

For Immediate Release – May 9th, 2018

The APTA Hires Transport Outreach Liaison Officer to Help Address Labour Shortage

Dieppe, NB – The commercial trucking industry in Atlantic Canada is vibrant and continues to grow every year. It delivers over 90% of all goods across Atlantic Canada, therefore is an important part of everyone's livelihood. We are a major employer across the four provinces, but one of our challenges as of late has been finding people to fill the jobs we have available.

"Lately, if you read anything about our industry one topic seems consistent, we are growing, evolving, changing and improving in all aspects of our business. One of the things that remains unchanged is the need for good people to work in our industry." said APTA Chairman Dave Miller. "The industry continues to struggle to get this message out to the general public."

In order to address this labor shortage, the Atlantic Provinces Trucking Association is launching an awareness and education campaign that will focus on promoting the variety of career opportunities we offer. To lead this campaign, the APTA has hired Stephen Olmstead who will be our Transport Outreach Liaison Officer.

"Steve comes with great experience but has a big job ahead of him. He will need to create awareness of our industry and close the gap between the career opportunities we offer and younger people." said Jean-Marc Picard, APTA's Executive Director.

It is well documented that the industry is in desperate need of drivers across Canada, but this extends to other jobs as well. "We are always looking for people, we are a great industry with some of the best trucking firms in Canada based right here in Atlantic Canada". We need to attract more people, younger people, to our industry if we want to continue to prosper as an industry in Atlantic Canada." said Picard.

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