



## For Immediate Release

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### **AAA – THE AUTO CLUB GROUP ANNOUNCES AUGUSTA, GA SITES AS PART OF ELECTRIC VEHICLE ROAD TRIP GUIDE: CELEBRATING BLACK HISTORY MONTH**

**WHAT:** News Conference

**WHEN:** Wednesday, February 28<sup>th</sup>, 2024, 11:00 a.m.

**WHERE:** Augusta & Co., 1010 Broad St., Augusta, GA 30901

**Please join us** Wednesday, February 28<sup>th</sup> as AAA – The Auto Club Group announces several sites in Augusta, GA to be included in a new Electric Vehicle Road Trip Guide: Celebrating Black History Month. Sites included are Lucy Craft Laney Museum of Black History, Augusta Canal National Heritage Area, Morris Museum of Art, Spirit of Funk – James Brown Mural, James Brown Monument, Springfield Baptist Church, Augusta Museum of History, and Augusta Riot Historical Marker. Other sites throughout Georgia and South Carolina will be included in the guide as well.

“As we celebrate Augusta's rich black history, we are honored by AAA's recognition of our city in their EV Road Trip Guide,” stated Bennish Brown, President/CEO of Destination Augusta. “This inclusion demonstrates the profound significance of Augusta’s African American heritage and celebrates the impactful legacies of iconic figures like Lucy Craft Laney, Jessye Norman, and James Brown. Through this guide, visitors will journey through Augusta's historic sites, where they will not only encounter the stories of our past, but also experience the dynamic diverse culture that now defines Augusta.”

For other ways to experience and honor Black History in Augusta, read [“8 Ways to Honor Black History Month”](#) or see a list of [local Black-Owned Businesses](#).

In conjunction with this tour and combined effort between AAA and the Georgia Public Affairs team, an [Electric Vehicle Road Trip Guide](#) was created, designed to educate drivers on electric vehicles (EV) ownership while exploring historic civil rights sites. Addressing concerns about range anxiety, a comprehensive map featuring EV charging stations accompanies the guide, offering support for enthusiasts eager to embark on this noteworthy expedition.

Tourism continues to thrive in Augusta. In 2022, visitors spent a total of \$813.0 million amongst local food & beverage, lodging, recreation, shopping, and transportation. Source: Explore Georgia via Tourism Economics, LLC.

Attendees will hear from a representative of the Mayor's Office; Destination Augusta President/CEO Bennish Brown; Lucy Craft Laney Museum Executive Director & Historian Corey Rogers; and AAA representatives Montrae Waiters and Garrett Townsend. A special thanks to Augusta & Co. for being our gracious host.

For more details on the EV Road Trip Guide, contact Montrae Waiters, AAA Spokeswoman at 813-244-0815 or [mwaiters@acg.aaa.com](mailto:mwaiters@acg.aaa.com). For information about Augusta, GA please reach out to Bennish Brown, President/CEO Destination Augusta at 706-823-6611 or [bennish@visitaugusta.com](mailto:bennish@visitaugusta.com).

#### **ABOUT AAA**

The Auto Club Group (ACG) is the second largest AAA club in North America with more than 13 million members across 14 U.S. states, the province of Quebec, and two U.S. territories. ACG and its affiliates provide members with roadside assistance, insurance products, banking and financial services, travel offerings, and more. ACG belongs to the National AAA Federation with more than 64 million members in the United States and Canada. AAA's mission is to protect and advance freedom of mobility and improve traffic safety. For more information, get the [AAA Mobile app](#), visit [AAA.com](http://AAA.com), and follow us on Facebook, X (formerly Twitter), and LinkedIn.

#### **ABOUT DESTINATION AUGUSTA**

Destination Augusta is a not-for-profit 501(c)(6) corporation responsible for promoting tourism in the Augusta area. This destination marketing and management organization is the exclusive provider of tourism promotion services. Destination Augusta also operates Augusta & Co., Augusta's Experience Center, located at 1010 Broad Street, and the Augusta Film Commission. [VisitAugusta.com](http://VisitAugusta.com)

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