

The General® Introduces a Partnership with the Boys and Girls Clubs of Middle Tennessee to Help Launch Great Futures

National Car Insurance Company Demonstrates an Ongoing Commitment to Youth and Community by Forming an Inspirational “Road to Success” Program

NASHVILLE, Tenn. ([PRWEB](#)) April 09, 2020 -- [The General®](#), a national car insurance company, is pleased to announce a recent partnership with the [Boys and Girls Clubs of Middle Tennessee](#) (BGCMT) that encourages and helps enable youth to reach their full potential. The forward-thinking program, aptly named [Road to Success](#), has already held a series of community events that included an inspirational [Day of Fun with the General](#), group goal-setting and interactive vision board workshops, and one-on-one sessions with program ambassador, iHeartMedia’s leading country radio host and TV personality [Bobby Bones](#).

“With the Road to Success program, The General hopes to inspire the kids at the Boys and Girls Club to achieve their dreams, and also give them tools to help achieve them,” says Elicia Azali, Chief Administrative Officer (CAO). She further explains how ongoing dedication by The General to the Boys and Girls Clubs’ youth is what makes this particular program so successful – a growing partnership, rather than an occasional corporate volunteer day.

The Boys and Girls Clubs of Middle Tennessee is one of many community organizations with which The General has developed ongoing partnerships. The company is also working with colleges and foundations to build strong communities and increase access to opportunities for their customers and beyond.

To learn more about Road to Success, please visit <https://www.thegeneral.com/roadtosuccess/>.

To explore opportunities and make a donation to BGCMT, see <https://bgcmt.org/>.

For information on obtaining insurance through The General, go to <https://www.thegeneral.com/>.

About The General

The General Automobile Insurance Services, Inc. (The General®) is a licensed insurance agency and subsidiary of PGC Holdings Corp. (PGC), which is wholly owned by American Family Mutual Insurance Company. Through its insurance company subsidiaries and their predecessors, PGC has been writing automobile insurance since 1963. Visit www.thegeneral.com and follow us on social.



Contact Information

Jennifer Hudson

The General Insurance

<http://https://www.thegeneral.com/>

+1 513-638-8076

Online Web 2.0 Version

You can read the online version of this press release [here](#).