



For Immediate Release

If you could go anywhere in the world, where would it be?

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Six lucky CAA members from South Central Ontario surprised with their dream vacations

Thornhill, ON, November 7, 2017 – Tammy Yetman of Cambridge, Ontario can finally go on her dream honeymoon to Mexico after 18 years of marriage. Alonso Mendizabal of Oakville, Ontario has one less obstacle standing in the way of his dream European vacation.

What do these two have in common? They are two of six CAA South Central Ontario (CAA SCO) members who were recently surprised with their next dream vacation. Tammy, Alonso and the four other winners thought they were participating in member research for CAA in Burlington, Ontario. Little did they know that a CAA travel expert was in the back room, customizing an itinerary for the vacations they were describing and preparing gift certificates to help make that dream a reality.

“People know us best for helping them on the roadside and making what could be a bad day better, yet positive CAA experiences don’t stop there,” said Rhonda English, chief marketing officer, CAA Club Group. “For over 50 years, our travel associates have been creating unique experiences for our members and customers, providing travel advice to make every moment count when planning their next vacation.”

The unsuspecting members weren’t the only ones surprised by what was in store for them. The CAA associates who had recruited the members were also unaware of the true reason they had been recruited, making the reveal even more exciting.

“My husband and I always planned to go to Mexico on our honeymoon,” said Ms. Yetman, CAA Travel Surprise winner. “Unfortunately, he was laid off just before the wedding and then diagnosed with cancer shortly after, so we had to reprioritize to get through that difficult time. The fact that 18 years later we can celebrate our love as originally planned is a dream come true.”

Alonso is an avid traveller but typically chose to vacation at all-inclusive resorts rather than venturing out to discover new destinations that required more planning and research.

“I’ve always wanted to experience the culture and energy of Europe or possibly Indonesia,” said Mr. Mendizabal. “There are so many beautiful places to visit, cultures to see and things to experience. It was a bit daunting to even start planning but this experience has given me the motivation and resources to make it happen once and for all.”

Tammy, Alonso and the other winners can now work with CAA’s experienced travel consultants to plan these special vacations, customizing along the way to make each one truly a trip of a lifetime.



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[Videos](#) detailing these member stories and travel surprises were filmed throughout the day by the creative agency Arrivals + Departures. Combined, the released videos have been viewed over one million times and can be seen on CAA's YouTube and Facebook pages.

About CAA South Central Ontario

For over a hundred years, CAA has been helping Canadians stay mobile, safe and protected. CAA South Central Ontario is one of nine auto clubs across Canada providing roadside assistance, travel, insurance services and Member savings for our over 2 million Members.

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