



Christian Brothers

A U T O M O T I V E

NEWS

For Immediate Release

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Christian Brothers Automotive Launches “Apples for Teachers”

Nominations open September 9 for annual back to school promotion honoring teachers

HOUSTON (September 8, 2014) – Christian Brothers Automotive, a national automotive repair franchise, has launched the second annual “Apples for Teachers” online effort to reward educators who have made a difference in their communities.

“Christian Brothers Automotive gives back to the communities we serve by providing trusted repair and service in our hometowns. We want to take that same kind of commitment to our local communities a step further, by rewarding the hard-working teachers who educate our children,” said Mark Carr, founder and CEO of Christian Brothers Automotive. “We may keep cars running, but it’s the teachers in the classroom who helped all of us get our start. Each and every day they’re making a tremendous difference in the lives of our children and in this small way we want to help say thank you for that Nice Difference.”

Customers and fans are encouraged to nominate an outstanding teacher via the company’s Facebook page and share in 250 words or less how that teacher or staff member has made a *Nice Difference*® within the lives of their students and in their community.

Deadline for “Apples for Teachers” submissions will be Thursday, September 25, at 7 p.m. CST.

Christian Brothers will select 15 finalists to be voted on by its Facebook Fans. Voting begins Monday, September 29 and concludes Friday, October 3 at 7 p.m. CST. The grand prize winning teacher will be announced Tuesday, October 7, and will receive an iPad Mini, a \$250 gift card to Staples, a \$250 gift certificate to Christian Brothers Automotive and a pizza party for his/her entire school.

Contest winners must be at least 18 years of age, non-secondary educator and be a legal resident of one of the states comprising the United States, excluding residents of Florida

and Rhode Island.

For more information and to see the complete list of rules and regulations, visit Christian Brothers on Facebook ([Facebook.com/ChristianBrothersAuto](https://www.facebook.com/ChristianBrothersAuto)) or ChristianBrothersAuto.com.

About Christian Brothers Automotive

Christian Brothers Automotive was established in 1982 as a result of founder Mark Carr's ambition to give Houston-area car owners a pleasant, professional and clean automotive service experience. Carr began franchising the brand in 1997. Christian Brothers Automotive is now one of the nation's leading automotive service and repair franchise systems with more than 130 locations open and an additional 35 under development in 17 states. The main company principle is to run an automotive repair facility based on the principle of "Love your neighbor as Yourself," which is still the core philosophy of Christian Brothers Automotive today.