

Contact: Joel Ayres
AACF
Phone: (916)-628-0271
joel@aacfi.org

5716 Folsom Blvd. #149
Sacramento, CA 95819
www.aacfi.org

FOR IMMEDIATE RELEASE



Automotive Aftermarket Charitable Foundation appoints new Board Trustee.



Sacramento, Calif. – October 7, 2019 – The Automotive Aftermarket Charitable Foundation (AACF) today announced the appointment of Shannon McWilliams to its Board of Trustees. McWilliams is Vice President of Sales for Interstate Batteries®.

AACF Executive Director Joel Ayres said, “Shannon’s experience in sales and marketing will be of great value to the Board of Trustees. “Soon, he will step into the role of chair of the AACF marketing committee, and we are eager to share the new ideas and energy he will bring to that committee. “

Prior to joining the Interstate Batteries team, McWilliams held various executive roles with a focus on driving corporate strategy, sales leadership and product development with Mistral Equity Partners, Capstreet and Westar Capital. He has extensive experience in the automotive aftermarket with Stanley Black & Decker, Mac Tools, Proto and several other hand tool businesses that focused on technicians and shop performance.

“Serving a nonprofit organization committed to assisting those within our industry that desperately need help is exactly how I want to devote my time and expertise,” said McWilliams.

For more information or to get involved, contact Joel Ayres at joel@aacfi.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.

Media Contact: Joel Ayres. Address: 5716 Folsom Blvd. #149, Sacramento, CA, 95819. Email to Joel@aacfi.org.