

FOR IMMEDIATE RELEASE



AACF Welcomes Graham Rouse to Board of Trustees



Sacramento, Calif. – August 4, 2026 – [The Automotive Aftermarket Charitable Foundation \(AACF\)](#), a 501(c)(3) organization supporting individuals and families in the aftermarket during times of great hardship, is pleased to announce the appointment of Graham Rouse, Vice President of Marketing for North America at [Valvoline Global Operations](#), to its Board of Trustees. Rouse will also serve on AACF's Development Committee.

Rouse brings more than a decade of experience in brand management and marketing leadership. At Valvoline, he leads strategic brand and growth initiatives across the North American automotive aftermarket. He has also held leadership roles at Procter & Gamble, where he helped drive commercial strategy and growth initiatives for globally recognized billion-dollar brands.

"We're pleased to welcome Graham to the AACF Board of Trustees," said John Kairys, Executive Director of AACF. "His marketing expertise, strategic perspective and proven ability to help leading brands grow will be a tremendous asset to the Foundation. We look forward to the ideas and leadership he will bring as we continue building awareness of AACF and reaching more people throughout the aftermarket."

Prior to beginning his marketing career, Rouse worked in education as a high school English teacher and department chair. That experience continues to shape his collaborative leadership style and strong focus on communication. He holds an MBA in Marketing from The Ohio State University Fisher College of Business, as well as a Master of Education.

"One of the things that sets the automotive aftermarket apart from other industries I've worked in is its deep sense of community. The opportunity to join the AACF Board of Trustees is incredibly meaningful to me, and I'm grateful for the chance to give back to an industry that has given so much to so many. I look forward to helping the Foundation provide meaningful support to the hardworking individuals and families who make our industry so special," said Rouse.

Rouse lives in Lexington, Kentucky, with his wife, and their three children.

For more information about AACF contact Misty Walker, Misty@AftermarketCharity.org.

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About the Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there when it seems like there's nowhere else to turn. As a nonprofit, this is accomplished through the support of generous donors, awareness partners and dedicated volunteers. To learn more, visit www.AftermarketCharity.org.