

Eastern Canada Rallies For Another Robust Convoy Season

BY GEORGE FULLERTON

Every year drivers and transport companies, with assistance from dedicated volunteers, support various truck focused community efforts. Fundraising truck convoys are a favoured means for the industry to promote important causes, and have a little fun.

The Teddy Bear Convoy, which supports the Janeway Children's Hospital in St. John's, Newfoundland, kicked off the Atlantic Provinces' truck convoy season this year in Corner Brook and St. John's on the first Saturday in June. The Teddy Bear Convoy hosted 100 trucks and raised \$40,000 for the Janeway. Over its history this event has generated in excess of \$250,000.

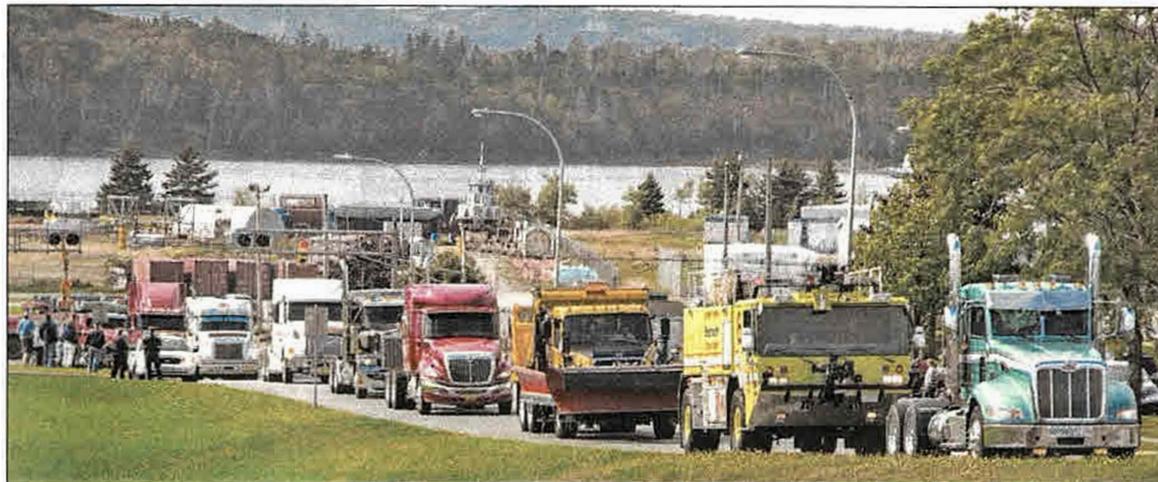
Organizers are equally enthusiastic for two upcoming events as well - the Minimizer Convoy for Hope Atlantic on August 20 in Moncton, and the Convoy for Special Olympics which runs through the streets of Dartmouth on September 24.

The Convoy for Hope Atlantic is an annual

one day celebration for the trucking community and its partners to create awareness, promote early detection, and to raise research funds in the fight against the top four cancers; lung, colon, prostate, and breast, affecting Atlantic Canadians. The trucking community raises research funds in the search for a cancer free future.

Jo-Anne Phillips, co-organizer of the Convoy for Hope, says her team is excited about this year's convoy since it changed routing, taking the trucks from the staging point at Irving Big Stop in Salisbury and traveling through the city of Moncton to further events and celebrations at the Moncton Coliseum. Activities at Coliseum will include face painting, a 50/50 draw, door prizes, live music, vendors' silent and live auction, and a BBQ with raised funds matched by Scotia Bank.

Visitors and participants can also cast their vote for the "Viewers Choice" award for the best decorated trucks. In addition to awards presentations,



there will be sharing experiences with cancer survivors.

The convoy registration begins at 8:00 AM and leaves at 11:00 AM, arriving at the Coliseum around noon with celebrations continuing to 4:00 PM., post convoy

In addition to the City of Moncton's support, the Moncton RCMP, Salisbury & Moncton Fire Departments, EMS, DOT and the Department of Public Safety have also rallied behind the event.

Minimizer (fenders and truck products) has come on board this year as a major sponsor, joining East Coast International,

UNI, Midland Transport, Element, Jeramand Enterprises, Never Enough Chrome and Elite Fleet Transport.

Phillips said that the new route and activities will generate more public participation and support for the event and cancer research. For registration information go to <http://convoyforhope-atlantic.com/>.

With two months to go for the Convoy for Special Olympics, organizer Anne Marie Shannon said they already have twenty-five percent of the anticipated 200 truck total registered. Most of these registrants are newcomers to the event.

The Convoy for Special Olympics - Nova Scotia, is part of The World's Largest Truck Convoy, an international, one-day celebration the trucking industry undertakes to raise funds, and promote awareness of people with intellectual disabilities. This year the Special Olympics Convoy hosts Darrell Ward from History Channel's Ice Road Truckers. In addition to acting as Marshall for the Convoy, Darrell will be making a number of public appearances in the greater Halifax region.

Special Olympics convoy enjoys the support of CFB Shearwater. Again, this year renowned blues musi-

cian Charlie Acourt will entertain. New activities include an antique Truck Show, as well as lots of fun activities for kids, a BBQ and a live auction.

Special Olympics organizer, Anne Marie Shannon, shared that Diesel Spec and Bayview trucks have come on board with sponsorship, joining Irving Oil as presenting sponsor and Platinum sponsors DSI Performance and East Coast International. The convoy also appreciates support from a variety of other businesses.

Registration and sponsorship information is available at truckconvoys.ca/. ■