

Women In Trucking group hosts tattoo party at Great American Trucking Show

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Plover, WI: It was only a flippant remark, but it's turned into a publicity event complete with tattoos, media exposure, and a way to promote a nonprofit organization. When Ellen Voie founded Women In Trucking Association, she said she'd be so thrilled when the membership reached 1,000 that she'd get the logo tattooed on her shoulder.

After three years and a membership base of 1,500, Ellen is going to follow through with her boast. She posted it on Facebook and immediately dozens of supporters agreed to join her and the tattoo party idea took shape.

The event will be held at the Great American Trucking Show (gatsonline.com) in Dallas August 26-28. Mike Bernstein, an award winning artist, and Patrick O'Neal of Monster Tattoo (www.monsterink.net) will be creating the tattoos all three days. WIT members will have priority service and may get the WIT logo or a graphic of their choice. A portion of the proceeds will support Women In Trucking Association, Inc.

Freewheelin' with Meredith Ochs & Chris T. (sirius.com/roaddogtrucking) will broadcast Ellen's tattoo experience live on Thursday, August 26, at 10 am. "This will be my first tattoo and I promise not to scream or cry," said Voie. WIT member and professional driver Sherri Fronko will add the WIT tattoo to her collection of tattoos on the air also.

For those who want to support the organization but do not want a permanent tattoo, temporary ones are available for a donation to the WIT Scholarship Foundation.

On Friday evening, August 27, everyone can show off their new ink at a tattoo party and reception hosted by J. J. Keller & Associates, Inc., Frito-Lay North America, Rand McNally, and Orange Commercial Credit. It will be held at 5:00 pm in rooms D171 & D173. The tattoo artists will be on hand to sign autographs and meet with members!

For more information visit Women In Trucking's website (womenintruck.org) or call 888.464.9482.

Ellen Voie
President/CEO
Women In Trucking Association, Inc.

