



# Press Release

*Connecticut Collision Repair Specialists Administrative Office* • P.O. Box 1042 Rocky Hill, CT 06067 • Ph. 860-778-6967 • Email: [lisasiembab@ctcrs.com](mailto:lisasiembab@ctcrs.com)

## **FOR IMMEDIATE RELEASE**

For Further Information

Contact Lisa Siembab, CCRS Executive Director

Phone: (860) 778-6967 or Email: [lisasiembab@ctcrs.com](mailto:lisasiembab@ctcrs.com)

### **CCRS Joins Association Dedicated to Improving Collision Industry Image**

*“Membership in National Auto Body Council underscores CCRS’s commitment to industry unity.”*

*Rocky Hill, CT, May 26, 2009* — The Connecticut Collision Repair Specialists (CCRS), a non-profit collision repairer association, is pleased to announce its membership in the National Autobody Council (NABC), a group dedicated to improving the image of the collision industry.

Professionals from all parts of the collision industry can join NABC. Paint suppliers, parts vendors, and insurance companies belong, in addition to collision repairers. The inclusive philosophy matches up well with the philosophy of CCRS.

“We subscribe to the mission of NABC and its desire to build unity between those responsible for delivering a safe, quality repair to the vehicle owner,” states CCRS Executive Director Lisa Siembab. “Both organizations understand that cooperation, openness and effective communication provide the best end result, and believe that the approach can work without compromising anyone’s best interests. For that reason, there’s a nice synergy between CCRS and NABC.”

The two associations likewise resemble each other in that they consistently demonstrate a willingness to get involved in charitable activities. CCRS, for example, has participated in the Toys for Tots program and—in conjunction with the Staples chain of office supply stores—Do Something 101, through which it donated hundreds of school supplies for underprivileged students.

This year CCRS will participate in NABC’s Recycled Rides initiative. The Connecticut group is committing to the reconstruction of four vehicles to be handed off to needy families in conjunction with the Thanksgiving holiday. “Our initial goal was to restore one vehicle, but the CCRS membership insisted that we do more – and we decided that four vehicle, for four families in need, was the magic number!” says Siembab.

“Repairing vehicles through Recycled Rides provides a real opportunity to give back to our community,” explains Siembab. “We’ll be working with an area charity to locate the families that will receive the vehicles, and are working with insurance companies, Connecticut auto body shops and local suppliers to find appropriate vehicles and get them into shape. It’s a wonderful opportunity to create a favorable impression of our industry at the grass roots level, while providing much needed transportation for those who might otherwise have to do without.”

CCRS is somewhat unique in that it is the first body shop association to join the ranks of NABC. “One of our goals has always been to provide opportunities broad enough to allow associations like CCRS to

promote themselves and their members,” says NABC Executive Director Chuck Sulkala. “The Recycled Rides program is a good example of this, and we are excited to have the folks in Connecticut on board. As a result, their communities will get a close look at the quality repair facilities in their neighborhoods and the outstanding people that work in them. We hope they prove to be the first of many associations to become involved in our mission of helping improve industry image one consumer at a time.”

***About NABC:*** *NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Its ongoing and continued success is a direct result of the efforts and support of sponsoring companies and membership. Please contact NABC directly for membership information at 1-888-667-7433 (888-66PRIDE) or go to [www.autobodycouncil.org](http://www.autobodycouncil.org).*

***About CCRS:*** *The Connecticut Collision Repair Specialists consists of professionals from all segments of the collision industry working together to expand and improve the industry and open lines of communication through training opportunities, open forums and involved cooperation. It is committed to the future of the collision repair industry, providing the leadership needed, raising the professional image of the individual and the industry, and developing new leaders to carry its goals forward. For more information on CCRS visit: [www.ctcrs.com](http://www.ctcrs.com)*

###