

**FOR IMMEDIATE RELEASE**

Nu-Look Collision Centers  
840 Lehigh Station Rd.  
W. Henrietta, NY 14586  
Phone: 585-321-3014

**Media Contact:**  
Natalie Campbell  
585-269-0625

December 15, 2008

**Nu-Look Collision Employees Drive Truck Loads of  
Food Collected for Foodlink to Help Out the  
Rochester Community**

Rochester, NY - At noon on December 17<sup>th</sup>, Nu-Look Collision Centers will be driving several truck loads of food and non-food donations to help out with Rochester's Foodlink, with donations collected since the official employee food-drive kick-off November 24.

**Employees Driving Community Awareness**

The Foodlink barrels have been at all 7 Nu-Look Collision locations since the November 24<sup>th</sup> employee kick-off, with an additional donation boost from the Nu-Look Collision web-site and television ads to help further promote the company-wide Foodlink collection effort.

'Our employees truly have rallied around this food-drive to help out those in need', says Paul Zelter, General Manager of the Nu-Look Collision Irondequoit center.

Nu-Look Collision Centers is actively involved in several community programs such as the Ronald MacDonald House and Golisano's Children's Hospital at Strong. For several years, Nu-Look employees from the various centers have worked together to refurbish more than a dozen vehicles that were deemed total losses, and made them like 'Nu'. The restored vehicles have been given to recipients at such organizations as ABW, Blessed Sacrament Church, and Wilson Commencement Park. This year, having enough food to eat has become an even greater need across the country. Says owner Jeff DiFulvio,

'This year, what with the current economic situation, we thought that helping out the Rochester community with food made more sense – and we chose Foodlink as they do an excellent job making sure that those in need are helped out'.

**About Nu-Look Collision Centers**

Nu-Look collision Centers has been voted best Auto Collision Repair shop for the last 7 consecutive years by the Democrat & Chronicle's Rochester Choice Awards. Started in 1981 as a one-man operation by Owner/Founder Jeff DiFulvio, Nu-Look Collision Centers has 7 convenient locations in and around the Greater Rochester area. Employing over 100 people and performing collision repairs on over 9,000 vehicles a year, Nu-Look Collision Centers' CSI rating (Customer Service Index) consistently places in the mid-high 90's out of 100% #####END#####