

## **Women Truck Drivers get new Encouragement to Stay in Shape Roadside Medical and Women In Trucking partner for a weight loss challenge**

November 24, 2009

Las Vegas, NV (November 24, 2009) – Ten finalists in the Women Trucker Roadside Medical Challenge will see if they have what it takes to get in shape, despite the challenges faced while living life on the road.

“Maintaining your health can be very difficult when you spend so many hours on the road, but hopefully this challenge will help women truck drivers realize that it can be done, says Ellen Voie, President/CEO of Women in Trucking.” Together with Roadside Medical we will be able to help women get on a better road to health.”

Roadside Medical Clinic + Lab and Women In Trucking have partnered together to form a 120 day challenge that will track the fitness efforts of ten women truck drivers. The ten selected challenge participants will receive a Roadside Medical Driver Body Fuel kit, free 30 day health checks and free personal coaching from Bob Perry, the Trucker Trainer. Finalists are also invited to share their experience on the Midnight Trucking Radio Network, document their challenge online and be featured in various stories in newspapers, magazines, Internet media and in Challenge Magazine.

To be considered for one of the ten finalists for the Women Trucker Roadside Medical Challenge, Women in Trucking member drivers must submit a paragraph explaining why they should be a challenge finalist and be able to stop in a Roadside Medical Clinic + Lab location once a month for health checkups. Please submit your paragraph to [diana@Roadsidemed.com](mailto:diana@Roadsidemed.com) or mail to Women Trucker Roadside Medical Challenge, c/o VAN LEUVEN COMMUNICATIONS, P.O. Box 6757, Chesterfield, MO 63006 no later than December 31, 2009. Ten finalists will be announced on or about January 15, 2010.

“We are excited to be working with Women in Trucking to share our message of health and wellness with their members and prospective members,” says Bob Perry, a.k.a. “The Trucker Trainer,” President for Roadside Medical Clinic + Lab ([www.RoadsideMedical.com](http://www.RoadsideMedical.com)) and Vice Chair for the American Transportation Association Safety Management Council’s Health & Wellness Working Group.

After the 120 day challenge, Roadside Medical will announce a winner and two runners up on or about June 15, 2010. The challenge winner receives a \$100 gift certificate from [GiftCertificates.com](http://GiftCertificates.com)<sup>™</sup>, free Roadside Medical Driver Body Fuel product for one year; a four day, three night stay in Las Vegas including airfare, hotel and \$300 spending money; a workout session and a healthy grocery shopping trip with Bob Perry while at Las Vegas; a photo shoot for Challenge Magazine; a profile on the Roadside Medical Clinic + Lab and Women in Trucking Web sites; and inclusion in national media announcements. The two runners will each receive a \$50 gift certificate from [GiftCertificates.com](http://GiftCertificates.com)<sup>™</sup> and free Roadside Medical Driver Body Fuel product for six months.

“[GiftCertificates.com](http://GiftCertificates.com) is proud to be a part of such a positive program and support the lifestyle changes these women are making,” said Gary Krow, Chief Executive Officer of [GiftCertificates.com](http://GiftCertificates.com). “By providing SuperCertificate Rewards to the winners, each woman will be able to reward herself by picking the gift cards of her preference from the hundreds of choices available on our website. What better way to celebrate such a major life achievement than by picking your own prize.”

### **About Women In Trucking**

Women In Trucking Association was formed in March 2007 as a nonprofit corporation dedicated to encourage women to explore career opportunities in the trucking industry, to minimize any obstacles that might keep women from succeeding, and to celebrate the success of those working in the trucking industry. Gold level partners include Walmart ([www.walmart.com](http://www.walmart.com)) and Frito-Lay North America ([www.fritolay.com](http://www.fritolay.com)). Membership is not limited to women, but anyone who supports its mission.

#### About Roadside Medical Clinic + Lab

In December 2007, Roadside Medical Clinic + Lab launched a nationwide network of retail health clinics designed to meet the growing demand of America's 4.2 million over-the-road professional drivers. Roadside Medical Clinic + Lab clinics meet the specific needs of the driver while driving down healthcare costs for the entire industry through Convenient Care Medical Services, Lifestyle and Wellness Programs, and DOT Testing. In February 2009, Roadside Medical Clinic + Lab began offering franchising and licensing opportunities within a limited number of markets. For more information please call 602-692-2734 to receive additional details. Please visit [www.roadsidemed.com](http://www.roadsidemed.com) to locate a Roadside Medical Clinic + Lab, learn more about their health and wellness programs and to order Driver Body Fuel, a 30-day supply of nutrition while on the road.

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