



Press Release

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FOR IMMEDIATE RELEASE

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Search for 2010 PRIDE Award Nominees Underway

Renewed approach to award process includes the formation of a PRIDE committee, outreach from NABC corporate members, and an improved online nomination form.

Princeton Junction, NJ, April 6, 2010 — The National Auto Body Council (NABC) announces the opening of nominations for the 15th annual PRIDE Awards, which recognize those in the collision industry who selflessly donate their time, energy and financial resources to worthy causes outside the industry.

The PRIDE Awards have been in existence since NABC's formative years and are emblematic of its core mission: bringing positive attention to an industry that had traditionally suffered from less than flattering public perception. A ground-breaking concept at the time, the PRIDE Awards' continuance speaks to their ongoing relevance.

"The PRIDE Awards are part of NABC's DNA and an integral part of its history," states NABC Executive Director Chuck Sulkala. "They helped establish NABC's profile in the public eye and have effectively focused the consumer's attention on the many good men and women in our industry who play a part in making the world a better place."

The award process is undergoing refinements this year in an effort to encourage the submission of nominees and heighten the award's profile. A PRIDE committee, headed by PRIDE Co-Chairs Janet Chaney and Bob Keith, will facilitate the submission of nominees and help drive the project's momentum until the awards presentation takes place at the Collision Industry Achievement luncheon during the SEMA Show.

In addition, NABC corporate members will be actively engaged in soliciting nominations for the first time, significantly expanding PRIDE's outreach. To make nominating a candidate easier than ever, a revised, improved nomination form can be submitted online, available from the NABC Web site (go to www.autobodycouncil.org and click on **PRIDE AWARDS > Nomination Form**). Printing a PDF version of the form, located on the same Web page, continues to be an option.

"These changes are designed to broaden PRIDE's search for nominees and keep the award in the forefront of everybody's thoughts," says Chaney. "The award may be a long-standing fixture, but it continues to evolve. This is part of NABC's heritage and legacy and that's something of which we can all be proud. Please help us find the industry's unsung heroes in 2010."

About PRIDE: The PRIDE Awards seek out and recognize individuals and/or groups who distinguish themselves by performing selfless acts of kindness or other humanitarian deeds outside their role in the collision industry. Any individual, business organization, or group employed in a collision industry-related segment such as collision repair facility, vehicle manufacturer, supplier/vendor, educator, insurer, independent appraiser or trade association is eligible to be nominated. To see a complete description of the nominating procedure, eligibility and other important award-related information, please visit www.autobodycouncil.org and click on **PRIDE AWARDS > Nomination Form**.

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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.

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

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