



# 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!**



## 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



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



## Let's get social!

Follow AAA Western and Central New York on social media and please tag us in your stories! We love to share your content!

- Facebook:** AAA Western and Central New York
- X:** @AAA\_WCNY
- LinkedIn:** AAA Western and Central New York
- YouTube:** AAA Western and Central New York
- Instagram:** @aaa\_wcny
- TikTok:** @aaa\_wcny

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