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**FOR IMMEDIATE RELEASE**

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## **Southeast Community College Wins ACDelco Social Media Challenge**

**GRAND BLANC, Mich.** – ACDelco – the exclusive original equipment parts brand for Chevrolet, Buick, GMC and Cadillac, as well as a provider of premium aftermarket parts for most other makes and models – has named General Motors Automotive Service Educational Program (ASEP) students at [Southeast Community College's](#) Milford, Neb. campus the latest winners of the ACDelco GM ASEP School Challenge.

“The enthusiasm of the students at Southeast Community College is infectious, and we hope they inspire many more current and prospective students to pursue careers in automotive service,” said Abby Szafranski, digital and social media manager, ACDelco.

The contest challenged GM ASEP students across the U.S. to produce creative social media content to inspire other students to consider careers as automotive technicians. The winning school receives prizes including ACDelco gear and automotive tools.

GM ASEP is a joint effort between GM, GM dealers, ACDelco Professional Service Center (PSC) program members, and select colleges across the U.S. The two-year GM ASEP curriculum combines advanced technical training, academic coursework and real-world internship experience at participating GM dealerships or independent ACDelco PSC shops. Graduates will complement their technical know-how with an associate’s degree in applied science or similar fields.

Increasingly advanced vehicle systems and an industry shortage of qualified technicians are creating career opportunities for the students. The U.S. Bureau of Labor and Statistics (BLS) predicts the auto care industry will need to hire more than 30,000 technicians by 2024.

“As demand for qualified technicians in our area increases, it is important for our faculty to stay on the cutting edge,” said Mark Christensen, GM ASEP instructor at Southeast Community College. “With the ongoing support of corporate partners like ACDelco, we look forward to giving the next generation of auto care professionals the tools they need to succeed.”

### **ACDelco GM ASEP Social Media Challenge**

The next ACDelco GM ASEP School Challenge is already underway, and social media posts now through April 30 will be eligible to win the next ACDelco prize package.

- Post photos of your school's GM ASEP classes on the ACDelco Facebook, Twitter and Instagram pages
- Use the #ACDelco hashtag in the post
- For more information, contact [jana@threadgroup.com](mailto:jana@threadgroup.com) or [kevin@threadgroup.com](mailto:kevin@threadgroup.com)

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**ACDelco** is the exclusive Original Equipment parts brand for Chevrolet, Buick, GMC and Cadillac, as well as provider of premium aftermarket parts for most other makes and models. Other available applications include off-road, marine and industrial. With a century of history behind it and nearly 90,000 parts across 37 product lines, ACDelco is the preferred choice of professional technicians and do-it-yourselfers in more than 100 countries. To find an ACDelco Professional Service Center program participant or parts retailer, visit [acdelco.com](http://acdelco.com) or call 1-800-ACDELCO. Find ACDelco on Facebook, YouTube, Instagram, Google+ and Twitter.