

Please direct all
communications to:

P.O. Box 459
Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

December 20, 2021

Dear A.A. Friends,

It is my pleasure to announce the launch of our newly updated Alcoholics Anonymous (A.A.) website www.aa.org. What a great time and privilege to serve as the General Manager of your General Service Office (G.S.O.).

G.S.O. coordinates many services that help groups and members fulfill their purpose of carrying the A.A. message to the alcoholic who still suffers, and aa.org plays an important role in that work.

Among the many benefits of our new website, it will serve as a significant resource for A.A. members, those seeking help from A.A., professionals working with alcoholics, the media, and the public at large. Above all, it will provide consistent information about Alcoholics Anonymous.

Alcoholics Anonymous®

Find A.A. Near You | Make a Contribution | Online Bookstore | English

I am... | About A.A. | Inside A.A. | Resources | Daily Reflections

Have a problem with alcohol? There is a solution

A.A. has a simple program that works. It's based on one alcoholic helping another.

Learn More

Find A.A. Near You

State or Province, Town or Zip

Search Now

I Am... Looking for help with a drinking problem

As you open our website, you will find an updated, clean visual style and structure for each page, with an improved mobile-friendly design.

To demonstrate our user-focused approach, the first drop-down menu selection you come across is titled “I am...” which will help visitors identify where to find important, relevant information.

- The first choice is for those [looking for help with a drinking problem](#), which allows them to locate important resources and information about A.A.
- The second option is for [an A.A. member](#), which guides them to information on getting involved in service outside the A.A. group, as well as reaching the alcoholic who has not yet found A.A.
- The third selection is for those [trying to help a member or a friend](#) locate information about A.A.
- The fourth one is for [professionals who are working with alcoholics](#) or someone who might be questioning if they have a problem with alcohol.

We hope you find this structure useful and that you explore all the other exciting updates as you navigate around the website.

Next, we want to share about the major upgrades and commonly requested changes that have been incorporated into the new design.

Technical Improvements:

We have moved from an outdated custom-coded website to one that is easier to manage by our staff. It has also been important to improve our content labelling, filters, and descriptions to provide a simpler and more reliable search function for those visiting our website.

Visual Improvements:

We based our visual improvements on Website Content Accessibility Guidelines (WCAG), which support the font and color choices we have made across our website.

Structural Improvements:

We determined that the use of mega menus, i.e., drop-down menus with multi-level expansion, are a necessity because our website has a great amount of content. This revised structure allows information to be more readily available and accessible from every page. We also included improvements for assistive technology standards.

Important Note: All links associated with the previous site will automatically redirect to the new pages.

Contact Us:

We have made great improvements to the “[Contact Us](#)” section of our website. We sought to direct people to clear paths for providing feedback on the website. In addition, for those seeking shared experience or answers to specific questions, we offer better options on finding the right person or department to send each request to.

As with any new service that is launched, we will continually seek to update and make enhancements to our website both from internally directed actions in our short- and long-term strategies, as well as from the feedback we receive.

Website Feedback and Loving Appraisal:

We want to hear from you and appreciate any feedback you offer. To that end, we anticipate a large number of inquiries and ask you to please, if possible, email your thoughts and questions directly to websiteservices@aa.org. This will allow us the best opportunity to collate and consider all the feedback we receive.

The phrase “it takes a village” comes to mind. This project has been a labor of love for many here at G.S.O. It is a great example of collaboration and our A.A. principles at work here in our office. Kudos to the G.S.O. team that has made this website launch possible.

With gratitude for all the sacrifices you make for A.A.,



Bob W.
General Manager, G.S.O.