

**For Immediate Release
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Contact: Deborah Sparks, Vice President of Development
(703) 838-1950 or dsparks@truckload.org

**Highway Angel To Be Honored During Roady's
Humanitarian Bowl
Angel Program Will Receive Unprecedented Exposure
When Game Is Broadcast On ESPN**



Alexandria, Virginia - The Truckload Carriers Association's (TCA) Highway Angel program, a positive trucking image campaign targeted at the general public, will soar to new heights of public recognition on Tuesday, December 30, 2008, when a special Highway Angel will be honored during Roady's Humanitarian Bowl football game at Boise State University's Bronco Stadium in Boise, Idaho.

Roady's Humanitarian Bowl is a post-season, NCAA-sanctioned Division I FBS college football bowl game that has been played annually since 1997. The popular event, to be played before a 30,000-seat crowd and expected to be broadcast on ESPN, will expose Highway Angels to millions of viewers who might not otherwise be aware that truck drivers routinely stop to help motorists in need all across North America.

"TCA is grateful to Roady's Truck Stops for providing this unprecedented exposure opportunity for our Highway Angel program," said Ray Haight, executive director of MacKinnon Transport, Inc., Guelph, Ontario, Canada, and 2008-09 chairman of TCA. "Whether truck drivers are fixing flat tires for elderly people or pulling an unconscious driver from a flaming vehicle, we want the general public to see them in the same light that our industry sees them - as hard-working, caring, dedicated men and women who go beyond the scope of their jobs to help others, while still delivering the goods that keep North America moving forward."

"As sponsors of the Roady's Humanitarian Bowl, our goal is to honor those who quietly accomplish great feats without expecting to be acknowledged for their contributions. Each day over three million drivers safely deliver their loads to local communities, and their contributions should not go unnoticed. The Highway Angels program provides the non-trucking public with a glimpse of the integrity and professionalism of these drivers. We want to say thanks to these men and women, and so we are thrilled to partner with the Truckload Carriers Association to reward a professional driver who has

made a difference in someone's life. We look forward to featuring one of this year's Highway Angels at the 2008 Roady's Humanitarian Bowl," said Mike Knee, project manager of Roady's Truck Stops.

The Highway Angel who will be honored at Roady's Humanitarian Bowl has not yet been selected, so trucking companies or motorists who have Angel nominations for consideration should get them to TCA as soon as possible. To nominate a driver online, go to www.truckload.org/highwayangels/nominate.asp. To view archival copies of past Highway Angel press releases, visit www.truckload.org/pressroom/index.htm#angelnews. For more information on the program in general , contact TCA at 703/838-1950 or via e-mail at Angel@truckload.org.