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*****MEDIA ADVISORY*****

Help Fight Death on Our Highways by Supporting the Truck Safety Coalition and its new “HOPE Against All Odds” Campaign on *GivingTuesday*, November 29, 2022

(or Alternate headline)

This *GivingTuesday* You Can Make a Real Difference in Highway Safety: Please Support Truck Crash Victims by Supporting the Truck Safety Coalition’s “HOPE Against all Odds” Campaign

NATIONWIDE –On **GivingTuesday, November 29, 2022** the Truck Safety Coalition (TSC), which fights for safer commercial trucking nationwide, will debut its national fundraising campaign, “HOPE Against All Odds” to help improve the lives of truck accident survivors and victim families as well as fund TSC’s safety advocacy efforts across America.

Why “HOPE Against All Odds”? Because in semi-truck crashes involving a passenger vehicle, 97% of the deaths are the occupants of the passenger vehicle. In the last year, over 5,600 people lost their lives in large truck crashes. Those who survive, if they survive, typically suffer severe, debilitating, lifelong injuries.

By sharing their personal and compelling stories, the families of truck crash victims hope to inspire public generosity supporting the “HOPE Against All Odds” campaign on *GivingTuesday*, November 29, 2022. The Truck Safety Coalition works tirelessly to provide hope and help to the victims and families of devastating truck crashes who face health and financial insecurity in the aftermath of life-altering commercial motor vehicle crashes.

Resilient and courageous victims of truck crashes across the country are ready and willing to share their stories of how TSC helped transform their sorrow into strength. You can find a list below of those willing to share their inspiring stories. Donations to HOPE Against All Odds can be made to the Truck Safety Coalition, a 501c3 organization, at <https://trucksafety.org/donate/>

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About Truck Safety Coalition

For more than 30 years, the Truck Safety Coalition has been the nation's largest truck crash victim organization whose mission is to provide compassionate support services to survivors and victim family members and to honor the memory of lost loved ones by educating the public about truck safety issues and crash prevention.

About GivingTuesday

GivingTuesday is a global generosity movement unleashing the power of radical generosity to transform communities and the world. GivingTuesday was created in 2012 as a simple idea: a day that encourages people to do good. Over the past ten years, it has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity.

Available for interviews:

Nora Lopez, truck crash victim, lost her son in a preventable truck crash

Pam Biddle, truck crash victim, lost her son and ex-husband in a preventable truck crash

Jennifer Tierney, truck crash victim, lost her father in a preventable truck crash

Elise Acosta, truck crash victim, lost her three (4) children in a preventable truck crash

Brian Goggin, truck crash victim, lost his mother in a preventable truck crash

Tami Friedrich, truck crash victim, lost her sister, brother-in-law, niece and nephew in a preventable truck crash

Jane Mathis, truck crash victim, lost her son and daughter-in-law in a preventable truck crash

Julie Huntington, truck crash victim, lost her father in a preventable truck crash

Lee Jackson, truck crash survivor and retired law enforcement officer

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More victim volunteers are available upon request.

WHEN: GivingTuesday, November 29, 2022