

Select Auto Parts & Sales Featured by Verizon During National Preparedness Month

*From Junk Cars to National Spotlight:
Verizon Features Black Woman-Owned
Milwaukee CEO*

MILWAUKEE, WI, UNITED STATES,
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-- This National Preparedness Month,
preparedness is being defined in new
ways — not only as emergency kits and
home safety, but also as resilience,
innovation, and community strength.
One Milwaukee business, Select Auto
Parts & Sales, is being recognized
nationally for leading that charge.

Verizon has invited Select Auto Parts &
Sales to be featured in its Milwaukee
retail stores this fall, as part of its
campaign spotlighting inspiring small
businesses across the country.



The graphic features a woman, Natasha Broxton, smiling and wearing a black blazer over a black t-shirt with the Select Auto Parts & Sales logo. The background is a light beige color. At the top, a dark blue banner reads "Built from Purpose. Driven by Impact." Below this, the text "EXCITING NEWS: Verizon is Featuring Me + Select AutoParts and Sales!" is displayed in bold. To the right of the woman, it says "Spotlight on inspiring small businesses | Milwaukee Retail Stores | Fall 2025". At the bottom, a dark blue banner reads "NATASHA BROXTON - Founder & CEO". The Select Auto Parts & Sales logo and the Verizon logo are also present.

Natasha_Select_Autoparts_Verizon_Feature

Founded by Natasha Broxton, Select Auto Parts & Sales is a Black woman-owned business that provides affordable auto parts, cash-for-cars services, and tire support. For many Milwaukee families, these services mean more than vehicle repairs — they represent financial preparedness, job access, and community stability.

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Built from Purpose, Driven
by Impact”

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“This recognition means more than visibility,” said Broxton. “It’s about representation, sustainability, and showing how auto recycling can fuel resilience for families and communities alike.”

The announcement comes at a time when sustainability and innovation are national priorities. By pairing AI-powered systems with responsible auto recycling practices, Select Auto Parts demonstrates how small businesses can remain efficient, adaptable, and community-focused.

Select Auto Parts & Sales was also recently named a 2025 CO-100 Honoree by the U.S. Chamber of Commerce, recognizing America's top 100 small businesses.

#BuiltFromPurpose #VisibilityMatters

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