

PRESS RELEASE

Contact: Sarah Floate
Ph: 02 9336 7000
Email: sarahf@focus.com.au

FOR IMMEDIATE RELEASE

**HEADLINE: THE ROAD TRANSPORT HALL OF FAME LAUNCHES A NEW BOOK
– “STORIES FROM THE ROAD”**

Sydney, 22 August 2007 – The Road Transport Historical Society has teamed up with corporate publisher Focus Publishing Interactive to produce a high quality book called “Stories of the Road – the challenges and achievements of Australia’s road transport heroes”.

The publishing marriage was on the recommendation of Peter Rocke, Chairman of Australian Trucking Association fund, who was impressed by the work Focus did for Qantas.

The book is a colourful tale of some of the great characters of Australian road transport industry and is to be launched at the Shell Rimula Hall of Fame’s truckie reunion event, this Saturday 25th August 2007, in Alice Springs.

In the book are 100 stories - sometimes heroic, sometimes funny, and sometimes poignant and sometimes inspiring. The characters of the road transport industry are all there, including Paul Little and Lindsay Fox, regaling their tales on their travels along Australia’s long and occasionally, winding roads.

Focus CEO Jaqui Lane commented, “Some of the stories are pretty entertaining... I had a good chuckle the other night reading them. But they are also inspiring as many of the people overcame early adversity and followed their dreams. Now many of those people run huge transport companies that started with a single truck.”

Ms Liz Martin, CEO of Road Transport Hall of Fame, added, “The book captures the colour and true grit that are the hallmarks of this industry and Focus has done a great job pulling it all together.”

She added that the reunion this weekend will be the biggest truckies reunion ever held in Australia with over 2,000 truckies expected to come into Alice. “Having the book there will only add to the occasion. I’m sure it will create great interest among our members”.

The Road Transport Historical Society is a volunteer based organisation dedicated to the preservation and presentation of Australia’s unique road transport heritage. It does this through the National Road Transport Hall of Fame in Alice Springs, long considered the birthplace of the famous road-trains that appeared carrying cattle throughout the outback.

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If you would like more information about this book and DVD contact Sarah Floate, Focus Publishing Interactive, on 02 9336 7000 or at sarahf@focus.com.au or Liz Martin, National Road Transport Hall of Fame, 08 8952 7161 or at info@roadtransporthall.com

Level 3, 100 William Street
Woolloomooloo NSW 2011
tel: +61 2 9336 7000
fax: +61 2 9336 7001

www.focus.com.au
ABN 55 003 600 360