



Media Release

***For Immediate Release
Tuesday, October 28, 2008***

CHAMBER LAUNCHES NEW AFFINITY PROGRAM

TIMMINS – Just in time for winter and its challenging road conditions, the Timmins Chamber of Commerce, in partnership with the Canadian Automobile Association (CAA) North & East Ontario, is pleased to offer a **special corporate discount on new CAA memberships** to Chamber members, their employees and their families.

CAA memberships can give members peace of mind when driving, for business or pleasure, by providing complete and efficient Emergency Road Service in Canada - 24 hours a day, 7 days a week; program participants are covered in any vehicle, anywhere, in North America. The CAA program also gives its members the opportunity to purchase Personal Accident Insurance, out of province Travel-Medical Insurance, Holiday Travel Packages, and discounted home and auto insurance through the CAA - all at significantly reduced rates.

The Chamber is pleased to offer its members the opportunity to be protected through CAA - now at substantially lower rates. The new affinity program was organized by the members of the Chamber's Marketing and Communications Committee. According to Art Pultz, Committee Chair, "We are pleased with the value the CAA discount program offers our members and its timing really couldn't have been better. As the winter season gets nearer and the road conditions change, it's important to put safety first and to have that all-important back-up plan in place so that you can get the assistance you need, when you need it."

CAA members can also take advantage of hotel/motel discounts and many other exclusive savings including Payless Shoes at 10% off, discounted golfing and skiing tickets and much more.

For more information on the new **CAA Affinity Program**, contact Steven Vachon, Member Development & Events Specialist, or visit www.timminschamber.on.ca/benefits.htm

-30-

For more information contact:

Heather Chertow
Policy and Communications Director
hchertow@timminschamber.on.ca
Timmins Chamber of Commerce
705.360.1900

About the Timmins Chamber of Commerce

With over 750 members, the Timmins Chamber of Commerce is the largest accredited chamber of commerce with distinction in northeastern Ontario. As the “Voice of Business in Timmins” since 1949, our advocacy and policy initiatives focus on ensuring a positive business climate in the City of Timmins.

