



**Delaware River and Bay Authority
AAA Mid-Atlantic**

News Release



For more information:

Jim Lardear, AAA Mid-Atlantic
302. 299.4424; jlardear@aaamidatlantic.com

Jim Salmon, DRBA
(302) 571-6409; jim.salmon@drba.net

August 20, 2012

**Cape May – Lewes Ferry Partners with AAA-Mid Atlantic
*Joins AAA Show Your Card & Save Discount Program***

(Cape May, NJ) Today, Delaware River and Bay Authority officials announced that the Cape May – Lewes Ferry has joined AAA's popular discount program, "Show Your Card & Save®." Beginning September 1, 2012, AAA Members are eligible to receive round-trip passenger fare discounts - \$2.00 off for adults and \$1 off for children (ages 6-13). Children under the age of six always travel free on the Ferry. This Member offer is valid through December 31, 2013.

"AAA has more than four million members in the mid-Atlantic region and the Cape May –Lewes Ferry is excited to participate in AAA's Show Your Card & Save® program," said Heath Gehrke, Director of Operations at the Cape May – Lewes Ferry. "AAA is a respected, well-known organization that provides tremendous value and service to its Membership. We will continue to explore additional partnerships that open up new markets and opportunities for the Cape May – Lewes Ferry."

Gehrke added that it's the first ever Member discount of any sort offered at the Cape May – Lewes Ferry. For many years, the Cape May – Lewes Ferry has offered discount books of six tickets and discount books of twelve tickets for customers who ride the ferry frequently.

"The Show Your Card & Save® program continues to be a major motivator for Membership renewal and inclusion," said Adrienne Ralph, Discount Programs and Show Your Card & Save, AAA Mid-Atlantic. "By adding leading businesses and services like the Cape May – Lewes Ferry as a partner, Show Your Card & Save® helps create everyday value and relevance to our Membership."

AAA's Show Your Card & Save program enables its members to receive discounts of up to 30 percent at hundreds of leading businesses, hotels, restaurants and attractions all over the country. It is the largest member discount program in the world offering more than 160,000 locations for savings worldwide including 110,000 retail locations in North America

About the Cape May-Lewes Ferry

The Cape May – Lewes Ferry is owned and operated by the Delaware River and Bay Authority, a bi-state governmental agency created by Compact in 1962. The Ferry is open year-round and has carried more than 40 million passengers since its inception on July 1, 1964. In 2011, the ferry service, which connects Victorian Cape May, New Jersey, and historic Lewes, Delaware, transported approximately 275,000 vehicles and nearly 1 million passengers. For schedule, rates and other program information, please visit the ferry's website at www.CMLF.com, or call toll free, 800-643-3779.

AAA Mid-Atlantic

AAA Mid-Atlantic serves nearly four million members in parts of New Jersey, Pennsylvania and Virginia, and throughout Delaware, Maryland and the District of Columbia, and is on the Web at www.aaa.com/community.

###