

<insert date>

Dear <insert recipient>,

To promote the importance of the trucking industry across Australia, trucking organisations and companies are uniting this February for TruckWeek 2010.

Run from 21 – 27 February, TruckWeek is designed to allow communities across Australia to learn more about the important role of the trucking industry, to meet a few of the hundreds of thousands workers employed by the industry and to discuss ways we can work together to improve safety on our roads.

Here at <insert company name>, we are joining in the activities and would like to invite you to meet with us to discuss truck safety, the importance of the industry and its staff, and the great careers trucking now offers.

While the national peak body, the Australian Trucking Association, will be working hard in Canberra to promote the industry to the nation's key decision makers, we are hoping to use the week to get locals 'in the cab and on the road' with local operators.

As such, I'd like to invite you to spend an hour or two to meet with us and discover more about the local trucking industry. Your support will help the trucking industry's mission promote a safe and professional Australian trucking industry.

If you have some time available during TruckWeek, I'd be very keen to make myself available to show you around our company and our vehicles.

I can be contacted at anytime on <insert phone number> or via email on <insert email here>. I look forward to hearing from you and having the opportunity to introduce you to the local trucking industry.

Yours faithfully

<your name>

<your job title>

<your business>