



What Are You Waiting For?

Jump on The TMAF Bandwagon Now

TRUCKING MOVES AMERICA FORWARD (TMAF) HAS A STORY TO TELL, AND YOU CAN HELP SHARE IT WITH EVERYONE IN YOUR WORLD AND THE MOTORING PUBLIC WHO VIEW YOUR TRUCK EVERY DAY YOU'RE ON THE ROAD.

In the three years since this program was launched, significant progress has been made educating federal and state legislators and the motoring public in two key areas: trucking's importance to the economy and the industry's safety record.

The Mission

Trucking Moves America Forward aims to establish a long-term, industry-wide

movement to create a positive image for the industry, to ensure that policymakers and the public understand the importance of the trucking industry to the nation's economy, and to build the political and grassroots support necessary to strengthen and grow the industry's future.

TRUCKING Moves America Forward

What You Do

Every day, millions of trucks travel across the United States to help move America forward. Most Americans don't realize how essential trucks and the men and women who drive them are to their daily lives, until a severe storm or other catastrophe prevents trucks from delivering. When trucks stop moving, the country stops moving. It's that simple.

Telling the Story

The movement continues to grow and build momentum. Assisted by others, Kevin Burch, co-chairman of TMAF, president of Jet Express, Inc., and chairman of American Trucking

Associations (ATA) recently provided some updated milestones as follows:

- » Each TMAF trailer wrap is viewed by 16 million people each year
- » More than 140 wrapped trailers are on the road and more are in the works
- » TMAF's participation in the May 2016 Infrastructure Week carried the program's advocacy message to Capitol Hill decision makers and the public
- » Facebook likes surpassed 10,000 this past summer
- » Twitter followers increased by 25% over the prior year
- » A LinkedIn page was added for sharing business and job news
- » An Instagram handle "takeover" during National Truck Driver Appreciation Week increased followers by 70% when professional driver and photographer Shannon Royce shared her pictures of beauty on the road
- » The latest videos advanced the industry's essentialness by capturing the opinions of professionals at MATS, GATS, and NTDC
- » Public relations initiatives resulted in 66 news stories
- » During 2015 and 2016, consumer ad campaigns including full-page newspaper ads, billboards, and digital/social media ran during National Truck Driver Appreciation Week
- » Increased financial contributors to more than 3,000 individuals and businesses, resulting in a 2016 budget of \$1.2 million