

THRC recognizes National Trucking Week by celebrating the people in our sector

OTTAWA, ON (September 8, 2025) — Trucking HR Canada (THRC) is celebrating the contributions of people across the trucking and logistics sector this National Trucking Week (September 7-13) with a special social media campaign.

The campaign highlights real people working real jobs in our sector, thanks to the participation of Top Fleet Employers and members of their workforce. 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 and are leaders in promoting a positive image of the trucking and logistics industry.



“National Trucking Week is an opportunity to celebrate the vital contribution of the trucking and logistics sector,” says Angela Splinter, CEO, THRC. “Our economy stands on the shoulders of the 700,000 plus hardworking Canadians in our sector who show up everyday to keep our communities running.”

The campaign is being rolled out on THRC social media channels starting September 7 and depicts people working in Canada's trucking sector – all photographed in their workplaces around the country.



National Trucking Week is recognized annually in the first full week of September.

THRC invites organizations across the sector to share their National Trucking Week activities by tagging TruckingHRCanada on social media and by using the hashtag #nationaltruckingweek2025; #thankatrucker, #NTW25.

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

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Trucking HR Canada is the recognized national authority on workforce strategy for the trucking and logistics sector. We're a non-profit centre of excellence, engaging with employers, governments, think tanks, industry groups, and stakeholders.

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