

For Immediate Release

Blue Tiger Embraces Corporate Social Responsibility with \$84,050 Donation to St. Christopher Truckers Relief Fund

A portion of the sale of every special edition SCF wireless trucker headset in 2017 to benefit future truckers and families supported by the nonprofit.

KNOXVILLE, Tenn. – Oct. 1, 2018 – A check for \$84,050 was recently presented to nonprofit [St. Christopher Truckers Development and Relief Fund](#) by [Blue Tiger USA](#), the most recent example of corporate social responsibility by a company dedicated to giving back to the community. The amount was the result of Blue Tiger's special edition SCF wireless trucker headsets, sold in conjunction with TravelCenters of America, which yielded \$10 of each sale to benefit semi-truck drivers and their families supported by the nonprofit.

Over 8,000 of the [St. Christopher Fund Blue Elite](#) headsets were sold last year. According to the company's site, the premium noise-canceling Bluetooth® headset features include: 34 hours of talk time, 600 hours of standby time, top noise cancellation, high performance speaker, Bluetooth 4.0 and a flexible headband. Headsets are available online or at TA/Petro locations around the country.

Blue Tiger owner and President Chantal Saah presented the check to SCF at the 2018 Great American Trucking Show. "Our company has provided truck drivers with the highest quality consumer electronic products on the market for nearly a decade," said Saah.

"We know full well it's our customers' continued patronage that puts food on the tables and roofs over the heads of the families of all Blue Tiger employees, which is why donating to St. Christopher Fund, a nonprofit that takes care of our customers' families when they need help, is always an easy decision for us."

Blue Tiger has a history of exhibiting corporate social responsibility. In Oct. 2016, Blue Tiger and TravelCenters of America committed to donating \$5 each for the sale of each branded headset, for a total donation of \$105,000 to SCF - the first time Blue Tiger sold the special branded headsets. Blue Tiger also supports the Pediatric Brain Tumor Foundation to help children and teens with brain tumors. Ten percent of each [SoundTRAX™ wireless headphone](#) sale goes directly to the nonprofit.

"What may seem like a small fraction of a company's annual budget can actually help hundreds of truck drivers and their families through hard times caused by illness or injury," stated SCF Executive Director Dr. Donna Kennedy. "For companies affiliated with the trucking industry, it means even more than that. Donating to St. Christopher Fund tells your employees that you are there for them beyond the hours they are behind the wheel - corporate donations support truckers during one of the scariest times of their life.

Corporate social responsibility involves giving back to your community, whether it be employee, customer or neighbor, something Blue Tiger has embraced for years. We are so thankful for their continued support."

Truckers needing assistance from SCF may apply by clicking [here](#). To donate to SCF's mission to support truckers and their families in financial need, click [here](#).

About Blue Tiger:

Blue Tiger believes that America runs on the backside of a semi, so it designs products that are as hardworking as America's professional truckers. Blue Tiger produces a range of Trucker Tough products for the professional driver. For more information, visit BlueTigerUSA.com.

About St. Christopher Truckers Development and Relief Fund:

The St. Christopher Truckers Relief Fund (SCF) helps over-the-road/regional semi-truck drivers and their families who are out of work due to a recent illness or injury. Assistance may be in the form of direct payment to providers for household living expenses, insurance, prescription drugs and some medical procedures. The SCF also provides health and wellness programs such as free vaccines and smoking cessation. For more information, visit TruckersFund.org.

Director of Philanthropy and Development:

Shannon Currier

shannon@truckersfund.org

865.202.9428

Media Contact:

Christopher Ruth

RuthMarketingPR@gmail.com

630.536.9139