

# JOIN THE MOVEMENT



TMAF is a movement with a clear goal – to tell our industry’s story. The movement aims to educate the public and work with policymakers at all levels to illustrate how trucking plays a vital role in supporting our economy and everyday lives. TMAF’s success relies on spreading that positive message and building a stronger image for all professionals in the industry.

- **We are trucking!** TMAF is a way for drivers, technicians and all industry professionals to be a part of a great and growing movement. We can all change the stereotypes. We know that everyone involved in trucking is helping to safely move freight that our country relies on.
- **TMAF is about showing pride in your job.** Your work each day contributes to moving America forward, so share and show your pride!
- **Change the conversation.** More educated policymakers will make better decisions when it comes to rules and regulations that affect your job each day. More educated reporters will write more fair and balanced stories about your colleagues. More educated motorists will make better, life-saving decisions.
- **Respect for the mission.** Your family and loved ones respect the work that you do, but people outside the industry don’t know all the facts. We know that the most important stop on a driver’s delivery is home, and we know that safety is a priority for every professional in the industry. TMAF shows your community why the entire industry workforce deserves respect.
- **Drivers deserve respect.** It’s a tougher job than the general population thinks it is. You’re the professionals on the road that deal with distracted drivers and aging infrastructure. TMAF is telling that story to the people who need to hear it.



## TMAF helps you tell the story! Here is how:

**As a driver, we know that you are committed to safety, professionalism and have a strong sense of purpose in your work.** TMAF lets you more effectively demonstrate those messages as part of a larger movement.

Send TMAF pictures from your everyday work to [info@truckingmovesamerica.com](mailto:info@truckingmovesamerica.com). An authentic picture helps TMAF show that truck drivers and trucking professionals are delivering the goods that America needs each day. Your story is the industry’s story.

## TMAF supplies materials you can use to revitalize the industry’s image and show pride in your career.

- Trailer wraps, which act as “moving billboards,” educate the public. You play a critical role.
- The TMAF store, [ShopTMAF.com](http://ShopTMAF.com), offers hats, decals, tumblers, T-shirts and more.
- Shareable social media content.

# TOGETHER WE CAN!