



AAA Western and Central New York

PUBLIC RELATIONS

2020 GUIDE
for
LOCAL MEDIA



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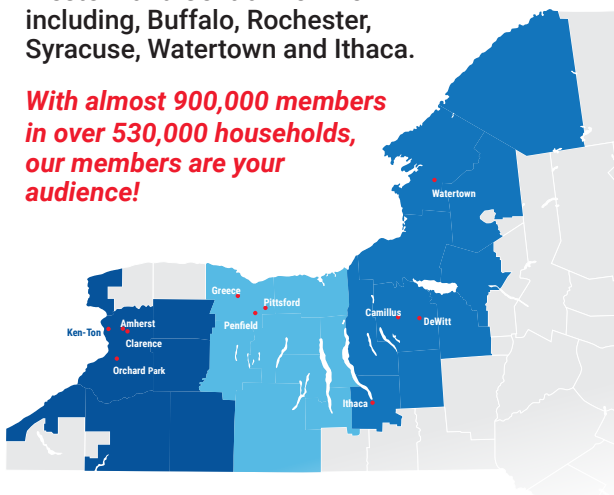
We have subject matter experts readily available for interviews in all areas and we can also furnish b-roll, pre-recorded interviews, photos and social media content upon request.



OTTO THE AUTO is an interactive robot who visits schools to teach young children about traffic safety!

AAA WCNY serves all areas of Western and Central New York including, Buffalo, Rochester, Syracuse, Watertown and Ithaca.

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

Insurance – Auto, home, life, commercial

Automotive – Emergency road service, car tips, seasonal auto tips

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

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

