

For Immediate Release – March 8, 2019

Atlantic Canada's Trucking Industry Celebrates Opportunities for Women on International Women's Day & Every Day

Dieppe, NB – Atlantic Canada's trucking industry will hire hundreds of people this year, and the next five years, and invites women with diverse backgrounds to explore the many rewarding and unique career paths it offers — from professional driving and skilled mechanics, to operations, logistics, IT, marketing, sales, and business development.

"Our industry is blessed with an incredible workforce that includes many skilled women," says Jean-Marc Picard, executive director of the APTA. "And with hundreds of well paying positions to fill across our industry, we plan to hire many more."

APTA's members are among this region's top employers. Its 336-member trucking and road transportation related companies boast an impressive breadth of diverse career path options, attractive compensation and benefits packages, mentorship and training programs, and opportunities to grow and advance in the business.

"We're incredibly proud of both the women and men who bring their skills, contribute ideas, and provide leadership that helps fuel our industry's growth, supports communities, and strengthens our regional economy," Picard explains. "Our people are exceptional, and have created an incredible work environment."

Trucking Human Resource Sector Council (THRSC Atlantic) leads a strategy that promotes trucking as an industry of choice for women in Atlantic Canada. Together, APTA and THRSC Atlantic bring the strategy to life, ensuring detailed career information, training resources, and outreach initiatives reach women digitally and in person through schools, post-secondary institutions, and employment firms. THRSC Atlantic's Advancing Women in the Trucking Industry: <https://thrsc.com/project/advancing-women-in-the-trucking-industry>.

"We also partner with government, economic development agencies, and professional networks region-wide to create unique opportunities for people to explore what our industry does in this modern age and how," notes Picard. APTA is currently involved in pilot programs to promote careers in the industry with 3+ corporation and the District scolaire francophone Sud in New Brunswick, industry partners in Prince Edward Island, and the regional centres for education in Nova Scotia.

For information on career paths in the road transportation industry and current job openings and training programs, visit the APTA website: www.apta.ca

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"To be the trusted and effective voice of the road transport industry that supports its members".