



MEDIA ALERT

Media Contact:
Georjeane Blumling
Vice President, Public Relations
757-233-3825
gblum@tidewater.aaa.com

AAA TO OPEN NEW WILLIAMSBURG CENTER

AAA Celebrates the Opening of the Clubs Newest Travel and Car Care Center March 29-31 2012

VIRGINIA BEACH, VA., (March 23, 2012) - AAA Tidewater Virginia is pleased to announce the opening of the AAA Williamsburg Center on March 29th, 2012. The new combined Travel and Car Care Center, located at 6517 Richmond Road, in James City County, will offer an exciting new concept in travel, insurance and automotive services to the community. The Williamsburg Center is a combination travel agency, membership and insurance service center, as well as a full-service car maintenance and repair facility. AAA Tidewater Virginia can now offer more convenience and services to its members and the public on the Upper Peninsula.

A celebration to commemorate the grand opening is scheduled for March 29th through the 31st at the new location. Activities will kick off with an official ribbon cutting ceremony on Thursday, March 29th at 10 am. James City County Board of Supervisors Chair, Ms. Mary Jones will be on hand to assist AAA Tidewater's President and CEO, Carol H. Ormond, AAA Tidewater Advisory Board Chair Ms. Deborah K. Stearns, and Advisory Board member Linwood F. Perkins Jr., with the ribbon cutting activities.

March 30th and 31st will be filled with activities at the Williamsburg Center and will highlight the many member benefits AAA has to offer and will include special discounts, and prizes. "We are looking forward to inviting our members and the public to rediscover AAA", said club spokesperson Georjeane Blumling. "We have expanded services and a new design for the center that everyone will find appealing. We urge everyone to stop by to check out the many products and services AAA has available. Activities include live radio broadcasts and free refreshments for visitors. All events are free and open to the public.

Highlights include:

AAA Car Care Center

FREE 40-point maintenance inspection

FREE battery check

FREE oil change* (first come, first serve)

FREE can of fuel system treatment (\$19.95 value, while supplies last)

**For AAA members only*

FREE Hot Dogs

From 11am – 2pm Friday and Saturday courtesy of NAPA Auto Parts.

FREE Child Safety Seat Checks – 10am – 12pm

AAA will conduct free child safety seat checks to ensure your child's car seat is installed safely and correctly.

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FREE VIN Etching – 10am - 2pm

AAA Insurance will add your Vehicle Identification Number to the windshield of your vehicle as an added security measure if your car is lost or stolen. This quick, no mess process, takes only minutes.

FREE CarFit® Assessments – 12pm - 2pm

AAA's CarFit® program is designed to enhance comfort and safety among senior drivers. Program personnel will evaluate and address potential vehicle issues by checking how well an older driver and their vehicle work together.

BOGO AAA Membership Offer

Join AAA during the Grand Opening event and we'll add a second member for FREE!* (\$29 value)

*Mention offer code WILLMEM.

As part of North America's largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 325,000 members with travel, insurance, financial and automotive-related services. Since its founding AAA Tidewater Virginia has been a leader and advocate for the safety and security of all travelers. For more information, visit AAA.com and follow us on Twitter at [Twitter.com/AAATWnews](https://twitter.com/AAATWnews).

AAA news releases, high resolution images, broadcast-quality video, fact sheets and podcasts are available on the AAA NewsRoom at AAA.com/news.

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