

For Immediate Release – June 15th, 2017

Region's largest trucking show attracts huge convoy to Moncton Coliseum Complex

Moncton, NB – A huge convoy of visitors and exhibitors converged at the Moncton Coliseum Complex over the weekend for Atlantic Canada's largest trucking show. Presented by the **Atlantic Provinces Trucking Association**, the 2017 edition of the **Atlantic Truck Show** welcomed 12,125 visitors, June 9-10.

"The show floor was filled with qualified buyers and exhibitors reported strong sales," said **National Show Manager Mark Cusack**. "The show is an ideal environment for networking that allows customers to form valuable connections with industry leaders. And on top of all the business activity, there was also the usual high volume of truck enthusiasts of all ages and their families."

Special features from this year's edition included:

- Women in Trucking's 2nd annual **Canadian Salute to Women Behind the Wheel**, a celebration to recognize female truck drivers for their service.
- **Plaid for Dad** – Presented in partnership with Prostate Cancer Canada, show exhibitors dressed in plaid to help raise awareness for prostate cancer.
- A **McFlurry Truck** parked onsite near the outdoor exhibit area kept attendees refreshed, giving away free ice cream.
- Several **special trucks** were displayed at the show, including **antique trucks** from the 1940s and 1950s, along with Western Star's **Big Red**, one of the most advanced heavy haul units on the road today, courtesy of Nova Truck Centres.
- The second biennial **Innovative Product Awards** were presented at the APTA Shifting Gears Breakfast, recognizing innovative products in the trucking industry.
- **Recruiting Here**, a program connecting job seekers with companies that are looking to hire new employees.
- **Ride & Drive**, proved to be a welcome opportunity for visitors to test drive brand new trucks from participating manufacturers.
- A variety of **exclusive promotions and show specials** were offered by exhibitors.

The next edition of the **Atlantic Truck Show** will take place in 2019; stay tuned to www.AtlanticTruckShow.com for the most up-to-date information.

-30-

Media Inquiries:

Mark Cusack, National Show Manager
Master Promotions Ltd.
mcusack@mpltd.ca
1.888.454.7469

Scott Briggs, Marketing Coordinator
Master Promotions Ltd.
sbriggs@mpltd.ca
1.888.454.7469