



Australia Joins International Program

Free Car Wash for Veterans and Service Personnel On Friday November 11, 2011

To: All Australian Car Wash Operators,

The Australian Car Wash Association is seeking your assistance to honour Remembrance Day and to support our armed services personnel by joining this international program which unites the car wash industry each year on November 11.

We want to recognize and reward those people that have served or are currently serving our country by providing a Free Car Wash to all veterans and service personnel.

Founded in 1998 by a single car wash operator in the USA, the Grace for Vets Program now covers all 50 US States, Canada; and now for the first time Australia. In 2010, over 1,250 locations washed a total of over 100,000 vehicles. Not one car wash that has joined has ever quit the program.

We Need You

Help us launch Australia as part of this international program and increase the number of those that are honoured for their service. Any type of car wash can participate as long as you are giving free washes to service personnel on November 11.

Why You Should Join the Grace for Vets Program

There are many reasons to take part; the most important are:

- Increasing the number of washes under this program reflects the international car wash industry's commitment as a whole to our service personnel.
- Marketing tools and materials are available for you to download at **No Cost**
- Increased public relations opportunities for your car wash and the industry.
- Opportunity to retain a new segment of the market.
- Recognition in industry publications and throughout your community.
- It can be a fun-filled day for the veterans, service personnel AND your Staff!!

To Register your Car Wash visit: www.graceforvets.org

Join with us today,

Mike Mountz

Founder, Grace for Vets
Ephrata, PA USA
www.cloistercarwash.com

Charles Warren

CEO, Australian Car Wash Association
Melbourne, VIC
www.acwa.net.au

United We Stand.
United We Wash®
www.graceforvets.org