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FOR IMMEDIATE RELEASE



Peter MacGillivray Joins AACF Board of Trustees



Sacramento, Calif. – March 9th, 2021 – The Automotive Aftermarket Charitable Foundation (AACF) today announced the election of Peter MacGillivray to its board of trustees. MacGillivray is Vice President of Motorsports Events for Bonnier Corporation.

“Peter has many years of experience and is well connected in the automotive aftermarket,” said Larry Magee, president of AACF. “He is passionate about helping people, and will bring another strong voice to our growing board of directors. AACF is very fortunate to have Peter contributing his time and talent to the growth of the Foundation.”

Prior to joining Bonnier, MacGillivray was an editor and publisher with Peterson’s automotive magazines and later served as Vice President of Marketing for SEMA, overseeing the SEMA show and other SEMA events, as well as SEMA media and PR.

“I’ve enjoyed working with several volunteer teams throughout my career. I look forward to joining the AACF Trustees and doing good work for our industry.” MacGillivray said.

AACF Executive Director, Joel Ayres added “Peter has graciously agreed to use his years of experience and talents chairing our Marketing Committee and also serving on our Revenue Growth Committee.”

For more information or how to get involved, contact Joel Ayres at joel@aftermarketfoundation.org.

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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.

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