

Service King Teammates Contribute, Raise More Than \$190,000 for National Breast Cancer Foundation

FOR IMMEDIATE RELEASE

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RICHARDSON, Texas (November 11, 2016) – [Service King Collision Repair Centers](#) and its family of more than 6,000 teammates officially contributed and raised more than \$190,000 for the National Breast Cancer Foundation during the month of October. The company, with locations in 23 states across the U.S., completed its third annual national campaign Friday with a visit and presentation at NBCF's office in Frisco, Texas.

Service King's effort aimed to support NBCF and its mission of Helping Women Now, while spreading hope to families across the U.S. impacted by breast cancer. Since 2014, Service King and its teammates have contributed more than \$350,000 to NBCF and its various support programs and research efforts.

"Service King once again made a tremendous contribution to our mission of Helping Women Now[®] through this year's Eliminate Fear, Inspire Hope campaign," said Danae Johnson, Senior Director of Development, NBCF. "The funds raised will provide early detection, education and support services to women in need, and their generous digital advertising donation helped us share the message of early detection with thousands of people across the country."

As part of the 2016 partnership, Service King teammates across the organization traded their traditional uniform for pink *Eliminate Fear, Inspire Hope* t-shirts complete with the NBCF pink ribbon and Service King crown.

During the campaign, Service King also dedicated its inventory of more than 100 billboards across the U.S. to supporting NBCF and early detection awareness. The displays featured NBCF's logo, website and the message 'Don't Miss the Signs of Breast Cancer.' The boards were prominently displayed in cities such as Chicago, Los Angeles and Philadelphia.

"This is a cause the entire Service King family feels deeply connected to," said Jeff McFadden, Service King President. "The battle against breast cancer impacts many Service King teammates, their families and the lives of our customers. We're grateful for the opportunity to join with a leader in the battle like NBCF to help spread the message of hope each October and beyond."

Service King, with its home office located in North Texas, operates more than 300 high-quality collision repair centers across the U.S. The organization is celebrating its 40th Anniversary in 2016. In 2015, the company and its teammates contributed more than \$500,000 to various non-profit organizations and causes.

ABOUT SERVICE KING COLLISION REPAIR CENTERS

Service King Collision Repair Centers[®], with more than 40 years of experience in the automotive repair industry, is a leading national operator of comprehensive, high-quality collision repair facilities. The organization is consistently recognized for its commitment to customer satisfaction, quality workmanship and giving back to the industry through innovative training and recruiting initiatives. Service King traces its roots back to Dallas, Texas and founder Eddie Lennox who opened the very first Service King in 1976. Today, Service King operates locations in 23 states across the U.S. In 2015, Service King was named the No. 1 Best Place to Work by both the Dallas and San Antonio Business Journals. For more information and to find a local Service King, visit www.ServiceKing.com and follow Service King news on [Facebook](#) and [Twitter](#).