



For Immediate Release

The Geri Cox Allyship Excellence Award

Tuesday July 30th, 2024

The Women's Trucking Federation of Canada is pleased to announce the addition of the Geri Cox Allyship Excellence Award at this year's Bridging the Barriers Conference. The help and support of our male allies makes an incredible impact on the Canadian trucking industry.

About Geri Cox: For over 50 years, Geri Cox has been a driving force in the transportation industry. As the founder of Polaris Transportation Group in 1994, Geri's vision and leadership have been instrumental in shaping the company's trajectory and success. Her commitment to excellence continues as she actively contributes to the Polaris Executive Leadership Team, identifying opportunities to enhance strategic initiatives for the company's overall growth.

Geri fosters an environment for women to advance and grow within Polaris and beyond. Her dedication and contributions serve as an inspiration to all, particularly women looking to make their mark in this traditionally male-dominated field. Her leadership and mentorship have paved the way for many women at Polaris and within the transportation industry.

Award Purpose: The Geri Cox Allyship Excellence Award honors male allies who have demonstrated a commitment to advancing the inclusion of women in trucking through intentional, positive, and conscious actions within their sphere of influence. This award recognizes those whose actions have significantly contributed to the betterment of Canada's trucking industry.

Award Criteria:

- **Commitment to Inclusion:** Demonstrates a consistent, dedication to promoting the inclusion of women in the trucking industry.
- **Intentional Actions:** Engages in positive and conscious actions to support women's advancement within the industry.
- **Industry Impact:** Contributes significantly to the growth and improvement of Canada's trucking industry through these inclusive practices.

How to apply – **Deadline to Apply Aug 23rd, 2024**

- In 500 words or more tell us why you're nominating this individual
- Send 2 letters of support with your nomination
- Include a photo of your nominee
- Include nominee's contact information
- Send email to inquiries@wtfc.ca
- Please include the best way to contact you should we have any questions
- Award will be presented at our Bridging the Barriers Conference

Why This Award Matters: Geri Cox has made an impact by breaking barriers and fostering inclusivity within a traditionally male-dominated field. This award celebrates male allies who embody these values, ensuring that the trucking industry continues to evolve into a more inclusive and equitable space for all.

By recognizing and honoring these individuals, we aim to inspire more positive changes and support the ongoing efforts to make the trucking industry a place where everyone can thrive.

Why Polaris is Sponsoring the Geri Cox Allyship Excellence Award

Polaris is proud to sponsor the Geri Cox Allyship Excellence Award as a testament to our commitment to advancing gender equality and inclusion within the trucking industry. Named in honoring of our founder, Geri Cox, this award celebrates male allies who have made significant strides in supporting and uplifting women in this traditionally male-dominated field.

Our Commitment to Gender Equality: At Polaris, we believe in giving women a chance to excel in trucking. By sponsoring this award, we aim to highlight and reward the efforts of those who actively work towards creating an inclusive environment where women can thrive. We recognize that diversity brings strength and innovation, and we are dedicated to fostering a culture that values and promotes equal opportunities for all.

Celebrating Positive Change: The Geri Cox Allyship Excellence Award honors individuals who have demonstrated their commitment to supporting women's inclusion in trucking. These allies play a crucial role in driving positive change, breaking down barriers, and ensuring that women have the same opportunities to succeed as their male counterparts.

Building a Better Future: By celebrating the achievements of male allies, we hope to inspire more individuals to take intentional, positive actions that support gender equality. Our sponsorship of this award reflects our ongoing dedication to making the trucking industry a more welcoming and equitable space for everyone.

Through this award, Polaris continues to champion the values that Geri Cox instilled in our company from the very beginning. We are committed to building a future where the contributions of women in trucking are recognized, valued, and celebrated

