

# National Truck Week's UK Tour

**What:** The National Truck Week Roadshow – coming to a town near you

**When:** 10am – 3pm, 29<sup>th</sup> November – 3<sup>rd</sup> December 2004

**Where:** Edinburgh, Newcastle, Birmingham, Portsmouth and Dover

**[www.nationaltruckweek.com](http://www.nationaltruckweek.com)**

National Truck Week is the brainchild of **Commercial Motor**, the biggest selling weekly magazine for Britain's road transport industry, and is designed to encourage the UK public to love our truckers.

The National Truck Week Roadshow trucks start the week in Edinburgh's Festival Square on Monday, then heads to Newcastle on Tuesday, Birmingham on Wednesday, Portsmouth on Thursday and finishes in Dover on Friday.

A host of activities will be taking place including:

- National Truck Week **blimp in the air** –you can't miss it!
- **Free helium balloons**, lollies, **trucking fact sheets** and **career leaflets**
- A chance to test your driving skills with the latest **motorised truck game** – best driver of the day in each town wins a motorised truck worth £50

The Roadshow will also seek to educate people about the importance of the trucking industry in the UK, **and a driver trainer from Driver Hire** will be on hand to give advice to anyone interested in a **career in trucking**. Women in particular will be encouraged to join the industry as they currently account for only two per cent of the workforce. Commercial Motor has coined the term '**Mother Truckers**' for this target group.

And for commuters, the Truck Week team will be handing out **hot bacon butties** to 50 lucky motorists stuck in early morning traffic!

## **Key facts about trucks:**

- Lorries move 82 per cent of freight tonnage in the UK
- Very few of the deliveries by road could be made by another form of transport
- Without lorries current standards of living could only be maintained for a few days
- Within one week of living without lorries, the country would be at a virtual standstill

Members of Commercial Motor and **Driver Hire** will be available for interview throughout the day.

## **For further press information please contact:**

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