

MEDIA RELEASE

<insert date>



TRUCKWEEK COMES TO <INSERT TOWN/REGION>

Local trucking operator <insert business name > is inviting the public to get a better understand of the trucking industry, as it takes part in TruckWeek 2010.

The Australian Trucking Association (ATA) is inviting truck operators from across Australia to mark 21-27 February in their diaries and get behind the first ever TruckWeek.

TruckWeek 2010 will take place from 21-27 February and is being held to bring together all trucking organisations and companies to promote truck safety, the importance of the industry and its staff, and the great careers trucking now offers.

Trucking companies across Australia will be getting involved, including locally, where <insert business name> will be holding a <insert event type> at <insert venue> on <insert date of event>.

<insert business name> <insert spokesperson's job title>, <insert spokesperson's name>, said one of the key aims of TruckWeek 2010 is to promote the importance of the trucking industry to Australia.

“Over 75 per cent of Australia’s freight task is carried by trucks and that percentage is expected to grow in the next 20 years,” <Mr/Mrs/Ms spokesperson surname> said.

“Trucks are an essential part of the Australian way of life and will remain so into the future.

“Through TruckWeek 2010 the trucking industry hopes to show the community that we are both professional and focussed on safety.

“Truck drivers have the same wish as every road user – to get home safely.”

<insert a sentence or two here about the event>

For more information on TruckWeek 2010, including what events will be taking place locally, visit the official website at www.truckweek.com.au

Media contact: <Contact Name> <Contact work number> / <Contact mobile number>

Editors' note: More information, including downloadable images, can be found under the media information tab of the TruckWeek website.