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FOR IMMEDIATE RELEASE

**ATA COMP FUND & ALLIANCE INTERSTATE RISK SERVICE
PROMOTE GREER TO MARKETING MANAGER**

Montgomery, Alabama - The ATA Comp Fund and Alliance Interstate Risk Service (AIRS) are pleased to announce the promotion of Abby Greer to Marketing Manager effective April 1, 2024. Abby has been with the ATA Comp Fund/AIR team since 2016 as Marketing|Media Specialist, supporting business development and risk management through marketing campaigns in Alabama and throughout the AIRS footprint. She has also supported the IT efforts of the team with her knowledge of our program management system and developing procedures to align processes interdepartmentally.

“Abby’s ideas, creativity, knowledge, and commitment have proven to be effective in our success across all marketing channels and have directly contributed to the growth of both programs. This new role will help to ensure our success and develop our brand further,” reports Mike Zucco, ATA Comp Fund/AIRS Director of Business Development.

Abby will continue to be responsible for developing and executing strategic marketing campaigns for both programs, including internal and external communications. She is also a liaison for state trucking association partnerships, coordinating marketing plans to promote the AIR program to association membership. In addition, Abby will oversee the Marketing team within our Business Development department, consisting of the Marketing Coordinator and IT Coordinator.

Abby has over 20 years of experience in insurance marketing and communications through her roles on both the agency and carrier side of the industry.

The combined Boards and Management of the ATA Comp Fund/AIRS would like to recognize and congratulate Abby on her well-deserved promotion and invites everyone to do the same. Abby can be contacted directly at (334) 386-2676 or at her email address agreer@atacompfund.org.

About ATA Comp Fund and Alliance Interstate Risk Service

Since 1993 the ATA Comp Fund has been providing stable, low-cost workers’ compensation coverage to the transportation industries. Now, through Alliance Interstate Risk, our programs are available nationwide. For more information, visit ATACompFund.org and AllianceInterstateRisk.org.

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