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THE I-CAR® EDUCATION FOUNDATION RELEASES UPDATED RECRUITING DVD

HOFFMAN ESTATES, IL – Oct 4, 2007– The I-CAR® Education Foundation has released an updated version of the Smart Jobs Smart People recruiting DVD designed to explain the satisfying and rewarding careers opportunities in the collision industry. The video is ideal for presentations to any audience: career days at local schools, civic group meetings, PTA and community groups, or any other youth or adult gathering.

“The new Smart Jobs Smart People DVD contains footage that adds excitement and entertainment to catch the attention of students while still portraying the collision repair and refinish process as a career opportunity,” added Ron Ray, Executive Director of the I-CAR Education Foundation. “Also new are student interviews that provide a unique perspective of why they have chosen this career, which should appeal to their peers.”

The Smart Jobs Smart People DVD shows the collision repair process after an automobile accident and explores career opportunities of the people involved in restoring the vehicle to its pre-accident condition. The DVD also discusses some of the skills and training that are needed to be successful in each of these careers.

In addition to the updated Smart Jobs Smart People DVD, the Education Foundation will be releasing new promotional items during the upcoming school year. Please call the Education Foundation at 888.722.3787, Ext. 282 to obtain your copy of the Smart Jobs Smart People DVD or to receive more information about other complimentary promotional items.

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The I-CAR Education Foundation, founded in 1991, is a not-for-profit organization dedicated to securing donations that support philanthropic and collision repair education activities that promote and enhance career opportunities in the industry.

