



Contact:

Tanika Hawley
Akhia Public Relations
tanika.hawley@akhia.com
330.463.5650
OR
Jan Gusich
Akhia Public Relations
jan@akhia.com
330.463.5650

National Memorial Campaign – “93 Cents for Flight 93” to Launch from Shanksville-Stonycreek School

Semi-Truck to Kick Off National Tour as Students Unveil 60-Foot Flag and Offer Tribute to Flight 93 Heroes’ Families

Ohio Company “Wraps” Truck in Graphics Designed to Stir Emotions, Donations

Shanksville, PA – Sept. 4, 2009 – Elementary and high school students from Shanksville-Stonycreek School will unveil a 60-foot flag and pay special tribute to those passengers and crew who sacrificed their lives in the September 11, 2001, crash of United Airlines Flight 93. This honorary event will be held Thursday, Sept. 10, one day prior to the eighth anniversary of the plane crash in Shanksville, Penn. National speakers, local dignitaries and hundreds of students will gather for the event, which will take place on school grounds from 12:30 to 2:30 p.m. A formal, public event will also be held in Shanksville Friday, Sept. 11.

Sadly taking the lives of all 40 passengers and crew on board, Flight 93 crashed in a field near [Shanksville](#), Penn., about 80 miles southeast of [Pittsburgh](#) and 150 miles northwest of Washington, D.C. Those passengers and crew are believed to have fought off terrorists to bring the plane down, preventing an attack on a national target in Washington, D.C. Passengers and crew of Flight 93 have been hailed as heroes for their unselfish acts of patriotism.

“93 Cents for Flight 93” Kicks Off National Tour from Shanksville-Stonycreek School

In addition to honoring the 40 heroes, the event will kick off a national campaign called “93 Cents for Flight 93,” which was created to raise funds for the building of a permanent Flight 93 memorial at the crash site. The campaign is being organized by the [Hope Always Lives On \(HALO\) Foundation](#),

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an organization dedicated to establishing the permanent memorial. [Road Scholar Transport](#), a Pennsylvania-based motor freight company, has donated the use of one its tractor semitrailers to promote the campaign as part of its Road Scholar Awareness Campaign. The “93 Cents for Flight 93” truck, which will travel across the country shipping goods and raising awareness of Flight 93, will be wrapped in dramatic, eye-catching pressure-sensitive graphics donated by Ohio-based [MACtac](#)[®], a manufacturer of pressure-sensitive adhesives. The graphics were printed by [Harbor Graphics](#), a wide-format digital printer based in Indiana.

“We are extraordinarily proud of our students who have embraced this event and who understand the importance of celebrating the heroism and patriotism of the extraordinary individuals of Flight 93,” said Shanksville-Stonycreek School District Superintendent Tom McInroy. “The entire community of Shanksville holds a special place in their hearts for the families affected by this tragedy, and we want the entire country to feel our love and undying gratitude.”

Activities for the September 10 event at Shanksville-Stonycreek School include:

- The singing of our National Anthem led by students who will surround an extraordinary 60-foot American flag, donated for the day by Woodmen of the World, a national fraternal benefit organization that conducts volunteer, charitable and patriotic projects.
- A formal address by Sharon Deitrick, President of the HALO Foundation who will officially launch the “93 Cents for Flight 93” campaign.
- Students presenting tributes to Flight 93 crew and passengers’ family members in attendance, as well as presenting dollars raised for the campaign through service leadership programs.
- The departure of the Road Scholar/MACtac “93 Cents for Flight 93” truck, fully wrapped in dramatic graphics, as it embarks on its national tour promoting the “93 Cents for Flight 93” campaign.

For general inquiries or for more information on attending the “93 Cents for Flight 93” launch event, please contact Tanika Hawley at 330.463.5650 or tanika.hawley@akhia.com.

About the National HALO Foundation

The Hope Always Lives On (HALO) Foundation based in Akron, Ohio, was founded in 2004 by Sharon Deitrick. The mission of the foundation is to offer hope to the afflicted through generosity of service and charity. It does this by bringing together young people and senior citizens through service projects and charitable activities that promote greater respect and understanding for the needs of others.

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The foundation provided relief for victims of hurricanes Katrina and Rita, and it participates in other service projects such as distribution of food and other products in local communities. It also developed and implemented fundraising projects for organizations such as the Battered Women’s Shelter, Hunger Centers of Northeast Ohio, Habitat for Humanity, the Akron Community Service Center, the Lenora Hall ~ Home for Women with Disabilities, and more, including the founding of the “93 Cents for Flight 93” campaign. For more information, please visit www.halofoundation.com or www.93centsforflight93.org.

About MACtac

MACtac is a leading global supplier of pressure sensitive adhesives. Founded on personal service, technical support, quality assurance, custom capabilities and supply chain efficiency, MACtac is dedicated to providing superior quality to its customers. Headquartered in Stow, Ohio, MACtac is a subsidiary of the Bemis Company, Inc., the largest flexible packaging supplier in North America. For more information, please visit www.MACtac.com.

MACtac graphics products are primarily used in the signage, vehicle graphics, billboards, banners and large format images industries. The full line of MACtac graphic products: IMAGin[®], PERMACOLOR[®], MACmark[®] and MACscreen[®], provide a pressure-sensitive solution for every signage need. Whatever technology – wide-format digital printing, mounting and laminating, CAS or screen printing – MACtac has you covered.

About Road Scholar

Road Scholar Transport is a motor freight company based out of Scranton, Penn. that specializes in truckload and LTL freight, auto hauling, temperature protect service, expedite and high security shipping. The company was founded in 1988 by Jim Barrett and his wife Debra. From a one-man business, Road Scholar Transport has evolved into a million dollar business with terminals throughout the Northeastern United States, 350 trailers, 95 tractors and more than 95 drivers.

The company created the “Road Scholar Awareness Campaign,” designed to bring attention to the many afflictions that touch the lives of so many people, through rolling billboards on its fleet of freight trucks. The campaign brings awareness to breast, prostate and childhood cancer issues, autism, the American Federation of the Blind, the Childrens’ Tumor Foundation, the International Rett Syndrome Foundation, St. Joseph’s Center and the Cystic Fibrosis Foundation. For more information, please visit www.road scholar.com.

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About Harbor Graphics

Founded in 1981, Harbor Graphics specializes in high-quality, cost-effective fleet graphics that offer low cost-per-impression advertising. The company has production facilities in Benton Harbor, Mich., and Whitestown, Ind.

Harbor Graphics provides award-winning graphic solutions to the nation’s leading motor coach operators and has earned an enviable reputation across the U.S. for its superior customer service and attention to detail. Harbor Graphics’ new state-of-the-art 30,000 square foot production facility ensures that customers receive only the best quality graphics from certified installers. For more information, please visit www.harborgraphics.com.

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