



## **Trucker Buddy International**

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### **FOR IMMEDIATE RELEASE**

January 12, 2010

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### **Mike Reilly Elected As Board Member For Trucker Buddy**

Trucker Buddy International announces that Mike Reilly has been elected to serve on its board of directors. Mr. Reilly brings a vast range of experience and industry knowledge to help Trucker Buddy move forward in the future.

Mike Reilly is the Chairman, President, and CEO of Randall Reilly Publishing, an integrated media company located in Tuscaloosa, Alabama serving the trucking and construction markets. It produces trucking related magazines *Overdrive*, *CCJ*, *Truckers News*, *eTrucker.com* and many other related media products. During his more than 30-year career with the company, Reilly's strategic vision has led to numerous start ups and acquisitions which have strengthened the company's platforms in the construction, trucking and industrial sectors

Reilly began his career at what was then Randall Publishing while a student at the University of Alabama. Upon graduation, he joined the company full time, working closely with Chief Executive Officer Pettus Randall III. Apart from a brief stint with Gulf Publishing in Houston, Texas, Reilly has spent his entire career with Randall.

"We are thrilled that Mike accepted this appointment to the board and participate in a leadership role for Trucker Buddy International. During these economic times we need the wealth of experience and ideas that he brings to our organization so we can influence children and improve our industries' image." says Randy Schwartzburg, Executive Director.

Trucker Buddy International, an independent, non-profit 501(c) (3) organization, often called the number one trucking image campaign in North America, has helped educate schoolchildren and introduce educators to the trucking industry. This gives them the world through the eyes of a professional truck driver. The Trucker Buddy program helps to educate and mentor schoolchildren via a pen pal relationship between professional truck drivers and children in grades 2-8 as supervised by their teachers.

After an extensive screening process, the professional truck drivers are matched with a class and as directed by the teacher, drivers share news about their travels with their class. Students write letters and send pictures to their drivers. Students' skills in reading, writing, geography, mathematics, social studies, and history are enhanced and learning is fun.

Since 1992, Trucker Buddy International has helped educate over a million schoolchildren and introduced them to caring, compassionate men and women, professional truck drivers. The on going success of the program is due to driver volunteers, participating teachers and the contributions of sponsors. There is no cost to the drivers or teachers to participate in the program. The Trucker Buddy program is funded entirely by sponsorships and your donations.

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