



The Car Wash Industry + St. Jude Children's Research Hospital = The Power of Partnership!

Innovative Control Systems, Motor City Wash Works, and St. Jude Children's Research Hospital are partnering together to help children affected by cancer and other life-threatening diseases.

How can you get involved?

You can support the life-saving mission of St. Jude Children's Research Hospital® by giving your car wash customers the ability to make a charitable donation at your Auto Sentry payment terminal.

This is a VERY easy campaign to participate in. Simply offer your customers the opportunity to add a donation (e.g., \$1, \$3, \$5 or other) onto their car wash purchase to benefit St. Jude. See example below:



All promotional materials, including a brief intro video and customized buttons for donation amounts for your Auto Sentry payment terminal, as well as posters and window stickers to promote the event will be provided to you at no charge.



What are the benefits of this easy campaign?

Excellent public relations and marketing opportunity to differentiate your company from your competitors.

Higher employee morale. Your employees will enjoy working as a team to raise funds for St. Jude Children's Research Hospital®

What will this cost my company?

Absolutely nothing. Innovative Control Systems and Motor City Wash Works have generously offered to provide the campaign materials including the customized video and graphics for your Auto Sentry payment terminal, posters, and window stickers for your site.

Your customers will provide the donations. It's a win-win!

How do we get started?

Simply email or call Michael Hull of St. Jude Children's Research Hospital at Michael.Hull@stjude.org or 248-744-1300 to sign up.

Once signed up please contact Innovative Control Systems (800-642-9396) who will work with you to design and upload the customized video and graphics to your Auto Sentry payment terminal.

Together we can find cures, and save children.



Your dollar makes a difference for St. Jude kids like Avery.



Defining the World of Car Wash Technology

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