



## Press Release

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FOR IMMEDIATE RELEASE

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## NABC Receives Associations Advance America Award of Excellence

*The American Society of Association Executives and the Center for Association Leadership come forward to recognize NABC for its Recycled Rides initiative.*

Princeton Junction, NJ, March 10, 2010 — The National Auto Body Council (NABC) is pleased to announce that it has received an Award of Excellence in the first round of the 2010 Associations Advance America (AAA) Awards program, a national competition sponsored by the American Society of Association Executives (ASAE) and the Center for Association Leadership, based in Washington, D.C. The NABC is one of only 13 organizations nationally to have the award bestowed upon it.

NABC specifically received the award for its Recycled Rides™ initiative, a community awareness project whereby members of the NABC repair and donate refurbished vehicles to families and service organizations in need throughout the United States. The program is now in the running to receive a Summit Award, ASAE and the Center's top recognition for association programs, to be presented in ceremonies at ASAE's 11th Annual Summit Awards Dinner at the National Building Museum in Washington, D.C., on September 29, 2010.

Now in its 20th year, the AAA Awards program recognizes associations that propel America forward with innovative projects in education, skills training, standards-setting, business and social innovation, knowledge creation, citizenship, and community service. Although association activities have a powerful impact on everyday life, they often go unnoticed by the general public. The award is an attempt to rectify that oversight.

"When I got the application, it looked like the organizations wanted to gather input on association programs that were different and unique and had an impact outside of their own membership," recalls NABC Executive Director Chuck Sulkala. "I immediately thought of Recycled Rides, because it is an awesome example of how all segments of our industry join together to help folks and organizations who are in dire need. Its reach is quite extensive, and its green aspects are notable, as well — we're renewing donated goods and services, bringing an otherwise total loss back to significant life and usefulness. It's one of the most outstanding forms of 'service to humanity' I have ever witnessed."

From the perspective of ASAE and the Center, Recycled Rides truly embodies the spirit of the Associations Advance America campaign. "It is an honor and an inspiration to showcase this activity," stated 2009-2010 Associations Advance America (AAA) Committee Chair Ping Wei, director of educational opportunities for the American Society of Civil Engineers. "It is an example of the many contributions associations are making to advance American society."

**About NABC:** NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Our ongoing and continued success is a direct result of the efforts and support of our

sponsoring companies and membership. Please contact NABC directly for membership information. Call 1-888-667-7433 (888-66PRIDE) or go to [www.autobodycouncil.org](http://www.autobodycouncil.org).

*NABC ~ Changing the image of our industry, one consumer at a time.*

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