

Top Stories



A winning partnership: Amica teams up with Drake and Ann Michael Maye

This fall marks an exciting milestone for Amica as we launch a national partnership with professional quarterback Drake Maye and his wife, Ann Michael Maye.

This partnership is an exciting opportunity to help more people get to know Amica. By reaching new audiences across the country, we can continue sharing what sets us apart and why so many customers choose us. As we look to the future, increasing awareness of our brand remains an important priority and helps support our continued growth.



"We're focused on finding meaningful ways to introduce more consumers to our brand," says **Tory Pachis** (Executive Vice President and Chief Growth & Marketing Officer). "The Mayes help us connect with younger consumers while showcasing how Amica's products can support customers through life's evolving milestones, from their first major purchases to growing families and beyond."

Drake Maye has quickly emerged as one of football's rising stars. Known for his leadership, work ethic and authenticity, he has earned attention on and off the field. Ann Michael Maye has built a strong following of her own through relatable, authentic content that offers a glimpse into everyday life. Together, Drake and Ann Michael represent a genuine partnership grounded in family, commitment and a shared focus on what matters most.

Those qualities resonate strongly with Amica. Like the Mayes, we've built our reputation on trust, consistency and long-term relationships. The partnership creates an opportunity to reach more people while reinforcing the values that have defined Amica for generations.

National advertising featuring the Mayes launched on Sunday, Sept. 20, introducing Amica to new markets while reinforcing our values. In the coming weeks, more details will be shared about the campaign as the creative work begins to roll out.

Through high-visibility marketing and strategic partnerships, we're expanding our reach and sharing the Amica story in new areas. Ultimately, the goal is to ensure more people understand the value of choosing a company built on exceptional service, trust and long-term relationships.

To watch a special message Drake and Ann Michael Maye recorded for Amica and their first ad, click below.

