



Keeping Cars Kickin'



NEWS RELEASE

Family Service Day Contact:

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Ayers Automotive Repairs Hosts National Family Service Day Event, Gives Back To Community By Providing Auto Service At No Charge

Ayers Partners with Area Non-profit and Businesses to Provide a 'Hand Up' to Local Families

Santa Barbara, CA, December 8, 2015 – Local business owner Nikki Ayers of **Ayers Automotive Repairs** honored local seasonal workers with a special event. **Family Service Day – Keeping Cars Kickin'** is a national program designed to help automotive businesses share their expertise and give back to the community. During the company's first Family Service Day event, the shop owners and employees gave up their day off and were closed to the public to provide general automotive maintenance and car-care education at no charge to local families who need help caring for their vehicles.

Ayers Automotive Repairs chose to partner with **Unity Shoppe** -- an agency that helps supplement the basic necessities of shelter, food and clothing so people have the ability to pay their rent and utilities and are better able to move their lives forward. Families were pre-selected and referred by Unity Shoppe. At the end of the company's day-long event, Ayers helped **16** families with necessary automotive service and repairs.

"In our industry, we have the unique ability to fix cars," noted Nikki Ayers. "As the winter season approaches, the hours of our seasonal workers are being cut back and cut out. On Family Service Day, we donated our facilities and automotive expertise as a way of lending a hand to these families and giving back to our community. Our partners helped give back by donating supplies, food, and materials for kids' activities. By sharing our talent and resources, we are providing a 'hand up' to families who need the help at this moment. Our goal in hosting Family Service Day here is for local families to leave with more reliable transportation and a sense of security that comes from having a better understanding of how their vehicles work."

Family Service Day – Keeping Cars Kickin’ programs are sponsored by [TECHNET Professional Automotive Service](#)[®], a network of over 7,500 independently owned repair shops dedicated to high-quality service and commitment to community.

“Thanks to the good work of our technicians, the wonderful support we received from our parts supplier CARQUEST/Advance Auto Parts and our local business partners Firestone/Bridgestone, Santa Cruz Markets, Tino's Deli, South Coast Deli, Pizza Mizza, Rusty's Pizza, KTYD/KLITE, SB Towing, Lowe's Home Improvement Center, Petrospecs, and BG Products, we were able to make a real impact on the lives of our guests.”

Ayers added, “We were humbled not only by the guests but by the team spirit our employees showed. They shared their time and skills with these families and showed how much they really cared about making a real difference for others in our community. We took a company vote after the event and unanimously agreed to participate in hosting a Family Service Day – Keeping Cars Kickin’ event again next year.”

About Ayers Automotive Repairs

Since 1979, Ayers Automotive Repairs has been providing Santa Barbara with dependable, trustworthy Auto Repair services. From minor tune-ups to major overhauls, our trained service technicians are skilled at quickly diagnosing and pinpointing solutions to problems, saving you valuable time and money. Our number one goal is complete customer satisfaction. We are proud of our reputation as one of the Santa Barbara area's most trustworthy Auto Repair shops. We provide a two-year parts and labor warranty on all services with a 2-year nationwide parts and labor warranty on most services. Two convenient Santa Barbara locations: 1301 Chapala St. and 220 Anacapa St. www.ayersrepairs.com

About Unity Shoppe

If we help with "basic needs" we can prevent "homelessness and welfare dependency". No progress is possible without shelter, food and clothing. By supplementing these basic necessities, people have the ability to pay their rent and utilities. Then, they are able to move their lives forward. The Unity Shoppe also teaches volunteers office and computer skills, merchandising, inventory control and customer relations as we prepare people for future job opportunities. More than 22,000 people are [referred yearly by more than 300 non-profit agencies](#), churches, schools and hospitals. By providing a facility available to all non-profits we can eliminate duplication and save countless dollars. This makes it possible to help more people with better and more consistent support services. Unity Shoppe operates a year-round [“Free” grocery](#) and [clothing store](#) so people can shop with dignity for their basic needs. [Over 1,700 volunteers](#) help a small staff of 15. Over \$2 Million in merchandise is distributed annually. www.unityshoppe.org

About TECHNET Professional Automotive Service

TECHNET Professional Automotive Service[®] stands on sound business principles and upholds the highest ethical standards providing Service You Can Trust. With a network of over 7,500 independently owned repair shops across North America, members provide thousands of motorists with high-quality service and are committed to improving communities. www.technetprofessional.com

About Family Service Day

Family Service Day is an award-winning organization with a mission to help businesses do well by doing good. The company has created a unique and proven Blueprint for business owners and employees to get involved in supporting their community by sharing their talents and services with families in need. Through the company's flagship initiative, *Keeping Cars Kickin'*, participating repair shops offer no-charge vehicle maintenance, service and car-care education to families that need help caring for their automobiles. Independent repair shops that are part of TECHNET Professional Automotive Service® are the exclusive service providers for Family Service Day events. What began as a community project in 2009 has grown to include national events with service providers in 50 states. www.familyserviceday.org

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EDITOR'S RESOURCES – Please contact Suzanne Hawley Suzanne@familyserviceday.org/ 603-660-0534 (cell) for more information about Family Service Day and:

INTERVIEWS available with:

- Ayers Automotive Repairs, Nikki Ayers
- Unity Shoppe, Elvira Avina, Administrative Director, Elvira@unityshoppe.org, 805-965-4122
- Family Service Day Founder – Charlie Marcotte
- Mom - Family Service Day Founder's Inspiration Behind the Event - Martha Waite

PHOTOS: Available upon request, Suzanne@familyserviceday.org

VIDEO: Background Information: Inspiration for Family Service Day: <https://youtu.be/IQyHssxzPjI>

OTHER: Family Service Day events and testimonials: www.familyserviceday.org/news