

Women In Trucking Member Appears on Today Show; Veteran female driver, Daren Baird, teaches Today Show host Meredith Vieira the ups and downs of a career in trucking

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Women In Trucking (WIT) member, Daren Baird appeared on the Today Show's feature "Dangerous Jobs". For the past week, each host of the Today Show has shadowed a professional in what they consider to be a dangerous job. Meredith Vieira chose a truck driver as her "dangerous job" and spent two days riding with the veteran driver and WIT member.

"Daren served as a true professional and fantastic representative not only for Women in Trucking but for the entire trucking profession in general," said Ellen Voie, president of WIT. "It's this type of exposure that will help change the public misconceptions about truck drivers and perhaps help solve some of the issues that female drivers face today. We are pleased she is one of our members."

WIT, a non-profit organization created to encourage the employment of women and assist in promoting a more female-friendly environment for those already in the trucking industry was officially founded on March 12, 2007. Membership in WIT is a means to not only encourage women to consider a career in the trucking industry, but to also provide a platform to voice the successes and struggles of those women already in the male-dominated field. Membership in WIT comes in a variety of forms ranging from corporate to driver and student members.

To view the Today Show clip go to <http://today.msnbc.msn.com/id/21134540/vp/24755012#24755012>

About WIT: WIT's mission is to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles to their career growth and development. To learn more about Women In Trucking please go to www.womenintrucking.org.