



ST. CHRISTOPHER  
Truckers Development & Relief Fund

**FOR IMMEDIATE RELEASE**

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## **Southern Recipe and St. Christopher Truckers Development and Relief Fund Honor Truck Drivers**

*Pork Rind Leader Gives Back to National Charitable Organization in 5<sup>th</sup> Annual Truck Driver Appreciation Campaign*

**Lima, OH (July 28, 2016)** – [Southern Recipe](#), the preferred pork rind brand, will honor the more than 3.5 million hard working truck drivers in our country who travel nearly 400 billion miles each year with its 5<sup>th</sup> Annual Truck Driver Appreciation campaign. From August 1 through September 15, truck drivers, families and consumers are invited to learn more about Truck Drivers and pork rinds via [PorkRinds.com](#) or [TruckDriverAppreciation.com](#). In doing so, visitors will earn a chance to win a cash prize of \$1,000 – while also helping the [St. Christopher Truckers Development and Relief Fund](#) (SCF) to earn a \$2,000 donation. Winners will be announced, and the charity donation will occur after Truck Driver Appreciation Week, September 11-17, 2016. The pork rind leader will also work to draw awareness to the charity and its good work throughout the campaign.

From August 1-September 17, truck drivers and consumers will visit [PorkRinds.com](#) where they will answer one truck driving and/or pork rind-related trivia question daily. With each visit, consumers will work together to help move the Southern Recipe “truck” across the country via an interactive map. When the truck driver reaches his destination, a total of \$2,000 will be donated to SCF. Throughout the campaign, consumers will be reminded of the important role truck drivers play in delivering America’s food to families coast to coast.

“Our goal is to support America’s truck drivers in every way we can. This year, we’re honored to partner with Southern Recipe and celebrate these road warriors in a big way,” said Shannon Currier, Director of Philanthropy and Development at St. Christopher Truckers Development and Relief Fund. “We hope that the community supports this important cause in a fun way this year.”

“We’re proud of these men and women who are at the very foundation of our company and our dinner tables,” said Mark Singleton, Vice President of Sales and Marketing, Rudolph Foods Company. “Virtually EVERYTHING that lands on our families’ plates arrived due to the hard work of America’s Truck Drivers. Working with St. Christopher Truckers Development and Relief Fund is our way of showing our appreciation for truck drivers everywhere and saying thank you, while driving some much needed attention to this hard-working segment of our population.”

Members of the community, Facebook fans, friends and family of truck drivers across America are encouraged to celebrate National Truck Driver Appreciation Week with Southern Recipe and SCF across the social space. Additional details of the campaign can be found on [PorkRinds.com](#) or [TruckDriverAppreciation.com](#).

### **About Rudolph Foods**

*Rudolph Foods Company, Inc. is one of the world's largest suppliers of branded and private-label snack products, including the world's largest manufacturer of pork rinds. With plants in Ohio, Georgia, Texas, Mississippi and California, Rudolph is solely dedicated to providing its*

customers with the best quality products, such as Southern Recipe, and the highest levels of customer service at the best price. For additional information, please call 1-800-241-7675, or visit [RudolphFoods.com](http://RudolphFoods.com).

[PorkRinds.com](http://PorkRinds.com)

[SouthernRecipe.com](http://SouthernRecipe.com)

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**About St. Christopher Truckers Development and Relief Fund**

The St. Christopher Truckers Development and Relief Fund (SCF) is a 501(c)(3), nonprofit organization that provides financial assistance to professional truck drivers who have medical problems and are suffering financial hardship. The SCF is also working to provide programs that will benefit professional drivers and the trucking industry, such as free vaccines and a health and wellness challenge. For more information, please visit [www.truckersfund.org](http://www.truckersfund.org) or call (865) 202-9428.

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