

Country Singer Honors Trucking Angels

The Truckload Carriers Association (TCA) has an important job for each and every person reading this story: Help change the public's perception of trucking by watching Lindsay Lawler's brand new "Highway Angel" music video at www.youtube.com/highwayangelvideo and forwarding the link to everyone you know.

Lawler, a country singer who has a strong following within the trucking community, wrote and recorded "Highway Angel" as a tribute to TCA's Highway Angel program. The lyrics applaud the many professional truck drivers who stop each day to help motorists in trouble on the highways.

"This song sends a strong, positive message about the good people of the trucking industry and deserves to be seen and shared by all of us. We hope everyone will share the link with their friends through Facebook and other social networking sites," said Gary Salisbury, TCA's chairman and the president and CEO of Fikes Truck Line, Inc., of Hope, Ark. "People are always asking me what they can do to change the image of trucking. This is something that is quick, easy to do, and doesn't cost anything. The more people who spread the link, the more 'buzz' we can generate to help boost our industry in the eyes of the general public."

According to Salisbury, TCA's goals are to spread the video's link virally to as many people as possible before the end of 2011 and have millions of views recorded by YouTube. It is hoped that the video's popularity will catch the notice of the country music recording industry and result in additional exposure for the song, Lindsay Lawler, and the entire trucking industry.

In conjunction with the YouTube post, TCA and Highway Angel program sponsor Internet Truckstop hosted a special launch reception for the new video December 8th in Nashville, Tenn. Representatives from the Great American Country network, MTV, and several other music industry entities were invited, and TCA members from in and around Nashville attended.

The video will be played for the 30,000 fans in attendance at the Famous Idaho Potato Bowl on Saturday, December 17, 2011, at 3:30 p.m. MST at Bronco Stadium in Boise, Idaho. During the Bowl, TCA and Internet Truckstop will recognize Marcus Beam, a driver for Epes Transport System, Inc., as TCA's 2011 Highway Angel of the Year. Beam pulled a mother and two young children from an overturned car while others stood by, refusing to help.

"Beam's story is amazing, and I used many stories such as his to find inspiration to write this song. The video shows a situation similar to Beam's, and I, the driver, am rescued by a Highway Angel," said Lawler. "This kind of stuff happens every day. Highway Angels are out there helping people who may be lost, stranded, injured, or even dying. I wanted to record a song for them, a song that truly portrays them as the Angels they are."

Watch "Highway Angel" by Lindsay Lawler now on YouTube:

<http://www.youtube.com/watch?v=XtD16Y2OP8I&>

