

Women In Trucking salutes the women behind the wheel on ESPN

December 16, 2011

Plover, WI: Viewers of the [Famous Idaho Potato Bowl](#) televised on ESPN tomorrow (December 17) will see women in a thirty second commercial promoting the trucking industry. The Women In Trucking Association, with the support of Frito-Lay North America and Walmart sponsored this year's ad to honor the "women behind the wheel."

The [commercial](#), which was shown during last year's Humanitarian Bowl, features a tractor-trailer (driven by Walmart driver, Allyson Hay) and continues as photos of women shown with their trucks appear with the words, "professional," "experienced," "dedicated," and "pioneers." WIT member companies, Frito-Lay, Con-Way, Schneider National and US Xpress, supplied photos of female drivers.

[S & E Productions](#), a Franklin, TN based video and audio production company produced the video.

"Once again the support of Walmart and Frito-Lay NA has allowed us to reach thousands of viewers and potential drivers who might not be aware that women are both wanted and needed as professional drivers," said WIT President/CEO Ellen Voie.

Utah State will play Ohio University during the college play off in Bronco Stadium at Boise State University. The kick off is 3:30 pm MST and will be televised on ESPN.

Women In Trucking (www.womenintrucking.org) was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. Women In Trucking is supported by its members and the generous support of Gold Level Partners; [Bendix](#), [Frito-Lay North America](#), and [Walmart](#).

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www.WomenInTrucking.org