

Driving Awareness

Jim Barrett of Road Scholar Transport answered a challenge from his wife to do more charitable work in the way he knows best. One Saturday, she asked him to participate in a walk to support breast cancer awareness and research, but he had a better idea about how to get the message out on a bigger scale - using his fleet of trucks. A week after the walk, Barrett completed a wrap with Avery Dennison® MPI 1105 Supercast Easy Apply RS™ for the American Breast Cancer Foundation on one of his tractor trailers. Pink trucks, after all, are bound to get people's attention.

The company's Awareness Program launched shortly after, with the mission of raising awareness for causes that are valuable to society. Road Scholar has supported 38 501(c)(3) foundations, including Make A Wish®, Clayton's Hope Organization for epilepsy research and 93 Cents for Flight 93™, which featured a printed bald eagle design created by the HALO Foundation, the parent organization behind 93 Cents for Flight 93. Once each design is mutually agreed upon by Road Scholar and the nonprofit, the truck sets off to deliver its load and drive audiences to learn more about a new cause.

"MPI 1105 has looked great in printing and application on our regular Road Scholar trucks," says Barrett. "It was a natural progression for us to use the film in supporting our Awareness Program, which would require a suitable printed film."



Just the Beginning

Road Scholar has received widespread praise from people in all facets of its business, including employees, vendors and customers. Barrett has yet to see the program duplicated, but with his trucks travelling through the North- and Mid-Atlantic United States, it may only be a matter of time before other freight providers take note. The company chooses nonprofits based on word of mouth and is happy to take suggestions for potential causes to support.

Products used:

- **Avery Dennison® MPI 1105 Supercast Easy Apply RS™**

Avery Dennison digital media is used for architectural, fleet and vehicle graphics.

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