

FOR IMMEDIATE RELEASE

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AAA Opens New Suffolk Center Location

AAA Tidewater is pleased to announce the opening of their new Suffolk Center to the public on Monday, May 3, 2010. The new Center, located at 3529 Bridge Road, in Suffolk, will offer an exciting new concept in travel and automotive service to the community. The Suffolk Center is a combination travel agency, membership and insurance service center, as well as a full-service car maintenance and repair facility. This new center will provide greater convenience and service to the AAA Tidewater members and the public in the Suffolk/ Tri-City area.

“The City of Suffolk is delighted that AAA Tidewater decided to locate their ninth Travel Location and fifth Car Care Center here within our City,” said Suffolk Mayor Linda T. Johnson. “They will be a great addition to the growing number of businesses in our City and will provide a valuable service for our rapidly expanding population.”

A week-long celebration to commemorate the grand opening is scheduled for the week of May 10-15 at the new location. Activities will kick off with an official ribbon cutting ceremony on Monday, May 10 at 10:00 am. Suffolk Mayor, Linda T. Johnson will be on hand to assist AAA Tidewater’s President and CEO, Carol H. Ormond, and Chairman of the Board for AAA Tidewater, James B. Lonergan, with the ribbon cutting activities.

During the week of May 10 – 15 activities at the Suffolk center will highlight the many benefits AAA has to offer and will include special discounts, and prizes for its members and the public. Activities include live radio broadcasts and free refreshments for visitors. All events are free and open to the public.

Highlights of the week include:

Monday: Hertz Rental Car will be onsite with special deals for AAA members along with the Show Your Card and Save® team offering great info and prizes from 12 pm - 5pm. Come try your luck on the AAA prize wheel!

Tuesday: AAA Insurance will be onsite with the AAA NASCAR Sprint Cup car and race simulators. FREE insurance quotes will be available along with complimentary auto VIN etchings. Come check you racing skills and get your vehicle protected with VIN etching!

Wednesday: Register to win items from the AAA Travel Store including Visa® gift cards, luggage, toiletry organizers and more. Discover Bank will be onsite to discuss the financial service products offered through AAA.

Thursday: The new AAA Car Care Center will offer FREE 40-point maintenance inspections all day. Refreshment provided by NAPA. Stop by and enter to win an iPod Nano, free oil changes or a set of free tires. AAA will offer free Car-Fit® checkups for seniors from 1 – 4 pm. Stop by and see if you and your vehicle really “FIT” together safety!

Friday: AAA Travel will host “Cruise Day”. Come out and get information and advice from cruise line representatives from Princess Cruises, Celebrity Cruises, Holland America Line and Carnival Cruise Line. Learn about the advantages and special options that come with planning your next cruise with AAA.

Saturday: It’s Disney Day at AAA! Come out and register to win a 3-night vacation at *Walt Disney World*® with accommodations at a WDW resort hotel and park tickets for a family of four. AAA Travel agents and Disney Destinations representatives will be on site to assist with planning that dream vacation.

About AAA Tidewater:

As part of North America’s largest motoring and leisure travel organization, AAA Tidewater Virginia provides its more than 324,000 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.

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