

## **National Retailer joins Women In Trucking as Gold Level corporate sponsor**

Tuesday, September 1, 2009

Plover, WI: Women In Trucking Association, Inc. is pleased to announce a sponsorship agreement with Walmart. Walmart ([www.walmartstores.com](http://www.walmartstores.com)) joins Frito-Lay North America ([Fritolay.com](http://Fritolay.com)) as a Gold Level sponsor and will work with Women In Trucking by assisting the organization to attract, encourage and honor women in the trucking industry.

Women In Trucking Association has helped hundreds of women and men through mentoring, networking, educating and celebrating its members. "The support of a company like Walmart, which is recognized as one of the world's largest private employers, will allow us to draw on their expertise and resources," said Ellen Voie, founder and president /CEO of Women In Trucking. "I am excited that our organization is a focus area of their efforts to support women In all areas of transportation."

"One of our top priorities, as a company, is ensuring a diverse and multicultural workforce," said Ed Parrish, director of personnel for the Walmart Private Fleet. "This partnership is an effort to reach out to women working in the transportation industry and help them learn of the great opportunities available at Walmart."

Walmart is a leading employer of minorities and women in the U.S. and has more than 869,000 female associates. In April 2009, Walmart was selected as one of the "Top 10 Best Companies for Women" by PINK Magazine. Working Mother Media has also named Walmart as one of its "2009 Top 20 Companies for Multicultural Women," and National Association for Female Executives (NAFE) named Walmart as one of its "2009 Top 50 Companies for Executive Women."

Women In Trucking Association was formed in March 2007 as a nonprofit corporation dedicated to encourage women to explore career opportunities in the trucking industry, to minimize any obstacles that might keep women from succeeding, and to celebrate the success of those already working in the trucking industry. Membership is not limited to women, but anyone who supports its mission. Visit [www.WomenInTrucking.org](http://www.WomenInTrucking.org) for more information or to become a member.