

## COMMUNITY

# Trailer Wrap Program Supports Troops

NewsUSA

(NU) - America Supports You, an initiative established by the Department of Defense in November of 2004, is a nationwide program that is helping to showcase America's support for the men and women of the armed forces.

Corporate team members of America Supports You include Y3K Graftx Inc., which is rolling out a trailer wrap program that will display colorful "America Supports You" graphics on donated tractor trailers from various trucking firms. These trailers will travel the nation's highways in the coming years to generate support for the initiative and create the largest public awareness campaign for support of the troops.

The program's first marketing partner, Team McDonald's Racing, was one of the first corporate sponsors to sign up with America Supports You by paying for the graphics, application and future removals. The trailer wraps will be displayed over the next five to seven years with the America Supports You-themed graphics.

"These wrapped trucks are moving billboards that provide such a powerful tool for us to reach a large, national audience and help spread the America Supports You message of thanks to our military and their families," said Allison Barber, deputy assistant secretary of defense for public affairs. "With the help of Y3K Graftx Inc., we're looking forward to seeing hundreds of these trucks across America's



**A trailer wrapped with America Supports You graphics displayed in the 2006 Independence Day parade.**

highways as the program grows."

The idea of working with America Supports You and appealing to corporate America for support came from Y3K Vice President Tony Rosenbom, a 20-year Marine Corps veteran. Y3K Graftx Inc., a defense contractor, implemented the Marines' "Looking for a Few Good Trucks" program, which wrapped 1,000 tractor trailers on donated trailer space by nationwide trucking firms.

"We really saw a fit with the America Supports You campaign and felt that a trailer wrap program would enhance the exposure of this important initiative," said Tom Flynn, president and chief executive officer of Y3K Graftx. "I couldn't be more proud to be associated with this program, and we're looking forward to helping make America Supports You a household name."

For more information on the America Supports You trailer wrap program, visit [www.y3kgraftx.com](http://www.y3kgraftx.com) or call 877-935-4723.