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Love's partners with Truckers Against Trafficking

| Fleet Owner

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Love's Travel Stops has announced a partnership with [Truckers Against Trafficking](#) (TAT) that includes a \$10,000 donate to the nonprofit. TAT works to raise awareness among truck drivers and travel stop employees to fight [human trafficking](#).

Love's also announced that it has opened three new locations.

The TAT donation, which will help offset the costs of producing materials to support TAT's mission, are just one part of the partnership. Love's has incorporated a video produced by Truckers Against Trafficking into its training program for 10,000 employees working at more than 300 travel stops nationwide. The video helps employees identify trafficking situations, and it details the steps to alert proper authorities.

Love's also worked with TAT to print and distribute posters with the hotline help number to be displayed in all of its locations.

“Love's is a critical player in the travel stop industry, so they have incredible potential to reach thousands, if not millions, with this message, including their own employees.” said Kendis Paris, executive director of Truckers Against Trafficking. “As a corporation that

actively cares about making a difference in their communities, Love's is now helping to empower and mobilize people all over the country with this message, which is a huge step forward in the effort to save lives.”

Pocket Card Networks, one of Love's vendors, is also showing support by donating advertising space and distribution for the TAT wallet-sized information cards on its card racks inside Love's Travel Stops geared to professional truck drivers.

“With much of our business taking place along interstate highways, we have a unique advantage to help Truckers Against Trafficking,” said Jenny Love Meyer, vice president of communications for Love's. “It's our hope that by conveying the message to professional drivers and training our employees to recognize these situations, we can truly make a difference.”

Love's has opened three new travel stops, in Pecos, Texas, St. Louis, MO, and Lexington, SC.

The Love's in Pecos, located off I-20 at Exit 42, features Chester's International, McDonald's and Subway restaurants and has 116 truck parking spaces. The St. Louis location, just off I-70 at Exit 246A, offers McDonald's and Subway restaurants and 97 truck parking spaces. The Lexington store, at Exit 51 off I-20, has a Chester's International and McDonald's restaurants and offers 86 truck parking spaces.

All new locations are open 24 hours a day, seven days a week and feature gourmet coffee, name-brand snacks, fresh fruit, gift merchandise and more. Love's Truck Tire Care centers will be on site at all stores. The Pecos Love's Truck Tire Care center will open next month.

Bulk DEF will be available at the pump at all diesel lanes, along with RFID cardless fueling technology, CAT scales, showers and other amenities to serve professional drivers.

For a limited time, professional truck drivers can earn up to five points with their “My Love Rewards” loyalty cards during the Level Up! promotion at all Love's locations.



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