

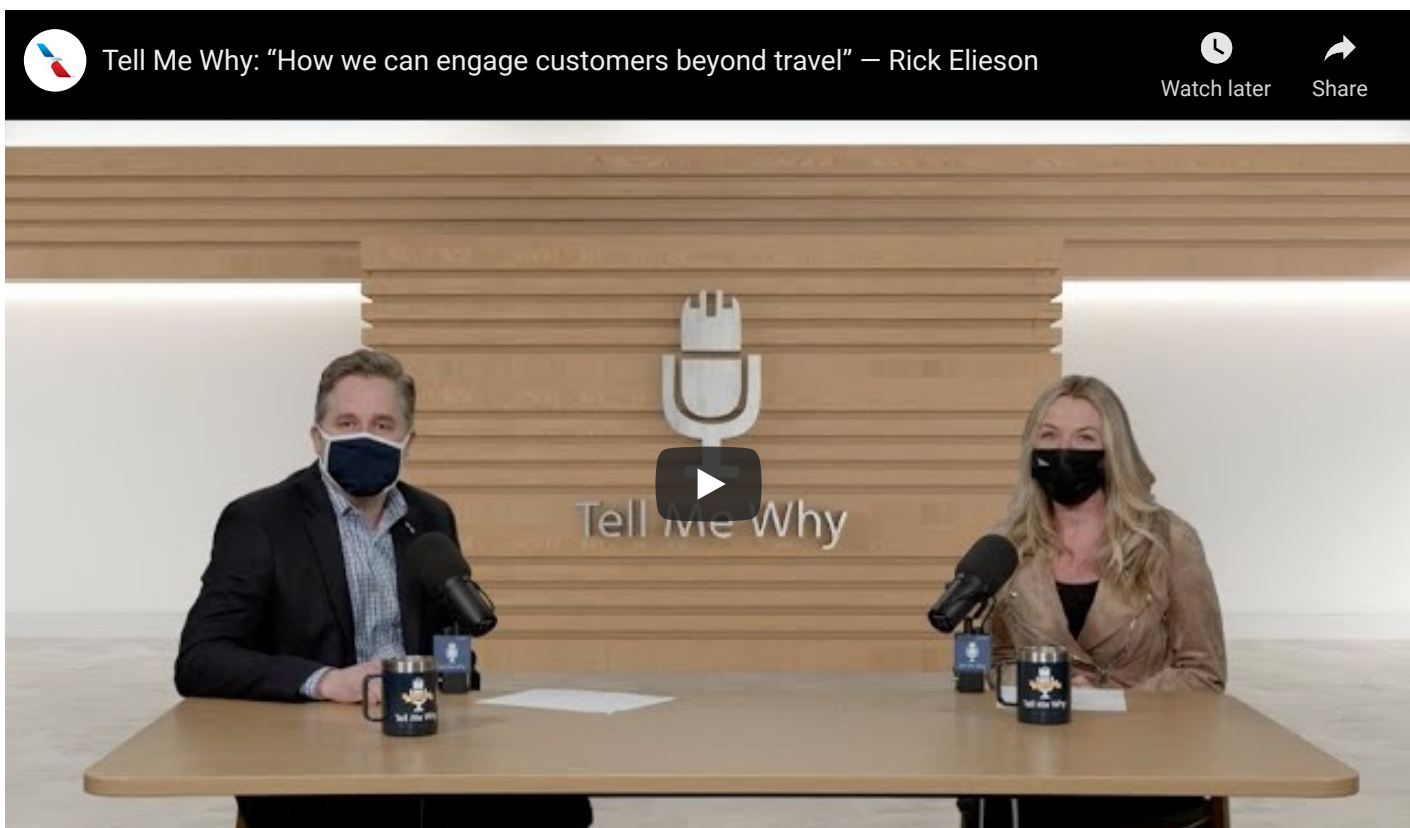
NEWS RELEASE

Tell Me Why: “How we can engage customers beyond travel” — Rick Elieson

4/14/2021

On a recent episode of Tell Me Why – American’s vodcast series for team members that shares that “why” behind the decisions we make – host Caroline Clayton, Vice President of Global Engagement for American, sat down with Rick Elieson, President of American’s AAdvantage loyalty program. Rick discusses the first 40 years of the AAdvantage program, why it’s just as important today as it was on May 1, 1981, and how a visit to [AAdvantage40th.com](https://www.aa.com/advantage40th) to celebrate the milestone can lead to chances at instant win prizes and special offers.

You can watch the video below, and you can also download Tell Me Why as a podcast from iTunes or Google Play.



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