



FOR IMMEDIATE RELEASE

# THRC is celebrating women in our sector this International Women’s Day

OTTAWA, ON (March 7, 2025) — Trucking HR Canada (THRC) is celebrating the contributions of women in trucking and logistics this International Women’s Day (March 8) with a special social media campaign. [See the full THRC campaign on LinkedIn.](#)

The 2025 theme of International Women’s Day is Accelerate Action and is the perfect opportunity to highlight the wide range of roles and responsibilities held by women in the sector.

“International Women’s Day is a time to share the contributions women make that keep our sector rolling,” says Angela Splinter, CEO, THRC. “From behind the wheel to inside the boardroom, women are making an impact in Canada’s trucking and logistics sector. At THRC, we support, celebrate, and empower women in all roles — helping to build a stronger, more diverse workforce.”



The campaign is being rolled out on THRC social media channels starting March 7 and depicts real women currently working in Canada’s trucking sector. There are warehouse employees, drivers, mechanics, and CEOs – all photographed in their workplaces around the country. The participants hail from companies who are part of THRC’s Top Fleet Employer program which recognizes fleets who demonstrate the highest HR standards in the country.



The campaign follows THRC’s successful Women with Drive Leadership Summit this week which was attended by women leaders, aspiring leaders, and



men from the industry who are committed to encouraging more women to seek successful and fulfilling careers in trucking and logistics.

Trucking and logistics is going to need more women in order to meet forecasted labour shortages in the coming years. Thanks to the efforts already underway from forward-thinking employers, women employed in trucking and logistics increased by 27% in 2021 over 2016 — that's 26,235 women joining our industry who recognize the opportunities for fulfilling careers in the sector.

International Women's Day, held annually on March 8, celebrates the social, economic, cultural, and political achievements of women around the world, as well as serving as a call to action for accelerating women's equality.

[See the full THRC campaign on LinkedIn.](#)

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*Trucking HR Canada is a national, non-profit sector council and the trusted source for labour market intelligence and advancing industry-leading HR solutions for our national trucking and logistics workforce. We collaborate, partner, and work with a dynamic national-provincial-territorial network, including industry associations, government, and industry professionals to ensure Canada's freight transportation network has the skilled workforce required for today and into the future.*

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