

2021 RESULTS

200+
donors



2,500
subscribers



270+
trailer wraps
on the road

16M potential views
per trailer wrap per
market per year



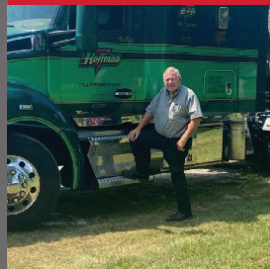
30,000
cumulative
followers



16,200
#ThankATrucker
wall views



13
blog posts



46
earned media
placements



204 million
media
impressions



6 million
billboard
impressions



23.9 million
radio ad
impressions



NASCAR
sponsorship



GRAND TOTAL
234 MILLION
IMPRESSIONS

TRUCKING
Moves America Forward