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Headlines

Taylor Truckline to salute military at bowl game

By *CCJ Staff*

Taylor Truckline, a motor carrier member of the Minnesota Trucking Association, will carry the flag for the trucking industry at the Armed Forces Bowl game between the Universities of Tulsa and Utah at Amon G. Carter Stadium in Fort Worth, Texas, on Saturday, Dec. 23. A Taylor Truckline tractor and decoratively wrapped "America Supports You" trailer will be driven from the company's Northfield, Minn., headquarters to participate in pregame activities honoring members of all branches of the military at home and abroad.

"America Supports You," a nationwide program launched by the Department of Defense, recognizes support by citizens for U.S. military men and women, and communicates that support to members of our Armed Forces. The trailer wrap, which was awarded during the American Trucking Associations' Management Conference & Exhibition held last October in Dallas, is a product of Y3K Grafix, which provided the rap and installation to Taylor Truckline.

"From Minnesota to Texas and back, thousands of motorists will be inspired by a 'salute on wheels' in support of America's heroes, especially in forward-deployed areas of the global war on terrorism," says John Hausladen, president and chief executive officer of the Minnesota Trucking Association. "This patriotic truck wrap helps build and keeps up the morale of our fighting forces, and communicates America's recognition and appreciation of their courage and commitment to our country."

Taylor Truckline President Rob Taylor says the message will "spotlight how our motor carriers and professional drivers appreciate sacrifices being made overseas to keep us safe at home." The trailer wrap, he says, "carries an important message that will be shared with motorists and the traveling public for years to come."

Since its launch in November of 2004 by the Department of Defense, the "America Supports You" program has attracted more than 250 grassroots organizations and corporate sponsors. To learn more about how you can support military personnel, go to www.americasupportsyou.mil.

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