



Dear Edmonton Civic Employees Charitable Assistance Fund (ECECAF) member,

From March 1 to December 31 2016, the Alberta Motor Association (AMA) is offering an exclusive deal to eligible City of Edmonton (COE) employees that contribute to the Edmonton Civic Employees Charitable Assistance Fund (ECECAF).

## *The offer*

### Huge discount on Driver Education

1. ECECAF members who have children of driving age\* who wish to take a New Driver Program from AMA Driver Education will receive a **10%** discount from AMA  
\*Children must be 16 years and above with a valid Class 7 Learner's Licence
2. ECECAF is also giving an additional **35%** discount to eligible members, over and above the initial 10%

**ECECAF members must first pay full AMA member or non-member price when they register for a New Driver Program. ALL discounts will be paid through ECECAF upon successful completion\*\* of the program.**

\*\*Students must achieve at least 80% on the classroom exam and 75% on the in-vehicle with an AMA instructor.

### Special offers on AMA Membership

1. **Current Members:**  
Those with an existing AMA membership will earn **\$20 in Reward Dollars** when they register for Auto Renewt
2. **New Members:**  
Those joining AMA will **save \$20** on the purchase of a **new** primary membership when we waive the \$20 one-time registration fee.



3. Free Membership:

AMA will also provide the new driver in your household over the age of 16 a FREE Basic Associate Membership.

†Members opting in for Auto Renew will receive a reminder one month before their membership renewal date. The members' yearly payment will automatically be charged to the credit card they register so that their membership will always be up to date. Members can choose to opt out of Auto Renew at any time.

### *How to redeem your Membership offer*

1. Call us at 1-800-222-6400 and mention 'GROUP20'.
2. Provide your name, employee number, AMA membership number (if applicable). Sign up for Auto Renew to get your \$20 in Reward Dollars.
3. Non-AMA members who purchase a membership over the phone will save \$20 on the registration fee.

### *How to purchase our New Driver program*

All purchases must first be made in full by:

1. coming in to an AMA Centre
2. calling us at 1-800-642-3810
3. going online at [AMADriverEducation.ca/New Driver](http://AMADriverEducation.ca/New Driver)

With your support, we look forward to creating a safer driving community in Edmonton.

Sincerely,

Roger Burgess  
Director, Driver Education

Vicki Sherwin  
Director, Membership

Bruce Fuller  
Director, Member Rewards