



Trust the Midas Touch.®

FOR IMMEDIATE RELEASE

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Midas Recognizes First Responder Program

Lightens financial requirement for police, fire fighters and paramedics looking to launch new careers

Palm Beach Gardens, FL – October 9, 2018 – [Midas](#), the 62-year-old car care chain with the golden touch, recently announced the company will waive its initial franchise fee for eligible first responders. This program is an extension of the previously established U.S. Military Veterans program.

First responders employed for a minimum of five years as law enforcement officers, emergency medical technicians or fire fighters who apply for a Midas franchise within one year of ending their service are eligible for waiver of the initial \$30,000 franchise fee on their first Midas location.

“We’re excited to offer this incentive as a token of our appreciation for everything that first responders give to our community every day,” said Lenny Valentino, Vice President of Franchise Development for TBC Corporation, parent company to Midas. “We’re looking forward to continuing to grow our brand alongside team-oriented leaders who are service-minded and dedicated to giving back.”

Midas is a good fit for military veterans, according to six-store Chicagoland franchisee Hugh Boeset, who served eight years as an Army Officer prior to joining the car-care chain. “Team building, leadership, persistence and resilience are all keys to being successful in the military—and these are the qualities you need to be successful as a franchisee. Joining Midas certainly was a very good decision for me and my family.”

“The fee waiver is one more reason for police officers, fire fighters and paramedics to look closely at the Midas opportunity if and when they’re considering a career change,” said Ron Seagle, the company’s Vice President & General Manager. “We have a lot to offer, including a famous and thriving brand, an expanding service menu, an attractive package of financial incentives and the opportunity for self-starters and initiative-takers to build a business of their own—without being on their own.”

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About Midas

Midas is one of the world’s largest providers of automotive services, offering brake, tire, maintenance, exhaust, steering and suspension services at nearly 2,100 franchised, licensed and company-owned Midas shops in 15 countries, including more than 1,200 in the United States and Canada. For more information visit midas.com.



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