s sponsors (BASF, GM, Ford, PPG, LKQ and 3M), and to add extra excitement to this year’s already energy-packed SEMA show, the Society of Collision Repair Specialists (SCRS) held a series of daily prize drawings at their booth on the Las Vegas Convention Center show floor.

To become eligible for the drawing, visitors to the SCRS booth on November 2–5 were able to pick up a “report card” listing all RDE sponsors and their booth locations within the show. The participant would then visit each RDE sponsor’s exhibit, have a company representative stamp the card, and return the completed card to the SCRS booth for entry into the drawing. One contestant was selected each day to win a prize.

A number of high quality items were offered thanks to the generosity of several Corporate Members and SCRS:

Gift	Sponsor	Winner
Iwata Air Bush Kit, Planet Color Products	Sherwin-Williams Automotive Finishes	Jerry Bartle Harry’s Cadillac GMC Ashville, NC
CM221 2 Wire Feed MIG-Welder	CAR-O-LINER	Michael Travers Adrenaline Rush Racing Kailua-Kona, HI
1-Year Subscription to ALLDATA Collision	ALLDATA	Garry Olson Century Avenue Collision North St Paul, MN
ELEKTRON MC30 Precision Plasma Cutter	SCRS	Larry Cernosek Deer Park Paint & Body Pasadena, TX

“ALLDATA has supported SCRS over the years because we like what they stand for—they exhibit an openness to different sides of the industry that leads to cooperation and effective industry solutions,” explains ALLDATA Senior Program Manager for Collision Dan Espersen. “It is our pleasure to help

sponsor the drawing and to place a complete set of OEM repair information at the fingertips of one lucky winner.”

Car-O-Liner’s involvement in the drawing is likewise indicative of their longstanding relationship with SCRS. “As always, we are pleased to support the efforts of SCRS and our industry education at SEMA” states Jeff Kern, President of the Americas for CAR-O-LINER Company. “The MIG welder donation helped to create a nice buzz in the SCRS booth at SEMA, and we are proud to be viewed as partners with an organization such as SCRS who shares our focus on improving industry knowledge.”

“Looking at the variety of programs and offerings at the SEMA Show this year, it is obvious that it has become a *premiere collision repair* event; its impressive scope captivates the modern repairer with a wealth of essential products, information and training,” says SCRS Vice Chairman Aaron Clark. “The vitality of the event certainly helped fuel the first year success of Repairer Driven Education, and this drawing is one small way we can give back to the industry for supporting us, and supporting our position within the show. SCRS anticipates next year’s SEMA Show will be even more compelling, and we look forward to it with great anticipation.”

About SCRS: Through its direct members and 39 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: www.scrs.com. You can e-mail SCRS at the following address: info@scrs.com.

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