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FOR IMMEDIATE RELEASE



## Parts Authority and YANG Lend Helping Hand to AACF

**Sacramento, Calif. – June 1, 2020** – Two significant auto aftermarket entities have recently stepped up to help the Automotive Aftermarket Charitable Foundation (AACF) in different and unique ways.

Leading aftermarket parts distributor/retailer [Parts Authority](#), seeking to embrace and enhance the “Stay Positive” theme initiated by their President Randy Buller as the COVID19 quarantines began, put together a battery sales promotion as a way to support AACF. Through AACF Board member Mike Peace, the Foundation connected with [Parts Authority](#) VP of Marketing Jacqueline Rodriguez to implement the “Stay Positive” promotion. During the months of May and June, for every battery sold by a Parts Authority location, \$1.00 would be donated to AACF. This is a great example of how parts sellers can work with their suppliers to drive sales to their customers while at the same time give back to the industry. For more information on this fantastic effort go to [AACFi.org/StayPostive](#).

For YANG ([Young Auto Care Network Group](#)), their leadership was looking for a way to provide hope and assistance during the COVID pandemic. True to their moniker (i.e., “Young”), they quickly harnessed the power of social media and launched the #YANGgive19 promotion, asking their members and others to donate \$19 to AACF and post their image on LinkedIn (or other social media sites) with a sign conveying the #YANGgive19 hashtag. Through this fun and creative campaign their grass roots effort has helped raise over \$5,000 for the Foundation toward helping industry families.

AACF Board President, Lynn Parker stated, “We are so very grateful that these organizations along with our ongoing supporters would help to insure that we can continue providing our service to those in our industry affected by illness, accident, or death and find themselves in need of financial assistance.” Parker went on to say, “It shows once again just how big the heart of the aftermarket truly is.” AACF Executive Director, Joel Ayres added, “Our board is filled with gratitude toward these organizations for being so charitable and so giving during a time when their own lives and livelihoods were being impacted by this pandemic. We can’t thank them enough.”

If your company would like to donate or has a creative idea for fundraising, please contact Joel Ayres at [joel@aacfi.org](mailto:joel@aacfi.org) or call 916-628-0271.

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### ***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, visit at [www.AftermarketCharity.org](http://www.AftermarketCharity.org).

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