



## **Trucker Buddy International**

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### **FOR IMMEDIATE RELEASE**

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#### **Daimler Truck Group North America Commits to Trucker Buddy for Three Years**

Daimler Truck Group North America LLC (DTNA) has agreed to support Trucker Buddy International for the next three years including 2012, 2013, 2014. Freightliner Trucks, Western Star Trucks and the Detroit™ brand are all components of DTNA who are actively supporting Trucker Buddy through their sponsorship of the Trucker Buddy of the Month, a monthly recognition of drivers whose classes nominates them to be the top participant that month. Teachers and students send letters to the Trucker Buddy office explaining why their Buddy should be award the honor. Each year Trucker Buddy hosts a press conference at the Mid America Truck Show and introduces each winner to the industry.

“Detroit, Western Star Trucks and Freightliner Trucks have been wonderful sponsors of Trucker Buddy these last two years and I excited to announce that they have extended their involvement in our program for the next three years. Their commitment to Trucker Buddy is important for us and the industry “– Randy Schwartzenburg, Director, Trucker Buddy International.

“DTNA believes in Trucker Buddy’s mission to educate schoolchildren about our industry and the people who are out there on the road day after day, said Jennifer Edwards, Marketing Communications Manager, Freightliner Trucks. “We think this program is valuable and are proud to support it.”

Trucker Buddy International, an independent, non-profit 501(c) (3) organization, often called the number one trucking image campaign in North America, has helped educate schoolchildren and introduce educators to the trucking industry. This gives them the world through the eyes of a professional truck driver. The Trucker Buddy program helps to educate and mentor schoolchildren via a pen pal relationship between professional truck drivers and children in grades K-8 as supervised by their teachers.

After an extensive screening process, the professional truck drivers are matched with a class and as directed by the teacher, drivers share news about their travels with their class.

Students write letters and send pictures to their drivers. Students' skills in reading, writing, geography, mathematics, social studies, and history are enhanced and learning is made fun.

Since 1992, Trucker Buddy International has helped educate over a million schoolchildren and introduced them to caring, compassionate men and women, professional truck drivers. The on-going success of the program is due to driver volunteers, participating teachers and the contributions of sponsors. There is no cost to the drivers or teachers to participate in the program. The Trucker Buddy program is funded entirely by sponsorships and donations. Trucker Buddy press releases are provided by ACS A Xerox Company.

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