



AAA Hudson Valley
618 Delaware Ave.
Albany, NY 12209

Media Contact:
Nancy Shanley
518-426-1000 ext. 2620
nshanley@aaahv.com

FOR IMMEDIATE RELEASE

AAA Car Care Month Celebrations Focus on Member Appreciation and Benefits, Routine Car Maintenance, Driver Safety and Education

ALBANY, NY., (October 11, 2011) –AAA Hudson Valley is supporting Car Care Month with its annual Member Appreciation Days on October 14 and 15; and Car Care Day on October, 15, 2011. AAA Hudson Valley's month-long celebration will also feature a safety contest for elementary school students, and Teen Driver Safety Week.

Visit AAA.com/events for the full Member Appreciation Days and Car Care Day schedules.

"Awareness about the importance of routine vehicle maintenance is the focus of Car Care Month," said Michele Van Epps, AAA Hudson Valley President and CEO. "We'd also like to take this opportunity to let our members know that we appreciate their business, and that AAA Hudson Valley continues to improve its services," Van Epps said.

"In fact, we've added a new flatbed to our fleet this week, just in time for the busy winter season," Van Epps continued. Van Epps also noted that the new truck came to AAA directly from the NASCAR circuit including Daytona and Atlanta, where it was part of the Miller Race Recovery Team fleet.

"She's still got her racing stripes, but now she'll be working on highways and driveways instead of racetracks," Van Epps concluded. Members and neighbors can see this latest addition to the AAA Hudson Valley towing fleet during Member Appreciation Days at the Albany office located at 618 Delaware Avenue.

Another part of Member Appreciation is letting members know about everything that comes with their AAA Membership. Benefits include local and national discounts, travel discounts, prescription savings, deposit products, rewards credit cards and auto loans," said Nancy Shanley, AAA Hudson Valley Marketing and Public Relations Manager.

"Staff will be on hand to visit with members and demo the latest AAA iPhone and Android apps for Roadside Assistance, Discounts, TripTik directions and Accident Assistance. Some of our travel partners will be on hand to meet with members too," Shanley concluded.

October will also feature Car Care Day on October 15 from 10am to 2pm at the Albany office. Members and neighbors can visit AAA Hudson Valley's free drive-thru Car Care Clinic. AAA staff and volunteers will check the car's battery, lights, fluids, belts, and tires.

For members who cannot attend Car Care Day, AAA Approved Auto Repair shops can provide a free automotive inspection to AAA members with any paid service. Additionally, many Approved Auto Repair shops participate in the AAA Show Your Card & Save program, offering discounts on auto repair services to members. Local Approved Auto Repair shops can be found online at AAA.com/AAR.

AAA Traffic Safety mascot Otto the Auto will also be visiting the Albany office during Member Appreciation and Car Care Days. Students under 11 can also take Otto's Back to School Quiz and enter to win prizes from now through October 24, 2011. The quiz and official rules can be downloaded at AAA.com/Otto.

AAA will wrap up October with Teen Driver Safety Week, October 16-22. The AAA Foundation for Traffic Safety will kick off the week by releasing results from its latest teen driving study. AAA Hudson Valley will continue to build Teen Driver Safety awareness by promoting useful teen driver resources such as Keys2Drive, AAA's Teen

Driving website. The site features state-specific information to help parents and their teens navigate the learning-to-drive process. There is tailored content for each step in the process, from keeping safe even before teens get learner's permits all the way through teens driving on their own. Visit teendriving.aaa.com.

For more information about Otto the Auto or Teen Driver Safety, contact Michael Sweeney or Laurie Prividera at 426-1000 ext. 2441.

AAA Car Care Month Event Schedule

Member Appreciation Days

Friday, October, 14, 2011

- 5am – 10am: Talk 1300 Live Broadcast from our Albany office: Stimulating Talk with Paul Vandenburg and Albany Mayor Gerald D. Jennings.
- 8:30am: Albany office opens
- 9am -2:30 pm: visit with Otto the Auto
- 10am - 2pm: Albany travel info event. Members can learn about AAA member perks and savings from Trafalgar Tours, Royal Caribbean/Azamara Cruises, Hertz Rental Cars and Gettysburg Flag Works.
- 10am – 5pm: Snacks, raffles and giveaways at all AAA Hudson Valley branches.
- See more details at AAA.com/Events.

Saturday, October 15, 2011

- Snacks, raffles and giveaways at all AAA Hudson Valley branches.
- Visit AAA.com/Events for branch locations and times

Car Care Day

Saturday, October 15: Albany office only: 618 Delaware Ave.

- 10 am – 2pm: Members and neighbors can visit AAA's free drive-thru Car Care Clinic. AAA Hudson Valley staff and volunteers will check the car's battery, lights, fluids, belts, and tires.
- Visit with Otto the Auto

Otto the Auto's Back to School Quiz

Now through October 24, 2011.

- Students under 11 years of age can complete Otto the Auto's Back to School Quiz and enter to win a \$25 Target Gift Card or a Traffic Safety Kit. Visit AAA.com/Otto

Teen Driver Safety Week

October 16 - 22, 2011

- AAA Foundation for Traffic Safety releases its latest teen driver study results.
- Visit teendriving.aaa.com.

About AAA

As North America's largest motoring and leisure travel organization, the American Automobile Association (AAA) provides its more than 53 million members with travel, insurance, financial and automobile-related services. The not-for-profit, fully tax-paying AAA is a leader and advocate for the safety and security of travelers. AAA Hudson Valley, formed over 100 years ago, proudly serves the Capital and Hudson Valley Regions and has offices in Albany, Latham, Troy and Hudson. For more information about AAA Hudson Valley's products and services, visit www.AAA.com.

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