



MEDIA CONTACT

Michael Bilello
Senior Vice President, Communications & Marketing
michael@wswa.org | (202) 243-7506

FOR IMMEDIATE RELEASE

09/10/2020

**WSWA CELEBRATES THE 19,000 WHOLESALER TRUCK DRIVERS DELIVERING WINE AND SPIRITS
NATIONWIDE DURING 2020 NATIONAL TRUCK DRIVER APPRECIATION WEEK**

*Join the digital campaign #WholesalersDeliver to say, "Thank You!"
on social media September 13-19, 2020*

WASHINGTON, D.C., 09/10/2020 – Wine and Spirits Wholesalers of America (WSWA), the national trade association representing wine and spirits distributors since 1943, today announced their plans for National Truck Driver Appreciation Week, September 13-19, 2020.

During National Truck Driver Appreciation Week, WSWA will launch a digital campaign along with its nearly 400 family-owned member companies to thank the professional truck drivers who played an essential role in safely delivering wine and spirits to licensed retailers nationwide during the unprecedented challenges presented by the COVID-19 pandemic.

"America's wine and spirits industry is the global standard for consumer choice and safety because of the hard work, dedication and miles traveled by family-owned wholesaler truck drivers," said Michelle Korsmo, WSWA's President and CEO.

This week, WSWA is recognizing the 18,865 dedicated truck drivers who served as essential workers, distributing wine and spirits to retailers across the country so Americans could enjoy them responsibly.

WSWA's over 350 member companies will be celebrating their drivers in all 50 states by posting pictures of their trucks and drivers in an effort to inform the elected officials and regulators who pass laws that directly impact truck drivers and operating companies. Recently, truck drivers have been faced with operating on the front lines of a global pandemic in an industry that has been devastatingly affected by stay-at-home orders.

"Every time someone has raised a glass on zoom to toast a virtual wedding or celebrate a graduation, it's thanks to the nearly 19,000 men and women that continue to deliver wine and spirits to retailers across the country. I hope everyone will join me in raising a glass and virtually toast our drivers on social media with #WholesalersDeliver this week," said Korsmo.

Law makers and regulators interested in learning more about the men and women who deliver wine and spirits nationwide can contact a member of the WSWA Government Affairs Team by emailing info@wswa.org.

About Wine & Spirits Wholesalers of America

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit www.wswa.org or connect with us on [Facebook](#) or [Twitter](#).

###