



AAA Western and Central New York PUBLIC RELATIONS 2021 GUIDE for LOCAL MEDIA



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



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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, virtual 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!

LET'S GET SOCIAL!

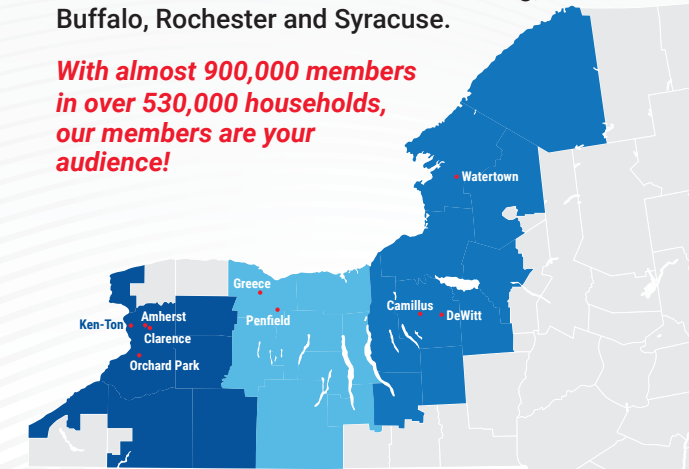
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- Facebook:** AAA Western and Central New York
- Twitter:** @AAA_WCNY
- LinkedIn:** AAA Western and Central New York
- Instagram:** @aaa_wcny
- YouTube:** AAA Western and Central New York



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

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

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

