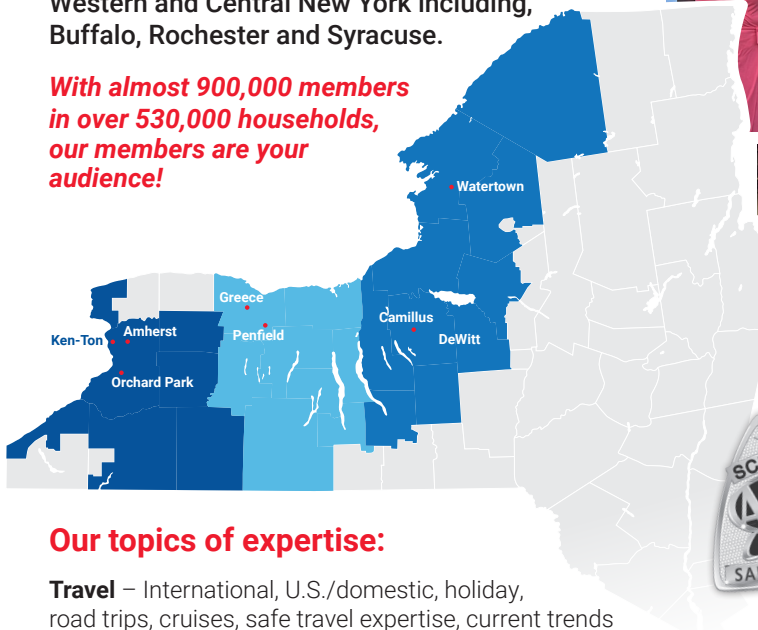




AAA Western and Central New York **PUBLIC RELATIONS** **Local Media Guide**

Our AAA Club territory serves all areas of Western and Central New York including, Buffalo, Rochester and Syracuse.

With almost 900,000 members in over 530,000 households, our members are your audience!



AAA promotes traffic safety by providing hundreds of local schools with AAA School Safety Patrol supplies.

Our topics of expertise:

Travel – International, U.S./domestic, holiday, road trips, cruises, safe travel expertise, current trends

Insurance – Auto, home, life, commercial, pet, Medicare

Automotive – Emergency road service, car tips, seasonal auto tips, electric, and autonomous vehicles

Traffic Safety – AAA Safety Foundation, Slow Down Move Over, impaired driving, distracted driving

Driver Training – Teen driving, senior driving mobility, safe driving, insurance reduction, winter driving skills

Fuel Prices – Current, past and future trends, EV pricing, weekly gas report sent via email by 4:30am every Monday

Consumer Discounts – AAA discounts offer valuable consumer savings on retail, groceries, attractions, travel, gas, and more

Let's get social!

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X: @AAA_WCNY



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Meet the AAA Western and Central New York Public Relations Team:



ELIZABETH CAREY

Director – Public Relations
& Corporate Communications
(716) 343-3078
ecarey@nyaaa.com



VALERIE PUMA

Communications
Specialist
(315) 980-0158
vpuma@nyaaa.com