



NEWS RELEASE

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COLORS ON PARADE FRANCHISEE TO DRIVE 24-HOUR RACE IN FIXER-UPPER FOR A GOOD CAUSE

March 8, 2014, Conway, S.C – Conway, S.C., Colors on Parade northern Colorado franchise owner, Aaron Geiser will participate in 24 Hours of LeMons endurance race in Millville, N.J. The race takes place on Saturday and Sunday, May 10-11, 2014 at the New Jersey Motor Sports Park. Geiser will be traveling from northern Colorado to join the Philly River Rats race team.

What makes the race series unique is that instead of fast, high-powered sleek machines, all of the entries must be no more than \$500 to purchase, fix-up and make race-ready. The race is noisy, full of out-of-the-box penalties, and awards and unusual punishments are presented throughout. Even the race officials get into the spirit and often wear goofy outfits and wigs.

Colors on Parade is racing for fun, but also to raise money for a charity that is close to Geiser's heart, his local National Multiple Sclerosis Society - Colorado and Wyoming Chapter. Every hour that Geiser and the Philly River Rat team drives they will donate two percent of his franchise's daily sales. In addition, proceeds from the event also go to help raise money for the event's official charity, Speedway Children's Charities.

"At Colors on Parade we are passionate about fixing up cars, but there is something pretty special about finding the most in-need car and driving it for as long as it can last," said Geiser. "I am thrilled to be a part of this year's 24 Hours of LeMons and for a great cause. My wife and I have a dear family friend that inspired us to donate money to our local Colorado MS chapter."

To learn more about Colors on Parade or 24 Hours of LeMons visit, <http://www.colorsonparade.com> or <http://www.24hoursoflemons.com/faq-how-to>.

About Colors on Parade

Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in

Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses patented eco-friendly technologies to provide mobile onsite auto repair services at any location including a client's home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners.

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