

## **Women In Trucking Association Announces Driver Ambassador Program**

*The Women In Trucking Association (WIT) launches its Driver Ambassador program to raise awareness of the non-profit association's mission, promote the career opportunities women have in trucking, celebrate their accomplishments, remove obstacles female truck drivers face, and increase membership for the organization.*

PLOVER, Wis. ([PRWEB](#)) February 03, 2020 -- The Women In Trucking Association (WIT) announced today the launch of its Driver Ambassador program. The purpose of the program is to raise awareness of the non-profit association's mission, promote the career opportunities women have in trucking, celebrate their accomplishments, remove obstacles female truck drivers face, and increase membership for the organization.

Kellylynn McLaughlin, a professional over-the-road CMV Driver and Training Engineer for Schneider National, will be the official WIT Driver Ambassador. Debbie Sparks, vice president of WIT, will manage the program.

“Trucking is an incredibly rewarding career, and there is so much opportunity, especially for women,” said McLaughlin. “As the Women In Trucking Driver Ambassador, it is my mission to effect change in this industry in a positive way for women and for men — for every driver.”

In her role, McLaughlin will focus on spreading WIT's message and giving visibility to the association's efforts to bring more women into the industry by attending and speaking at non-industry trade shows, driving schools, associations, and other industry events. She will also share her stories of life on the road through a blog, provide media interviews, and give rides to legislators, regulators and the media. The next phase of the program will introduce a WIT-branded trailer which will include a brand video promoting trucking as a viable career option for women and showcase success stories of women in the industry, in addition to other educational resources.

“This program gives a voice to the women behind the wheel and the opportunity to share their stories of how they were called to drive,” said Sparks. “Amplifying their voices will allow us to further the WIT mission and attract more women to our great industry.”

McLaughlin's first event will be at Central Tech Truck Driver Training Program, a diesel mechanic and CDL training school in Drumright, OK on February 4, 2020.

About Women In Trucking Association, Inc.

Women In Trucking Association, Inc. is a nonprofit association established 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 17 percent of its members are men who support the mission. Women In Trucking is supported by its members and the generosity of Gold Level Partners: Amazon, Arrow Truck Sales, BMO Transportation Finance, Daimler Trucks North America, Expediter Services, FedEx Freight, Great Dane, J.B. Hunt Transport, Michelin North America, Penske Transportation Solutions, Peterbilt Motors Company, Ryder System, and Walmart. Follow WIT on Twitter, Facebook, or LinkedIn. For more information, visit [www.womenintrucking.org](http://www.womenintrucking.org) or call 888-464-9482.



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