

Press Release



For Release: Immediate

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AASP-MN Releases New Membership Video

AASP-MN is pleased to announce the release of its new membership video. In the words of association members, the video highlights the multitude of benefits that the Alliance provides. Education, access to information, group buying programs, representation at the State Capitol, industry and career promotion and, most importantly, the ability to network and learn from like-minded independent shop owners were all touted as being a valuable part of the membership experience.

The video can be viewed on the association's website, www.aaspmn.org (scroll down home page).

Executive Director, Judell Anderson, said, "I am grateful for and impressed by the heartfelt testimonials that these members shared about what it means to be a member of the Alliance. It reinforces the work that we do each day to be their champion and their ally."

The video will be utilized for marketing purposes. Plans are also underway to supplement the feature video with additional, shorter videos that can be deployed to promote the Alliance on social media.

AASP-MN is an association of independently-owned automotive service businesses and industry suppliers dedicated to improving Minnesota's automotive service industry and the success of its nearly 750 members. For more information, visit www.aaspmn.org.

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