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**GUNK® BRAND & SKILLSUSA® BRINGS
THE 2011 SERIOUS SOLUTIONS CHALLENGE TO SEMA**

***Automotive Students Travel to Vegas to Compete in
the GUNK® Serious Solutions Challenge for \$5,000 Grand Prize***

INDIAN TRAIL, N.C., (October 31, 2011) – [GUNK®](#) brand, the industry leader in engine cleaning and degreasing products, through its partnership with [SkillsUSA](#), a nonprofit partnership of industry, students, and teachers working to ensure America has a skilled workforce, today announced it will bring the 2011 Serious Solutions Challenge to the Specialty Equipment Market Association (SEMA) Show in Las Vegas. The 2011 Serious Solution Challenge will culminate its summer-long scholarship program with five finalists at the SEMA Show, where they will compete in a game-show style trivia contest on November 2 at 2 p.m. at the Radiator Specialty Company (RSC) booth #10166. The winner will receive a grand prize of \$5,000 to support the automotive department at his school.

Five finalists have been chosen based on their video entries, demonstrating their “auto-motivation,” or what drives them to pursue a career in the automotive industry, 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 SEMA Show in Las Vegas this November to compete in the Serious Solutions Challenge.

The five finalists are:

- Robert Hollingsworth, Tennessee Technology Automotive Program (Nashville, TN)
- Keith Rose, Brigham Young University Idaho (Rexburg, ID)
- Sean Murphy, Tennessee Technology Center Athens (Athens, TN)
- Jonah Castillo, Pueblo Community College (Pueblo, CO)
- James Watson, Okefenokee Technical College (Waycross, GA)

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“We’re thrilled to bring these motivated students to SEMA to compete in the Serious Solutions Challenge,” said Marshal Livingstone, **GUNK®** brand category manager at RSC Chemical Solutions. “Through our partnership with SkillsUSA, we’ve been able to increase our commitment to educating future automotive professionals. There’s no doubt the finalists’ enthusiasm and excitement will energize everyone at SEMA as they compete for an additional \$5,000 prize for their school.”

Video entries, which the students submitted throughout the summer, were judged by representatives of RSC and SkillsUSA. The Serious Solutions Challenge will take place at 2 p.m. on November 2 at the **GUNK®** brand booth at SEMA.

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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