



For Immediate Release

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N.A. Williams Sponsors 2008 Car Care Council Women's Board

BETHESDA, MD – July 23, 2008 – The Car Care Council Women's Board (WB) announces N.A. Williams will continue its sponsorship of the Women's Board activities.

N.A. Williams, the leading manufacturers' representative agency in the country, has been providing sales and marketing solutions for its clients since 1934. They offer the highest level of representation and service for manufacturers, retailers and distributors. Unquestioned strength and presence with major customers and a long-standing reputation for exceptional service, support and integrity, makes N.A. Williams the first choice.

"I'd like to thank N.A. Williams for sponsoring the Women's Board activities for another year," said Katie Noga, president of the Car Care Council Women's Board. "We greatly appreciate their ongoing support."

The Women's Board offers four tax-deductible sponsorship levels, Platinum (\$5,000), Gold (\$2,500), Silver (\$1,250) and Bronze (\$500). These sponsorship dollars cover all of the activities of the various Women's Board committees, including:

- Consumer education, with special emphasis on female consumers
- Expanded scholarship program for women
 - Post-secondary vocational students enrolled in automotive programs and planning to enter the automotive field
 - High school students planning to enter the automotive field
 - Northwood University student enrolled in the automotive aftermarket curriculum
- Recruitment and retention of women into our Industry
- Development and maintenance of <http://women.carcare.org>
- Industry support, articles and educational materials
- Research projects and public relations activities
- Automotive Communications Awards and reception

The Car Care Council Women's Board is comprised of professional women and men, including company executives, service shop owners, service writers, motor sports figures, association executives and consultants, who are dedicated to informing female audiences about proper vehicle maintenance and safety, while encouraging young people to investigate automotive career choices. For more information about the Car Care Council Women's Board, visit <http://women.carcare.org> or e-mail womensboard@carcare.org.

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