

Frito-Lay trailer features Women In Trucking graphic

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Women In Trucking (WIT) and Frito-Lay North America continue to work together to encourage women to look at careers within the trucking industry. Now, this message will be seen on a trailer as it delivers Frito-Lay products to consumers across the country. As an extension of its Gold level partnership, the convenient foods company recently wrapped a 57-foot Great Dane trailer with a graphic that includes both the WIT and Frito-Lay logos along its sides.



For those attending the Mid-America Trucking Show next week (March 31-April 2) the specially designed trailer can be seen in the Great Dane Trailer area (booth 91475) near the outdoor food court in front of the South Wing.

Kevin Podmore, Frito-Lay's Fleet Capability Manager initiated the project with the goal to help provide exposure to WIT. "As Frito-Lay and our parent company PepsiCo expands our business, we continually place a heightened focus on inclusive and diverse work environments," he said. "We are proud to partner with Women In Trucking and their mission of making the transportation industry more accessible for women," Podmore added.

"It is so exciting to see our logo on a Frito-Lay trailer," said WIT President/CEO Ellen Voie. "The exposure to the non-trucking public will let motorists know that there are women in the trucking industry and that corporations such as Frito-Lay support our efforts to encourage any woman to consider a career in this industry. We are pleased to have it displayed in the Great Dane Trailer area in front of the convention center, where the exposure to attendees will be phenomenal."

The Mid-America Trucking Show, held in Louisville, Kentucky, is expected to draw more than 75,000 attendees from all 50 states and 59 foreign countries. The show is the largest trucking event in the world and covers 1,000,000 square feet of exhibit space.

The Women In Trucking Association will be hosting its second annual "Salute to the Women Behind the Wheel" (www.salute2women.com) on Saturday, April 2, at the event where they hope to break the Guinness record for the largest gathering of female professional drivers.

Women In Trucking Association, Inc (www.womenintrucking.org) was established in 2007 to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles faced by women working in the trucking industry. Membership is not limited to women, as 16 percent of its members are men who support the mission. Women In Trucking Association, Inc. is supported by its members and the generous support of Gold Level Partners, Frito-Lay North America and Walmart.