

For Immediate Release – June 7<sup>th</sup>, 2017

## **Atlantic Canada's only national truck show rolls into Moncton Coliseum Complex this week**

Moncton, NB – The region's largest and most-inclusive trucking show, the **Atlantic Truck Show**, returns to the Moncton Coliseum later this week. Taking place **June 9-10, 2017**, this key trade event is presented by the **Atlantic Provinces Trucking Association**.

Considered THE event for industry stakeholders to research and purchase the latest trucks and related products on the market, this event takes place biennially and is typically attended by **over 12,000 visitors** over the two days of the show.

One of the exciting features taking place at this year's edition is Women in Trucking's 2<sup>nd</sup> Annual **Canadian Salute to Women Behind the Wheel**, a celebration to recognize female truck drivers for their service. The Salute takes place on the Saturday of the show and is open to any female professional driver. It is presented by [Women in Trucking](#), in partnership with OBAC, Trucking Human Resources Sector Council Atlantic and the Atlantic Provinces Trucking Association.

Additional features at the Atlantic Truck Show's 2017 edition include:

- **Plaid for Dad**, presented in partnership with Prostate Cancer Canada. Watch for show exhibitors dressed in plaid on Saturday to help raise awareness. Visitors are invited to drop by the APTA Booth (#601) for more information on this initiative.
- A **McFlurry Truck** will be onsite near the outdoor exhibit area, giving away free ice cream on Saturday from 10 a.m. to 4 p.m.
- Several special trucks will be on display at the show, including **antique trucks** from the 1940s and 1950s, as well as 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** will be presented at the APTA Shifting Gears Breakfast on Friday morning. One winner and two runners-up will be recognized.
- **Recruiting Here**, a program to connect job seekers with companies who are looking to hire new employees.
- **Ride & Drive**, an opportunity for visitors to test drive brand new trucks from participating manufacturers.
- A variety of **exclusive promotions and show specials** being offered by exhibitors, with a sneak peek on the [show website](#).

### **SHOW INFORMATION:**

Show Hours:

Friday, June 9<sup>th</sup> from 9:00 am - 5:00 pm

Saturday, June 10<sup>th</sup> from 10:00 am - 4:00 pm

Show Location:

Moncton Coliseum

377 Killam Drive

Moncton, NB

Visitor registration for the show is taking place now. For a limited time, those interested in attending the show are invited to take advantage of convenient [online registration](#) to save 50% and fast-track their entrance to the show.

Complete show information is available on the show website: [www.AtlanticTruckShow.com](http://www.AtlanticTruckShow.com) and on the show's [Facebook](#) and [Twitter](#) pages.

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