



## FOR IMMEDIATE RELEASE

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### **Local Couple Adds Mr. Electric® Franchise to Meet Growing Area Electrical Services Needs**

(CARLISLE, PA – MAY 11, 2007) Ron and Judy Mixell are excited to announce the upcoming grand opening of their new business venture, a locally owned and operated full-service *Mr. Electric* franchise which will be known as *Mr. Electric* of Cumberland County.

Ron and Judy will celebrate this exciting new phase of their professional and personal life with a grand opening Saturday, June 9, 2007 from noon-2 PM at the Carlisle Home Depot (1013 S. Hanover St.).

Those attending the grand opening celebration can expect hot dogs, cold soft drinks and water and special prize drawings. Local radio personalities with Red 102.3 FM will broadcast live from the grand opening and will also have giveaways for visitors.

“The *Mr. Electric* concept of courteous and professional service intrigued us,” said Ron. “We believe the key to business success lies in more than just doing a job for the customer. We think *building relationships* with our customers, in addition to providing top-notch service, is the secret to long-term professional prosperity.”

“We also believe this philosophy flows over into and enhances our personal lives as we treat others the same way we would like to be treated,” added Judy.

“We attended a comprehensive *Mr. Electric* training program at the franchise headquarters in Waco, Texas, where we learned to provide superior customer service through an in-depth study of professional management, financial and marketing training,” continued Ron. “We’re excited to bring this new concept to our area.”

*Mr. Electric* of Cumberland County serves all county residents and businesses including the cities of Mechanicsburg, Carlisle, Camp Hill and Shippensburg.

“Ron and Judy Mixell and *Mr. Electric* of Cumberland County are a terrific addition of world-class front line service for area residents,” said *Mr. Electric* president Jeff Meyers. “We’re excited to have Ron and Judy on the *Mr. Electric* team and know they will do a great job serving their customers.”

*Mr. Electric* of Cumberland County offers residential and light commercial full service repair, replacement and upgrades as well as security and landscape lighting, ceiling fan installation and maintenance, high-tech troubleshooting, home safety checks and a members-only Advantage Plan™ offering priority scheduling, preferential pricing and a variety of other consumer-friendly perks.

*Mr. Electric* of Cumberland County can be reached at (717) 243-1187 or mrelectric.com.

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#### **About Mr. Electric®:**

Established in 1994, *Mr. Electric* is a global franchise organization providing electrical installation and repair services. Recognized by *Entrepreneur* magazine among its “Franchise 500,” *Mr. Electric* franchisees provide these services to both residential and commercial customers at over 200 locations worldwide. *Mr. Electric* is a subsidiary of The Dwyer Group, Inc. For further information or to find the location nearest you, visit [www.mrelectric.com](http://www.mrelectric.com).