

TrueBlue's Centerline Drivers Celebrates 50 Years with Nationwide "Respect the Drive" Month

Annual driver appreciation month returns, spotlighting solutions to strengthen America's supply chains as Centerline celebrates milestone anniversary

TACOMA, Wash.--(BUSINESS WIRE)-- Centerline Drivers, a TrueBlue (NYSE: TBI) company and leader in transportation staffing, is celebrating its 50th anniversary with the return of Respect the Drive™ month, the company's annual celebration recognizing the vital role of commercial drivers nationwide. Amid a growing national driver shortage and the need for a reliable supply chain, these drivers' contributions are increasingly critical.

"Since 1975, Centerline has connected commercial drivers with fleets across the U.S., delivering workforce solutions to Fortune 1000 and mid-sized companies and helping drivers build stable, rewarding careers," said Taryn Owen, President and CEO of TrueBlue. "With nationwide operations and a stellar safety and compliance track record, Centerline's success reflects its longstanding commitment to elevating and supporting commercial drivers. We are honored to celebrate the hard work and dedication of drivers everywhere."

Centerline's fifth annual [Respect the Drive](#) month celebrates commercial drivers through:

- **Driver Appreciation Events:** Local teams across the country will host events recognizing and rewarding drivers throughout the month.
- **Respect the Drive Customer Awards:** Open for nominations from fleets and drivers, these awards honor excellence and innovation in the transportation industry.
- **Drive It Forward Scholarship:** To expand opportunities for women in trucking, Centerline will fund full tuition (up to \$7,500) for one woman entering a CDL program.

"Solving the commercial driver shortage requires more than filling seats; it requires creating a culture where drivers feel valued and supported," said Jill Quinn, President of Centerline Drivers. "Recognition programs like Respect the Drive contribute to this effort by celebrating drivers for the vital work they do every day. Meanwhile, initiatives like the Drive it Forward Scholarship support critical efforts to diversify the talent pipeline, not only helping to address today's shortage, but strengthening the industry long-term."

A Movement to Respect the Drive

The American Trucking Associations (ATA) projects a shortfall of 115,000 drivers by the end of 2025, threatening the stability of supply chains nationwide. Respect the Drive was created to recognize the people who are critical to keeping our economy moving while inspiring the next generation of drivers to join the industry.

How to Get Involved

Centerline customers and drivers can submit nominations for the [2025 Respect the Drive Customer Awards](#). Applications close Dec. 31, 2025, at 11:59 p.m. EST.

Women entering CDL programs can apply for the [Drive It Forward Scholarship](#) by the same deadline.

Learn more about Centerline Drivers and Respect the Drive at www.centerlinedrivers.com.

About TrueBlue

TrueBlue, Inc. (NYSE: TBI) is transforming the way organizations connect with talent in an ever-changing world of work. As The People Company®, we put people first – connecting job seekers with meaningful opportunities while delivering smart, scalable workforce solutions for enterprises across industries and worldwide. Powered by innovative technology and decades of expertise, our brands – PeopleReady, PeopleScout, Staff Management | SMX, Centerline, SIMOS, and Healthcare Staffing Professionals – offer flexible staffing, workforce management, and recruitment solutions that propel businesses and careers. Discover how we're shaping the future of work at www.trueblue.com.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250904945606/en/>

Press Contact

Taylor Winchell

pr@trueblue.com

1-253-680-8291

Source: TrueBlue