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**GUNK® BRAND PARTNERS WITH SKILLSUSA® TO LAUNCH
THE 2011 SERIOUS SOLUTIONS CHALLENGE**

***Automotive Students Share Their “Auto-Motivation” For Chance At Scholarship &
Trip To SEMA In Las Vegas***

INDIAN TRAIL, N.C., (September 21, 2011) – **GUNK®** products, the industry leader in engine cleaning and degreasing products, today announces its collaboration with [SkillsUSA](#), a partnership of industry, students, and teachers working to ensure America has a skilled workforce, to launch the 2011 Serious Solutions Challenge. The nationwide challenge asks automotive students to create a video describing their “Auto-Motivation,” or what drives them to pursue a career in the automotive industry.

Five finalists will be chosen based on their video entries, and each will receive a \$3,500 scholarship toward their automotive technical education. The five finalists and their automotive teachers will also receive all-expense paid trips to the Specialty Equipment Market Association (SEMA) Show in Las Vegas in November where the students will compete in the Ultimate Challenge, a trivia contest focused on demonstrating their knowledge of the automotive industry. The winner will receive the grand prize of \$5,000 to support the automotive department at his or her school.

“We’re committed to helping students further their education and reaching their goals within the automotive industry,” said Marshal Livingstone, **GUNK®** brand category manager at RSC Chemical Solutions. “Through our partnership with SkillsUSA, we are giving students an outlet to express their passion for all things automotive, support their career training, and benefit the schools that helped them become valuable members of the industry.”

Entry videos, which the students have been submitting throughout the summer, will be judged by representatives of RSC and SkillsUSA. Finalists of the Serious Solutions Challenge video entry portion of the competition will be announced in September and the five students

and their teachers will be flown to Las Vegas November 1 for the SEMA Show where they will compete in the Ultimate Challenge.

“Today’s automotive students have been granted a valuable opportunity through their participation in the Challenge,” said Tim Lawrence, executive director of SkillsUSA. “This scholarship initiative has the power to further enhance our members’ education. We can’t wait to showcase what drives them to succeed in today’s automotive industry.”

Video entries can be viewed on the Serious Solutions Challenge YouTube Channel:

www.youtube.com/GunkSSC2011.

About Radiator Specialty Company

With more than 1,600 customers in 81 countries around the globe, Radiator Specialty Company (RSC) today develops, manufactures and markets high performance products for auto, motorcycle, plumbing, hardware and industrial applications. RSC products are manufactured at its 400,000 square foot operations facility in Indian Trail, North Carolina, which is ISO 9001-2008 Certified and includes eight state-of-the-art production lines with an SAP Operating System. RSC trademarked brands include: Liquid Wrench®, Gunk®, Engine Brite®, MotorMedic®, Tite-Seal® and Solder Seal®. Founded in 1924, RSC is headquartered at 600 Radiator Road, Indian Trail, NC 28079, 877-464-4865, www.RSCBrands.com.

About SkillsUSA

SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled work force. It helps each student excel. It is a national nonprofit that strives to provide a quality workforce in over 130 trade, technical and skilled service occupations with 13,000 chapters in 54 state and territorial associations. SkillsUSA serves more than 300,000 high school, college and postsecondary students and their instructors. For more information, go to www.skillsusa.org.

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