



Press Release

For immediate release

For further information contact:
Deb Brunett, Executive Director
Phone: (262) 542-7707
e-mail: wcrpinfo@gmail.com

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WCRP Career Awareness Campaign

Wisconsin Collision Repair Professionals (WCRP) has established driving goals to create career awareness for collision repair technicians and its associated career paths in the collision industry, bringing additional scholarships to future collision technicians, and increasing the education/training to our member shops.

We know that one of the biggest issues our member collision shops share with us is the shortage of technicians in our industry. Therefore, our Industry/Media Committee had a white board presentation created on Career Awareness. This presentation is attached to this press release. Also included is a link to the presentation on our WCRP YouTube Channel to be distributed to as many outlets as possible.

[Body Shop Career Awareness video - YouTube](#)

Stay tuned for future white board presentations on “Shopping Wisely for Auto Insurance” and “Insurance Co-Pays.”

Our updated website at www.wcrp.pro and Facebook page are beginning to reflect our new direction and focus – stay tuned for more updates!

For more information contact Executive Director Deb Brunett at 262-542-7707 or email wcrpinfo@gmail.com

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