

Good stuff.

2011 **TRUCKS**
BRING IT
NATIONAL TRUCK DRIVER
APPRECIATION WEEK

PRODUCE YOUR OWN VIDEO!



NATIONAL TRUCK DRIVER APPRECIATION WEEK VIDEO CONTEST

**TELL US WHY THE PROFESSIONAL
TRUCK DRIVER IS ESSENTIAL**

Produce your own 1-2-minute video for National Truck Driver Appreciation Week (September 11-17) and have a chance to have your video on the ATA Website!

- Create an original and creative video that captures the importance of the professional truck driver in delivering everything we consume, use and need.
- No advanced editing required, the focus is on conveying a tribute to professional truck drivers.
- Deadline to upload your video to YouTube is September 21, 2011.
- Video Topic Ideas include (but are not limited to):
 - **Professional Truck Drivers:** What about your role as a driver makes you proud?
 - **Driver's Families:** Why being part of a trucking family is so important?
 - **Shippers, Suppliers, Allied Companies:** What makes working with professional truck drivers to deliver life's essentials so rewarding?
 - **Community Members:** How essential are professional truck drivers to delivering everything you need?

Video Guidelines and Rules: By submitting a video to ATA you agree to:

- Include your name and contact information
- Video should be between 1 to 2 minutes
- Must use copyright free music, images, material, etc.
- You agree to upload your video to YouTube (see directions) or give permission for ATA to upload your video
- You agree, should ATA desire, to have your video featured on www.truckline.com
- Multiple entries are permitted

Videos can be submitted via:

- Email: ntdaw@trucking.org
- Mail: American Trucking Associations, ATA Image & Outreach, 950 North Glebe Road, Suite 210, Arlington, VA 22203

Uploading your video on YouTube:

Logon to www.youtube.com
Click the UPLOAD button in the right hand corner
If you don't have an account – you will have to register for one. Include the tag "ATATrucksBringIt".
Send the video's URL to NTDAW@trucking.org