

FOR IMMEDIATE RELEASE



AACF HELPS AFTERMARKET VICTIMS OF HISTORIC HURRICANES
Aftermarket Companies Generously Respond with Help

Sacramento, Calif. – September 12, 2017 – The [Automotive Aftermarket Charitable Foundation](#) (AACF) is taking immediate action to expand urgent storm response efforts for aftermarket families in the wake of hurricanes Irma and Harvey.

"We are actively working with SEMA, the Auto Care Association, and others to continue identifying aftermarket families in urgent need, and a number of families have already been provided with urgent funding," said AACF President, Bob Hirsch. "We understand that many are still without power and basic supplies, so we've also launched a [simple application](#) on our website to make it easier for families to apply and receive help using a mobile device."

AACF has recently allocated \$250,000 from its reserve funds to address the needs of families in storm-affected areas in addition to donations received, as historic hurricane events and flooding continue in many areas of the country.

"Aftermarket families are going to need a lot of help," said Joel Ayres, Executive Director of AACF. "With tens of thousands displaced, and more than [seven million people currently without power in Florida alone](#), it's clear this is going to be a long road of recovery. Hurricane Harvey recovery has just begun, hurricane Irma is still moving through the country, and the progression of hurricane Jose continues. Now more than ever, we humbly ask for the continued support of our industry – donations of any amount are welcome."

"We owe sincere thanks to many organizations that have contributed generously to [our mission](#) including [SEMA](#), [Auto Care Association](#), [MEMA](#), [National Pronto](#), [XL Parts](#), and [Automotive Parts Services Group](#) (The Group)," Ayres continued.

"We are deeply grateful for other organizations that have generously donated, arranged fund drives and matching gifts campaigns like [CAWA](#), [Auto Care Association](#), [Mighty Auto Parts](#), [XL Parts](#), [Custom Automotive Network](#) (formerly PWA), [Engine Performance Warehouse](#), [The Shop](#), [Standard Motor Products](#), [Race Winning Brands](#) (RWB) and others," said Ayres.

Tax-deductible donations to [AACF](#) can be made online at <http://bit.ly/AACF-Cares>, by mail at P.O. Box 865420, Orlando, FL, 32886, or by calling 772-286-5500.

"On behalf of our team, our thoughts and prayers are with all those who suffer during this profound time of crisis," said Ayres.

AACF will provide additional updates on this initiative as they become available.

About the Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there when it seems like there's nowhere else to turn. As a nonprofit, this is accomplished through the support of generous donors, awareness partners and dedicated volunteers. To learn more, contact us at aacfi.org.

Media Contact

Joel Ayres, AACF Executive Director
5716 Folsom Blvd #149
Sacramento, CA 958191
916-628-0271
joel@aftermarketfoundation.org