

# Progressive® Commercial Lines Launches Health Awareness Program to Help Truck Drivers Lead Healthier Lives

MAYFIELD VILLAGE, Ohio — August 28, 2015 — Truck drivers are the heart of America's highways. They play a vital role in the nation's economy, working hard to ensure the safe and timely delivery of goods across the country. Unfortunately, that dedication to speedy service and exposure to the rigors of life on the road can take its toll on health and wellness, particularly for long-haul truckers. As the #1 truck insurer, Progressive has made September Trucker Health Awareness month. Throughout the month, Progressive is holding live health and fitness events for truckers, adding helpful trucker health tools to its website, and holding a sweepstakes to raise awareness and show appreciation for all that truckers do as the hard-charging knights of the road.

According to various studies conducted by the Centers for Disease Control and Prevention (CDC) and the National Institute for Occupational Safety and Health (NIOSH), long-haul truck drivers in the U.S. have high rates of chronic diseases, due to long days spent on the road and limited access to exercise facilities and healthy food options.

"Progressive Insurance takes this health crisis to heart. We're committed to helping truck drivers lead healthier, happier lives and are creating truck driver health awareness that focuses on fitness and nutrition, so truckers can make every minute count—just as they do on the job," said Brett Stalnaker, commercial auto product manager for Progressive. "We want to provide a road map of sorts for truck drivers to 'Live Fit. Haul Long.'"

Progressive will kick off its trucker health program with a health and fitness-themed event in Dallas at the Great American Trucking Show (GATS), which opens today and runs through this Saturday, August 29. Today, Progressive will officially introduce its campaign spokesperson, Big John Drury, a 6-foot-7 truck driver who has lost 100 pounds by dancing and creating fitness routines, and has garnered quite a following on social media channels.

"We are looking forward to working with Big John who is an inspiration to truckers and everyone aiming to achieve their health and fitness goals," continued Stalnaker. "Big John's incredible health and fitness success story and positive energy will help us connect with truck drivers seeking a realistic solution to their health challenges."

Big John and his dance team will engage and work their way through the convention center crowds, beginning at about 2 p.m., then will really get things moving with an energizing dance performance on the main stage in GATS' new Health & Wellness Pavilion at about 3 p.m. Big John and the dancers will perform to two popular songs and an original trucker anthem created especially for the event.

Following the performance, Big John and the dancers will be on hand for photos at the Progressive tent where additional information regarding Progressive's new trucker health program, including custom-designed recipe/fitness booklets, will also be available.

On September 1, Progressive will launch a trucker health content hub at <http://www.progressivecommercial.com/truckerhealth> with TruckFit exercise videos, cab cuisine cooking demonstrations, brain-teasing games, and a chance to win multiple prizes—including a \$5,000 cash prize for a dream getaway—in their Live Fit. Haul Long. Sweepstakes.

Bob Perry, President and founder of Rolling Strong is a content partner for this effort. As the son and brother of career drivers, he has devoted his entire career to the health, wellness and fitness industry and has been dubbed 'The Truck Trainer'.

"Rolling Strong is pleased to be supporting the Progressive Commercial Insurance fitness challenge and other wellness initiatives that are helping to bring awareness to driver health," said Bob Perry. "Progressive Insurance is setting the example for why everyone involved in the transportation industry should be part of the solution to support driver health."

Progressive will also be hosting a special event with the Truckload Carriers Association (TCA) at the Travel Centers of America

truck stop in New Braunfels, Texas on Tuesday, Sept. 15, 2015, during National Trucker Driver Appreciation Week, which runs Sept. 13-19.

For more information regarding Progressive Commercial Lines and great ways to "Live Fit. Haul Long.," visit [ProgressiveCommercial.com](http://ProgressiveCommercial.com). You can also follow Progressive on Facebook, Twitter and YouTube.

#### *About Progressive®*

The Progressive Group of Insurance Companies makes it easy to understand, buy and use auto insurance. Progressive offers choices so consumers can reach it whenever, wherever and however it's most convenient—online at [progressive.com](http://progressive.com), by phone at 1.800.PROGRESSIVE, on a mobile device or in-person with a local agent. Progressive provides insurance for personal and commercial autos and trucks, motorcycles, boats, recreational vehicles, and homes. Home insurance is underwritten by select carriers, including its majority-owned subsidiary, American Strategic Insurance (ASI). Progressive is the fourth largest auto insurer in the country; a leading seller of motorcycle and commercial auto insurance; and through ASI, one of the top 20 homeowners carriers. Progressive also offers car insurance online in Australia at <http://www.progressiveonline.com.au>. Founded in 1937, Progressive continues its long history of offering shopping tools and services that save customers time and money, like Name Your Price®, Snapshot®, and Service Centers. The Common Shares of The Progressive Corporation, the Mayfield Village, Ohio-based holding company, trade publicly at NYSE:PGR.

#### *About Rolling Strong*

Rolling Strong is a leader in driver wellness providing a driver wellness program that is driver-designed and delivered to drivers where they work and live...on the road. Rolling Strong is on a mission to educate drivers and share life-changing products and services to help them while on the road. By providing transportation companies and their drivers, as well as owner-operators, with in-terminal and on-the-road wellness programs, drivers finally have access to a wellness program that makes sense for them. Personalized wellness programs include Rolling Strong driver health and wellness checks at client terminals, CDL wellness coaches, access to a national network of retail clinics for bio screenings, DOT compliance, driver fitness programs, wellness kits and telephonic CDL health coaching. Visit [rollingstrong.com](http://rollingstrong.com) or connect with us on Facebook ([facebook.com/rollingstrong](http://facebook.com/rollingstrong)) or Twitter ([twitter/truckertrainer](http://twitter/truckertrainer)).

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