

CAA **AMA**
2025 IMPACT REPORT



**SHAPING
THE FUTURE**

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100 Years of Protecting What Matters Most— Message from the CEO

As we welcome our centennial year, I've found myself reflecting on our legacy as a community of members. Not only what we've accomplished in the past 99 years, but what kind of future we're actively shaping right now—together.

Because when I look at AMA, I don't just see a century-old organization. I see a million Albertans, each one part of something bigger: a movement built on the simple belief that taking care of one another makes our province stronger.

That's the spirit that has guided us from the beginning. From our earliest work in helping families navigate Alberta's first gravel roads to our present activities—supporting food banks, planting forests, and keeping children safe at crosswalks—AMA's impact has always been measured not just in numbers—but in lives touched. And this past year, we saw that impact grow in powerful ways.

In 2025, our members helped us deliver record donations to community food banks through Fill Our Fleet, supported us as we built on our Forever Forests commitment to rewild 100 hectares of Alberta land, and brought new educational experiences to classrooms through the AMA School Garden Studio. Our teams continued to lead by example, reducing emissions in our operations, creating safer driving habits through advocacy, and supporting thousands of community hours through HumanKind.

Every one of these stories, large and small, reflects the extraordinary ripple effect of a community that shows up for each other.

Together, we're proving that when a million people take even one small step in the same direction, those steps can carry an entire province forward. Here's to the next 100 years of protecting what matters most.

Michelle Chimko

President & CEO
Alberta Motor Association



Making an Impact Together

When we talk about impact, we're really talking about participation—about the difference we can make simply by showing up, listening, and lending our voice.

At AMA, we have the unique advantage of being close to the communities we serve. Every day, we hear from members, municipalities, partners, and police about the challenges that matter most—and, more importantly, about how we can be part of the solution. That closeness gives us both the insight and the responsibility to help design the systems, programs, and partnerships that make Alberta safer, stronger, and more connected.

Safety has always been part of AMA's DNA. Nearly nine decades ago, in 1938, Alberta's roads were growing busier, and a new danger was emerging: children crossing streets on their way to school. Rather than accept that risk, AMA worked with police, teachers, and parents to create the School Safety Patrol program—empowering students to protect their classmates and shape the habits of safer drivers across generations.

That same spirit guides us today. The world looks very different than it did in 1938. We share our streets with faster, quieter vehicles, tighter school zones, denser communities, and new forms of mobility. Yet the need for shared responsibility has never been greater.

As Alberta's communities ebb and flow, we're deliberate about evolving alongside them—helping to design modern safety solutions that reflect how people actually move through their world. Whether it's collaborating with municipalities on pedestrian safety, advocating for fair towing practices, or educating drivers about roadside awareness, our purpose remains the same: to protect what matters most.

Impact isn't something we simply report on once a year. It's something we live, in every partnership, every pilot project, and every act of advocacy that helps move our province forward.

Together, we're shaping a future where every Albertan—no matter where they live or how they travel—can move through their community with confidence and care.

Jane Flower

Vice-President, Corporate Purpose
Alberta Motor Association

Watch the Video



ADVOCACY & SAFETY

For a century now, AMA has been working tirelessly to keep Albertans safe on the road through public awareness campaigns and advocating on behalf of Albertans. From the introduction of new rules aimed at curbing predatory towing to the continued expansion of our safe driving Get Back in the Habit campaign, AMA continued its advocacy work in 2025 and celebrated significant breakthroughs.

KNOW BEFORE THE TOW



In late 2024, AMA launched Know Before the Tow, an awareness campaign to help motorists feel confident in refusing aggressive or unsolicited tow services. While most towing companies in Alberta are reputable operators, predatory “accident chasers” continue to prey on unsuspecting motorists, resulting in inflated costs and other headaches.

As part of this campaign, we encouraged the provincial government to take action against predatory towers. We’re now pleased to report that the province has enacted new laws aimed at protecting motorists from these predators. The first new law was announced at an event we hosted with the Minister of Transportation and Economic Corridors in August 2025. Motorists have always had the right to choose a preferred towing company and the right to access their vehicle at a towing facility at any time, and now that right is backed up by a \$1,000 fine for anyone found preying on someone at a collision scene.

The second new law provides consumer protections requiring upfront disclosure of towing and storage fees and the requirement to obtain explicit driver consent before providing services—changes that reinforce the standards already upheld by reputable towing operators. The penalties for violations reflect the seriousness of this issue, with fines up to \$300,000 and even potential jail time.

The City of Calgary also introduced a bylaw that imposes a \$10,000 fine on predatory towers for entering any accident or breakdown scene uninvited. There has since been strong effort from law enforcement in Alberta’s two largest cities, where the issue of predatory towing has been most prevalent. In Edmonton, police have so far arrested and charged 11 drivers.

The problem of predatory towing hasn’t been solved completely, but the issue has been much reduced thanks to our work in this space. We will continue to advocate for motorists’ rights at collision scenes for as long as this problem remains.

9 PM ROUTINE



In 2024, there were 22,300 reported instances of break and entry in the province, and while this represents a decrease from previous years, this number shows that it is indeed still a serious problem. That said, break and entry is typically a crime of opportunity and one that homeowners can take some fairly easy steps to protect themselves against.

In 2025 we launched our “9 PM Routine” campaign where AMA encourages households to institute a daily routine (at 9 pm or really any time before bed) in which family members make sure house and vehicle doors are locked, windows are locked, bicycles and other valuables are securely stored in a locked garage, and security systems are armed. The video promotes this as a fun, collaborative way to ensure safety ahead of when most home thefts typically occur.



22,300 REPORTED INSTANCES
of break and entry in 2024

Watch the Video



PEOPLE

At AMA we've always sought to foster interconnectedness and nurture supportive communities across our province. From encouraging volunteerism through our HumanKind program and making local impacts through Community Acts of Kindness, to celebrating our heritage through land-based learning programs, we're making an impact in the places where we live.

COMMUNITY ACTS OF KINDNESS



In 2025, AMA's commitment to people and community was reflected across dozens of grassroots initiatives, local partnerships, and volunteer-driven events. When our annual AGM returned to Jasper following the wildfires that devastated the region, our board members and executives chose to give back by hosting a community picnic in the town. The event brought out 482 Jasper residents, and all leftover food was donated to the local food bank—resulting in a meaningful act of kindness and connection in the face of a disaster.

Across the province, AMA teams continued to show up for their communities, from staff volunteering at local food banks to our annual year-end school patrol get-togethers, held in Edmonton, Calgary, Fort McMurray, Grande Prairie, Medicine Hat, Lethbridge, Red Deer, and Camrose that brought together thousands of student patrollers and their adult supervisors from 354 schools across the province. In total, 9,685 students from 281 schools across the province attended. For schools unable to attend these events, in-school celebrations were held at 67 schools across the province, drawing another 2,038 patrollers.

SMALL ACTIONS, BIG IMPACT



Behind the scenes, AMA staff continued to extend their impact in practical ways. Staff in centres across the province rallied for blood drives, this year contributing 35 donations across nine clinics, potentially saving up to 140 lives. And throughout the year, countless small but meaningful acts from distributing water at local charity runs to supporting School Safety Patrol celebrations reinforced AMA's belief that strong communities are built through shared effort.

Together, these moments form a picture of who we are: a community of people who care deeply about Alberta, who step up when needed, and who bring our mission to life not only through our services, but through our actions. In every corner of the province, AMA employees are building stronger, safer, more connected communities—one event, one volunteer hour, and one act of kindness at a time.

HUMANKIND



Volunteerism continues to be a cornerstone of AMA's culture through our HumanKind program. Each year our employees get 7.5 hours of paid time to support a cause that is personally meaningful to them. And in a year where our teams across the organization united to support unprecedented volume in our insurance operation due to regulatory changes, employees still turned out to support their communities. In 2025, employees contributed 500 volunteer hours to causes they care about, and an additional 3,083 hours supporting members at community events, safety programs and local initiatives.

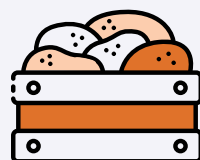
On other fronts, AMA board members championed food drives within their own networks with our Community Mobilization Kits—ready-made boxes

and digital tools that empower members to host their own food collections. And as always, our employees love to give where they live, and in 2025, this included donations to 50 diverse causes.

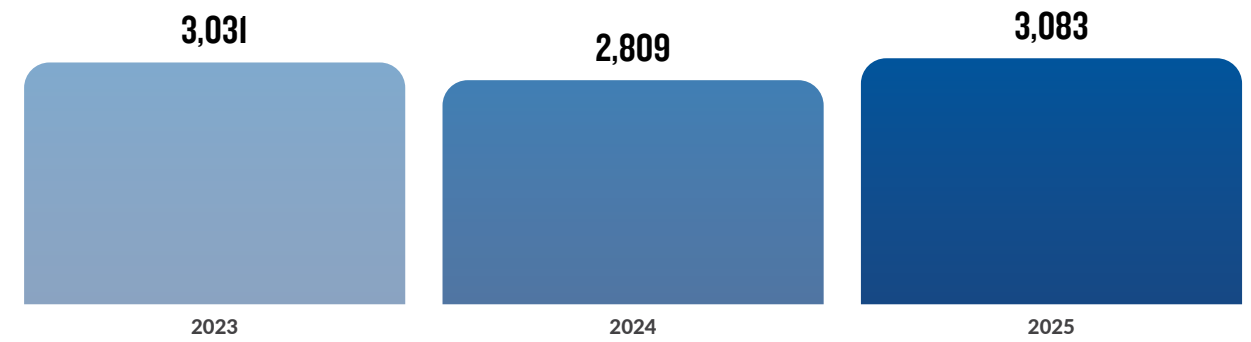
AMA teams also supported the Calgary Police Youth Foundation's Drive of Champions event, helping the organization deliver critical crime prevention and early intervention programs for young people. And in Edmonton, volunteers joined partners at Fort Edmonton, Sustainable Food Edmonton, Little Potato Company, and the City of Edmonton to harvest nearly 4,700 lbs of potatoes, providing long-lasting fresh food for community kitchens and local families during the Thanksgiving season.



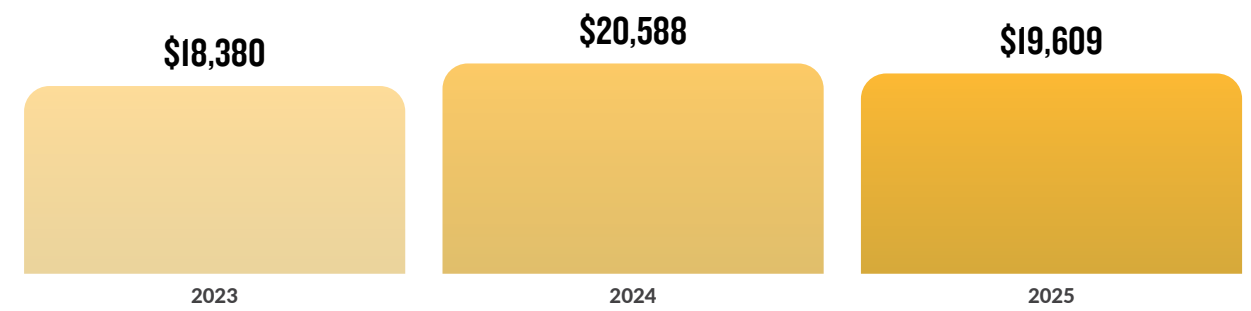
500
VOLUNTEER HOURS
IN 2025



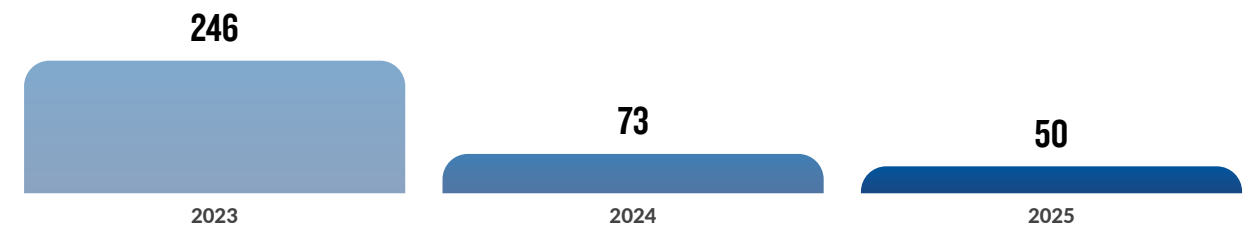
4,700
POUNDS OF POTATOES
HARVESTED IN 2025



Hours Supporting Community Events



Employee Donations



Causes Supported

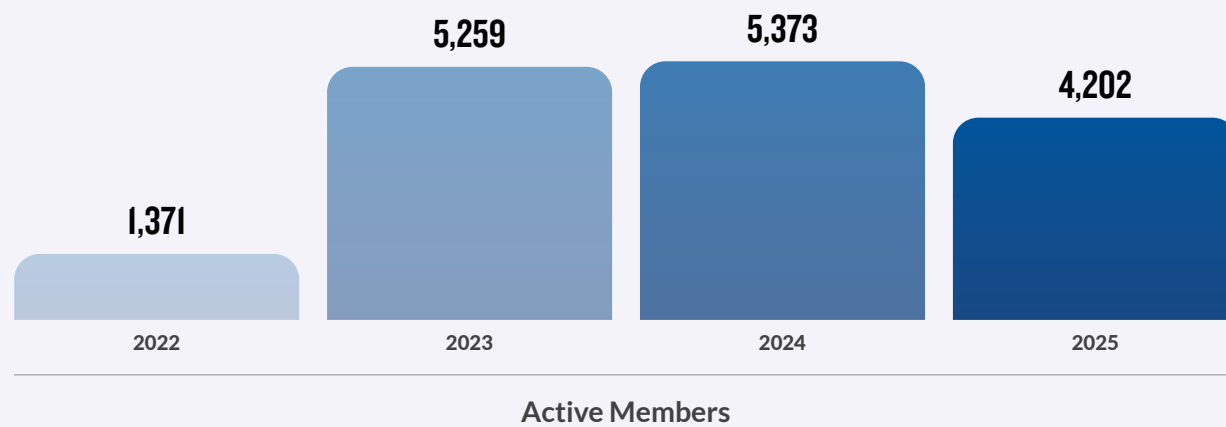
HELLO ALBERTA



HelloAlberta is a special membership program for newcomers to Canada, supporting them with critical registry services, driver education, discounts on essentials, and more. We've done this by partnering with 90 trusted organizations, connecting with new Canadians as soon as they arrive. It's our way of making newcomers to this province feel welcomed and supported in their new home.



90
ORGANIZATIONS
PARTNERED WITH



Watch the Video



CLIMATE GOOD



From advocating in the 1930s for tree maintenance along Alberta’s mountain highways to the province’s first emissions testing in the 1970s, protecting our shared environment has been a focal point of AMA for a very long time—and remains one to this day. This year we introduced several new initiatives aimed at reducing our impact on the planet while maintaining preexisting programs that have positioned AMA as a good environmental citizen.

HARNESSING THE SUN



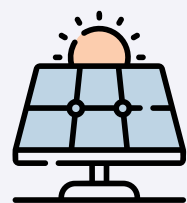
AMA embraced solar energy in a big way in 2025. Our Kingsway Centre in Edmonton, already a pioneering building in terms of energy efficiency with its geothermal heat pumps, got even more sustainable in May 2025 with the addition of a 432-module solar array on the main rooftop of the building and the parkade, producing 245.1 MWh of electricity—enough to cover 18% of total building consumption.

That's the equivalent of powering 145 electric powered passenger vehicles for an entire year!

Our Medicine Hat Centre unveiled a 170-module rooftop array in the same month with a capacity

of producing 93.5 MWh—enough to cover 90% of this smaller building's energy consumption. And in December of 2025, a new 100-module rooftop array was installed at Edmonton South location, and is expected to produce 47.3 MWh annually.

In all, solar energy accounted for 4% of AMA's electricity consumption in 2025. This number is expected to increase in 2026 as the Edmonton South building array begins to produce power, and further arrays are added to our Edmonton South Service Centre and our Blackfoot Service Centre in Calgary.



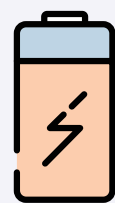
258
MWH OF POWER
GENERATED

(May–December, 2025)



113
MT CO₂E OF GHG
EMISSIONS AVOIDED

(May–December, 2025)



4%
AMA'S ELECTRICITY
GENERATED THROUGH SOLAR

FOREVER FORESTS



Rewilding Alberta continues to be one of our most important commitments in the climate space, and it's something we're very proud of. Starting in 2022, we began our "Centennial Forest" project aimed at planting 200,000 trees, 100 ha² to celebrate our centennial in 2026. For reference, that's about 186 standard FIFA soccer fields worth! In 2025, with the support of our partners at Project Forest, 187,970 trees were in the ground, meaning that we are at 94% of our target!

187,970

2025
70,350

2023
102,420

2022 15,200

Trees Planted

SUSTAINABLE PAPER TRANSITION

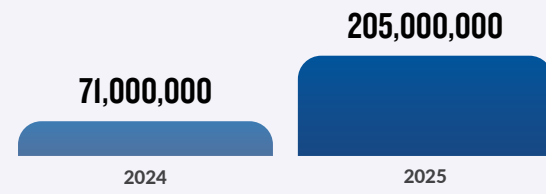
This year, AMA took meaningful steps to reduce the environmental footprint of our printing and paper use through two complementary initiatives: the PrintReleaf reforestation program and a transition to a more sustainable paper option. Working closely with the Green Squad—a dedicated group of AMA employees passionate about reducing our climate impact—we partnered with several departments to test a range of environmentally conscious paper alternatives.

Through this process, Sugar Sheet paper—carbon-neutral paper made entirely from recycled sugar cane fibre—emerged as the best fit for AMA’s everyday needs, offering the closest match to the look and feel of conventional paper while reducing AMA’s emissions and tree use. With support from teams across the organization who manage paper orders, we began systematically replacing traditional paper with Sugar Sheet and recycled-content options.

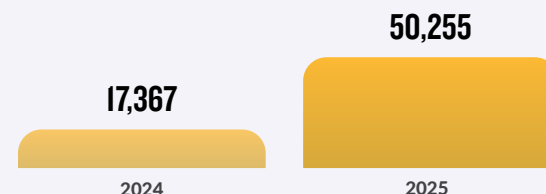
These changes are already making a measurable difference. Through PrintReleaf alone, AMA has offset 50,255 pounds of paper, the equivalent of 605 trees reforested and 205 million tons of carbon dioxide equivalent avoided between January and November 2025. Our shift to sustainable paper has further amplified these benefits: by using 344 packs of Sugar Sheet, we saved an additional three trees, and by incorporating 180 packs of 30% recycled-content paper, we saved approximately 31 more. In total, AMA conserved 34 trees this year simply by choosing more responsible paper products.

Together, these efforts demonstrate how small operational changes, supported by collaboration, testing, and staff enthusiasm, add up to meaningful climate impact. Thanks to the Green Squad and the many teams involved, AMA is building a more sustainable future, one sheet at a time.

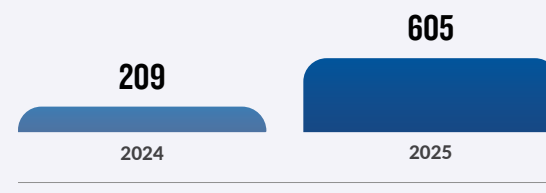
PrintReLeaf program



Tons of Carbon Dioxide Equivalent Avoided



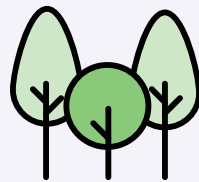
Pounds of Paper Offset



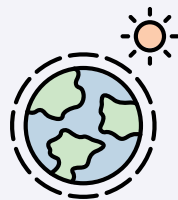
Trees Saved



50,255
POUNDS OF PAPER OFFSET



605
TREES SAVED



205 MILLION
TONS OF CO₂E AVOIDED

ECOCLAIM: TRANSFORMING EMISSIONS TRACKING IN PROPERTY CLAIMS

In April 2025, AMA Insurance launched EcoClaim, an innovative software and training program that brings sustainability directly into the property claims restoration process. EcoClaim helps us measure, report, and reduce Scope 3 greenhouse gas emissions—the indirect emissions generated by contractors and materials used during repairs. By giving contractors the tools to divert debris from landfills and recycle eligible materials, EcoClaim empowers our vendor network to make more climate-smart choices while improving transparency across our claims operations.

In the first year of use, EcoClaim has already demonstrated strong environmental impact. From January to December 2025, participating contractors

reported over 440,229 kg of waste diverted, avoiding 483,548kg of CO₂ emissions. That’s the equivalent of 105 cars removed from the road for a full year, or 62 homes’ annual energy use. With a 99% diversion rate (99% of waste recycled rather than sent to a landfill) among claims that submitted full data, the program shows how targeted reporting and clear expectations can meaningfully shift waste-handling practices in the restoration industry.

EcoClaim is proving that when we integrate sustainability tools directly into our workflows, we not only reduce emissions but inspire a more responsible and efficient restoration process across our entire network.

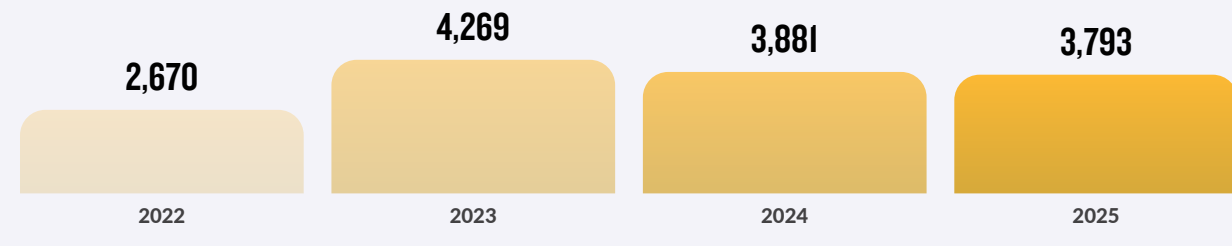


440,229 KG
of waste diverted with EcoClaim

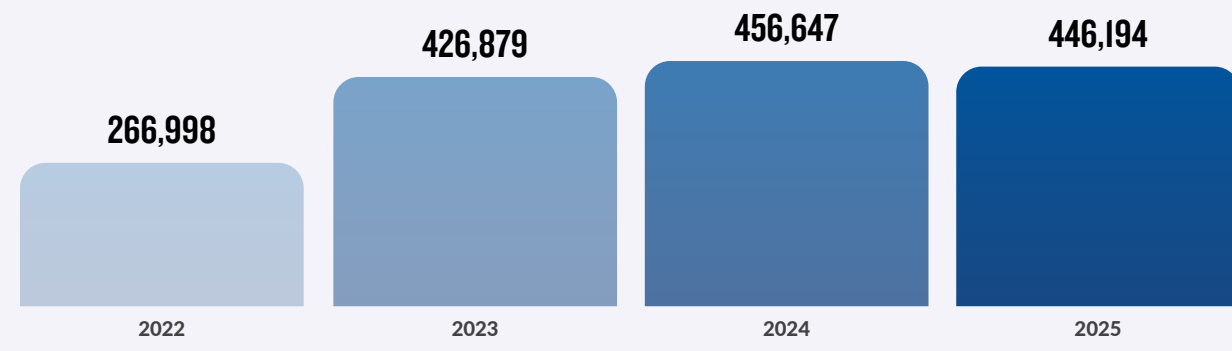
SHREDDING & E-RECYCLING

Every year, our member-exclusive shredding and electronics recycling events are key parts of our climate commitment. These programs empower members to divert waste from landfills, save trees,

reduce greenhouse gas emissions, and recover such resources as metals, glass and plastic to make new products—all while helping protect their data and guard against identity theft.



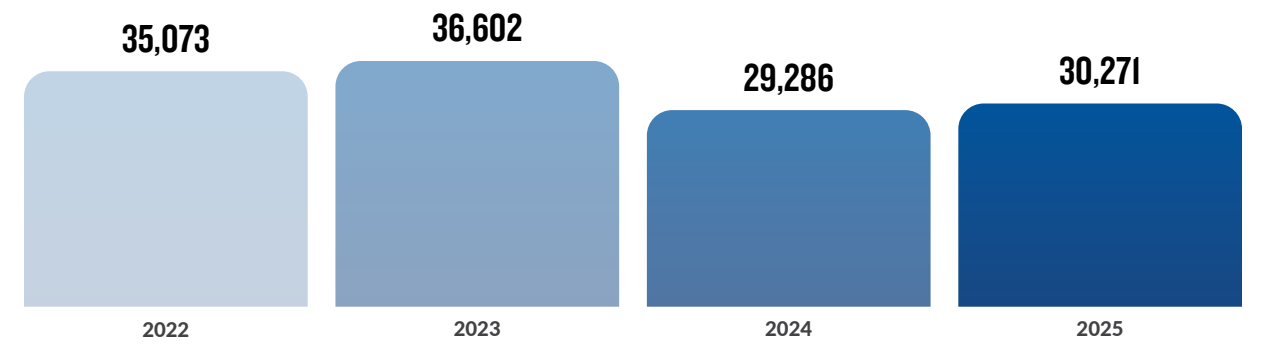
Trees Saved



Pounds of Recycled Paper



GHGs Eliminated



Pounds of Recovered Resources

Watch the Video



School Garden Planning Project - Final

Alberta Ecosystems



Instructions

1. Watch the video on the next slide
2. Answer a series of True or False/Choice questions in a Speed Em afterwards



SCIENCE IS FOR EVERYONE

See how we follow up on the student lab?

NO EATING OR DRINKING

The Power of YET

THANK YOU

FOOD SECURITY

Food insecurity is a growing issue in Alberta. Through school gardens, food bank drives, rooftop gardens, and a pollinator program, we're working alongside the AMA Community Foundation to fight for a future where all Albertans have access to good nutritious food, and nobody gets left behind.

SCHOOL GARDEN STUDIO



We started the AMA School Garden Studio program in late 2022 and since that time it has continued to grow and reach new heights. At the end of 2025, 550 teachers at 473 schools and 142 divisions across the province are involved in the program, which began as strictly a junior high school initiative and has since expanded to include grades K to 9. And in 2026, we'll include Grades 10 through 12.

We want teachers of all grades to have access to resources that make it easier for them to teach children how to grow their own food. In 2025 we produced the first lesson plans for elementary school students and the AMA Community Foundation made the School Garden Studio bursary available to educators from grade 1 to 7. We produced

French-language versions of our grade 7 lesson plan, and added land-based learning lesson plans (a curriculum requirement) for grade 7, developed with the expertise and guidance an Indigenous Elder and Knowledge Keeper. Our elementary plans all incorporate Indigenous knowledge and are available in both French and English.

We also produced a series of seven short educational videos for teachers to use in the classroom, covering everything from how plants grow to the future of agriculture, to further support students' learning. We're continuing to expand the program and in doing so, building strong roots in the fight against food insecurity by teaching children how to grow their own food—cultivating confidence as well as produce.



Schools in School Garden Studio



Students Impacted



Educators Enrolled



Program Partners

FILL OUR FLEET

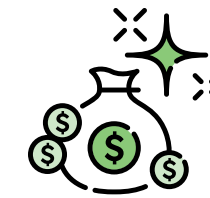


The number of Albertans turning to food banks to feed their families took a huge jump in 2025. According to the 2025 Hunger Report, Albertans visited food banks an average of 210,541 times every month, an increase of 21.8 per cent from 2024 and the second-largest increase in food bank use in Canada. Of these visits, more than a third were by children under 18.

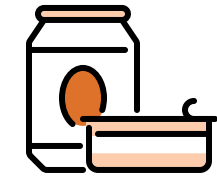
This surge in demand has strained Alberta’s food banks like never before. With more people than ever in need and fewer in a position to donate, the support of organizations like AMA and the AMA Community Foundation has never been more crucial. As always, the generosity of our members was inspiring in 2025—and many small, individual actions combined to make an enormous difference to those in need.

Our community stepped up in 2025 with \$371,451 and 40,059 lbs of food donated to local food banks through the AMA Community Foundation. As we did in 2024, we pledged to match every campaign donation up to \$100,000 between October 1 and December 31—a number we increased to \$125,000 in December, inspired by the overwhelming generosity of our members.

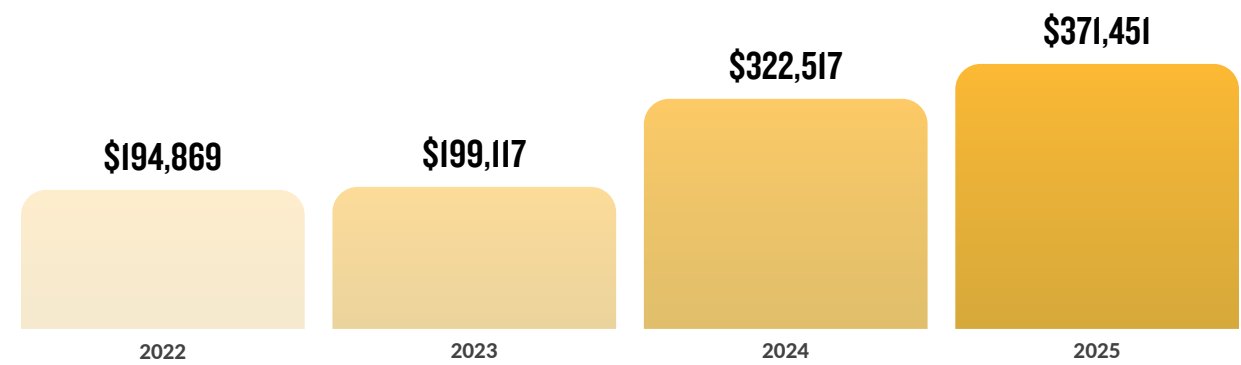
Together we showed what the Alberta spirit is all about—big-heartedness, generosity, community-mindedness, and determination to make a difference.



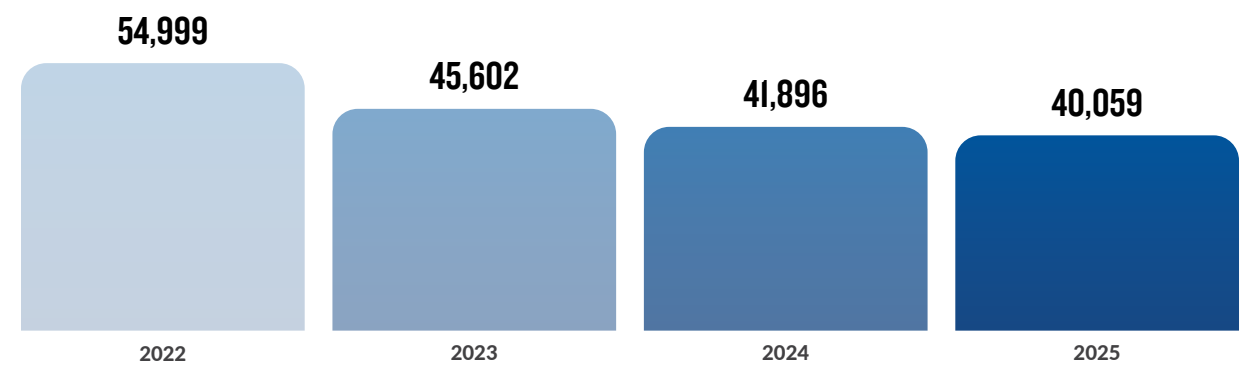
\$371,451
DONATED IN 2025



40,059
POUNDS OF FOOD
DONATED IN 2025



Monetary Donations



Pounds of Food Donated

HARVESTING HOPE



Giving comes in many forms. Sometimes it's financial, often it's time, and sometimes it's a plot in a garden. With nearly two out of five kids in Alberta growing up without reliable access to enough healthy food, AMA launched Harvesting Hope in 2024 with a view to providing food-insecure Albertans with fresh, garden-grown food. The concept is simple but meaningful: we invite members to grow extra vegetables in their garden and bring their harvest to us for donation to local food banks.

This year we lowered the barrier for people wanting to help their neighbours by providing members

with free seeds for carrots, rutabagas, or beets, along with a burlap bag to fill and return the harvest to us. In all, we collected 1,237 pounds of fresh garden-grown vegetables in 2025—all of which went directly to Albertans in need.

We also continued to produce fresh produce through our own rooftop garden at our Edmonton South location, in partnership with MicroHabitat. Our small garden yielded 300 pounds of produce in the summer months of 2025 (up from 225 in 2024), all of which went to Edmonton's Food Bank.



Lbs of Food Produced by Our Garden



Lbs of Member Donated Food

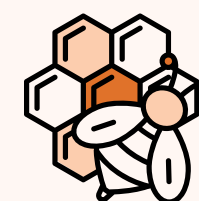
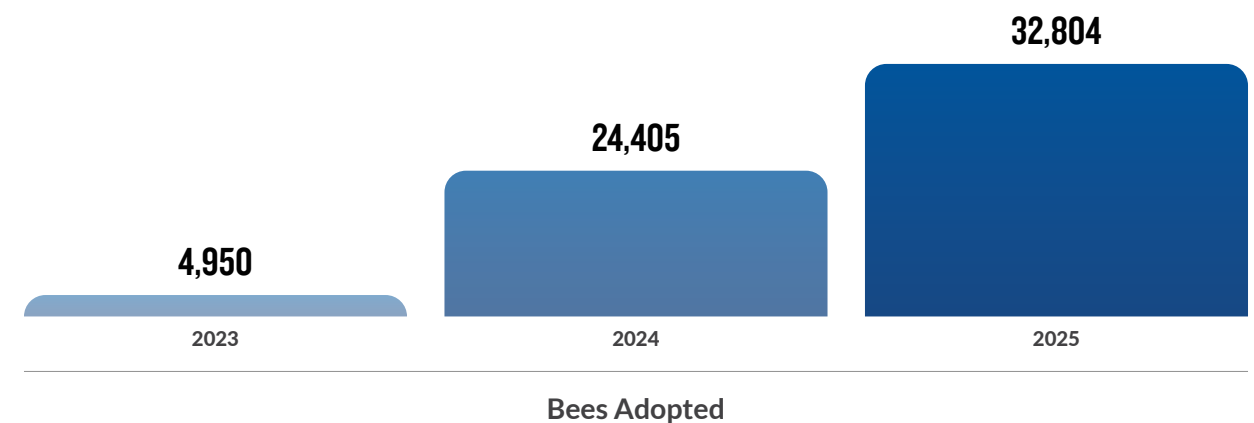
POLLINATOR PROGRAM

Pollinators are essential for food production, as they contribute to the reproduction of over 75% of the world's flowering plants and about 35% of the world's food crops. Bees and other pollinating animals therefore have a vital role in producing the food we eat. As such, our Pollinator Program plays an important role in our food security strategy, from both an educational standpoint and as a tangible contribution to the health of our food system in Alberta.

AMA maintains a population of roughly one million bees (around one for every AMA member) at 20 hives located at select centres and partner locations, some of which also feature pollinator-friendly landscaping. As part of our educational outreach in 2025, we provided 20 kiosk-based tutorials staffed by our beekeepers where members could learn about bees, take a look inside the hives, and sample some of our honey. This included youth outreach with two days of tutorials at our School Safety Program year-end picnics.

Our adopt-a-bee initiative, in which members can support community programs by adopting our bees through the AMA Community Foundation, entered its third year in 2025. Over 32,000 bees were adopted in 2025, raising \$32,804 for the foundation. The bees themselves were busy this year, producing 2,000 jars of honey, of which 200 were donated to Edmonton's Food Bank. Proceeds from our honey sales, including a holiday gift set, contributed another \$9,336 to the foundation bringing the cumulative total raised by the program since its inception to \$73,342.

Turns out these tiny creatures have quite an impact—not only on our environment and our food system but also on our community. Our adopt-a-bee program is a great example of the power of many small individual actions making a tangible difference for an entire community—and indeed an entire ecosystem—while raising awareness of an important environmental issue.



32,804 BEES
adopted in support of the AMA
Community Foundation

Watch the Video



CHILDHOOD SAFETY

Keeping Alberta's children safe on our roads has been an AMA priority since the earliest days of the association. From ensuring safety at school crosswalks to fostering the next generation of safe drivers, our partnerships with schools are a major cornerstone of our community work and a point of pride for our organization.

2025 saw further expansion of our childhood safety programs, with more free reflective armbands than ever given out, an uptick in participation in our school safety program and an expansion of our school driver education program.

SCHOOL SAFETY PROGRAM



AMA's School Safety Program is undergoing one of its most significant evolutions in decades, building on a legacy of protecting Alberta's children since 1938. As school environments become increasingly complex—with rising traffic volumes, new large-format schools, and growing time and resource constraints facing educators—AMA is reimagining what school safety needs to look like today.

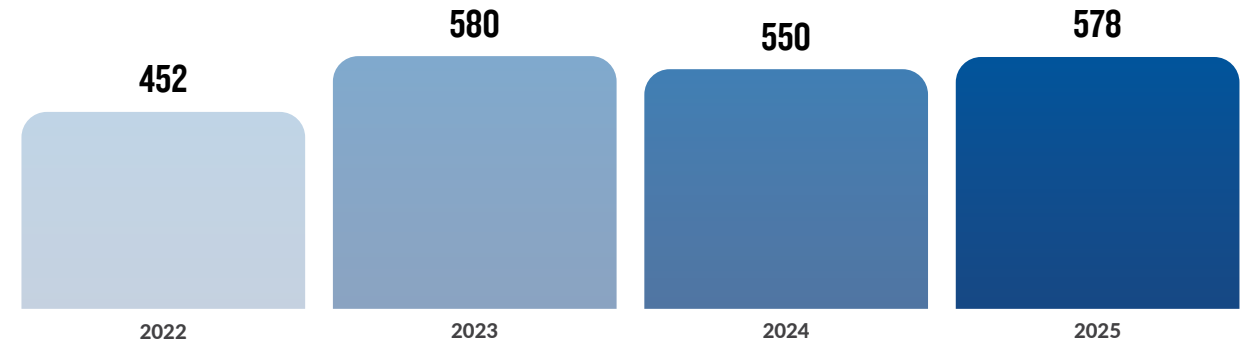
The traditional crosswalk patrol model may no longer be a fit for some schools given changing infrastructure, yet the need for safer school journeys has never been greater. In response, AMA is adding some new tiers to its School Safety Patrol portfolio to ensure every school, regardless of size or location, can access safe-school support.

In 2025, AMA piloted different patrol roles at student drop-off and pick-up zones, drive-lane crossings, and school bus loading areas, and began supporting schools with parent communication toolkits and social media safety resources.

AMA is also strengthening partnerships with like-minded organizations to help enhance safe pedestrian movement around schools. At the heart of this work, student leadership remains central—giving young patrollers opportunities to grow as ambassadors, mentors, and change-makers within their school communities.

These new program tiers are being co-designed with educators to ensure they're practical, accessible, and responsive to real-world school needs. Early feedback shows that teachers feel supported and confident with the new solutions AMA provides. These additions build on our longstanding commitment to helping assure child safety in school zones, helping empower students and giving families confidence that children can travel to and from school safely.

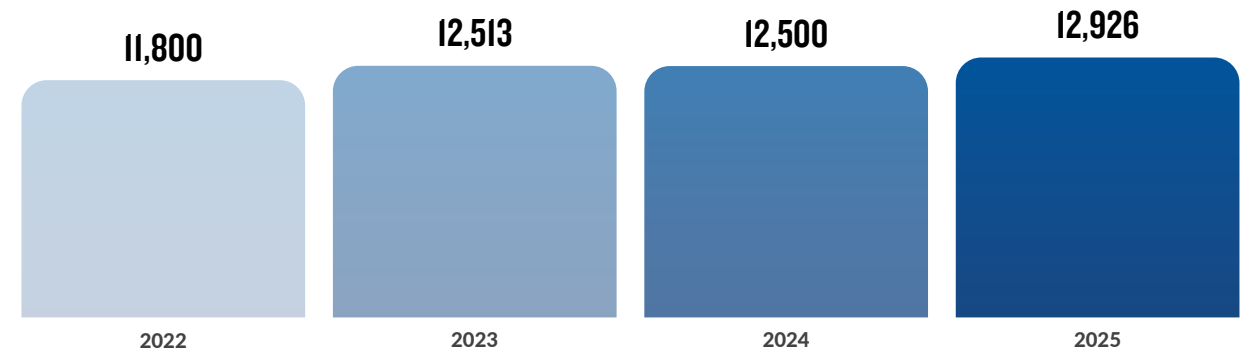
By honouring a long-standing program while adapting to today's challenges, AMA is ensuring our legacy of protecting Alberta's children continues for generations to come.



Crosswalks Patrolled



Participating Schools



Participating Patrollers

DRIVER EDUCATION IN SCHOOLS



Driver Education: School Edition continued to expand in 2025, reflecting strong demand from educators, parents, and communities across Alberta. Following our pilot with McNally High School in 2024, 36 schools registered for the program in 2025, integrating AMA's curriculum into their classrooms. These results indicate solid demand for in-school opportunities where students can learn the safe driving habits that parents and future employers want to see behind the wheel.

Despite early-year disruptions to the 2025/26 school year due to a teachers' strike, student engagement remains strong. By October 2025, 165 students had officially enrolled in the program,

with more expected before year-end as schools regain momentum. To support this growth, 23 teachers are currently trained and facilitating driver education in their schools, with more educators set to join as programming resumes across divisions.

The steady uptake of Driver Education: School Edition underscores the importance of equipping young Albertans with foundational road-safety knowledge long before they begin driving. By meeting students where they are—directly in the classroom—AMA is helping to build confident, safety-minded future drivers and strengthening long-term community road safety across the province.



36
SCHOOLS REGISTERED
IN 2025

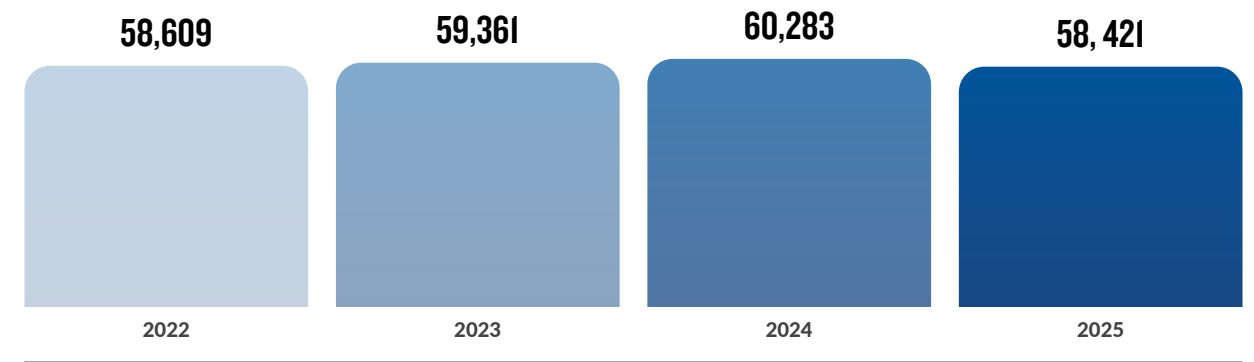


23
TRAINED TEACHERS FACILITATING
DRIVER EDUCATION IN 2025

KIDS GO FREE

Eleven years ago, we introduced an added membership benefit for Plus and Premier members called Kids Go Free, a feature designed to ensure members' children are protected on the road, even when not with their parents or guardians.

Under Kids Go Free, children under 16 have 24/7 access to Roadside Assistance no matter who they're travelling with. This means if auntie's car breaks down or has a flat tire on the way to the park or a weekend sleepover, we've got them covered.



Kids Go Free Members

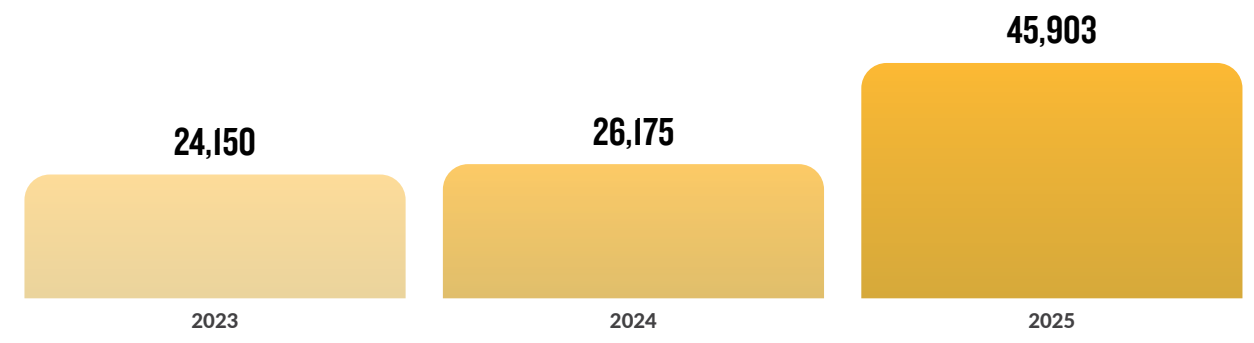
REFLECTIVE ARMBAND PROGRAM

For many children, Halloween night is a highlight of the year, but with kids out and about and crossing streets in the dark, safety is foremost on many parents' minds as October 31 approaches. To help kids be seen and give parents some peace of mind, every October AMA hands out free reflective armbands to families across Alberta to improve children's visibility while trick-or-treating.

In 2025, thousands of AMA members and nearly 80 community groups took advantage of this offer,

including Bike Bus Edmonton, Filipino Language and Culture School of Edmonton, the Family Futures Resource Network, Devon Citizen on Patrol, Heritage Park, and various schools, preschools, scouting organizations, and other community groups.

In all, we gave out 45,903 armbands—nearly double the number given out in 2024— helping to keep the province's most vulnerable road users safe while they're focused on having fun.



Reflective Armbands Distributed



CAA **AMA**
2025 IMPACT REPORT

Alberta Motor Association

10310 G.A. MacDonald Ave
Edmonton, AB T6J 6R7

See this report online



impact.ama.ab.ca