



Trucker Buddy International

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Trucker Buddy Announces Qualcomm as its Newest Sponsor

Trucker Buddy International is pleased to announce that Qualcomm Incorporated has decided to support Trucker Buddy for 2010 through financial donations and technology programs. Their support of Trucker Buddy will help fulfill the mission of introducing young students to the trucking industry while providing an opportunity for drivers to help them excel in the classroom as well as in life.

"I'm very excited about Qualcomm deciding to once again support us. Their generous donation shows how much they care for the trucking industry and young students alike. Leveraging Qualcomm's industry-leading wireless technology to support Trucker Buddy makes this partnership even more exciting. Thanks again to all the great people at Qualcomm for helping us make Trucker Buddy even better," says Randy Schwartzburg, Executive Director.

"It is our pleasure to support a program as worthwhile as Trucker Buddy," noted Norm Ellis, vice president of sales, services and marketing for Qualcomm Enterprise Services. "We strongly support Trucker Buddy's goal of educating school children and teachers about the importance of the trucking industry."

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 2-8 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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