

NATALIE TIDWELL

THE VOICE OF FFE



With her sultry, southern accent, country music singer Natalie Tidwell will soon be the new voice of the FFE group of companies. It is a partnership the singer describes enthusiastically from her Oklahoma City residence.

Natalie's new role at FFE arrives right on the heels of her new album, titled, *Sign of Things to Come*, which features a number of songs she wrote, such as "Sun Kissed." Set for release in late summer, the album reflects her studio work in Nashville and live performance experience. As the new FFE spokesperson, she wants to utilize the album to enhance the notoriety of the company.

"The idea was to put a face and a name with FFE that combined something that people are interested in—like music with information about our driving opportunities," Sherry Bass, Vice President of Fleet Development, said. "Natalie is a very talented professional in the country music industry. In utilizing that talent, we are able to spotlight opportunities for drivers and contractors in a more interesting way."

The new partnership with FFE will encompass a number of things. For one, FFE has agreed to sponsor the singer's website located at www.natalietidwell.com. "Utilizing the other websites is a different approach for us. Our goal is to make FFE and our opportunities more visible to volumes of internet traffic that may not normally visit our website," Sherry said.

In addition, FFE has contracted the singer to perform for their drivers and at special events. "We think

driver response will be very favorable," Sherry said. "It also brings attention to the company in a nontraditional way."

Natalie, who has performed on Star Search and was named the Next American Superstar in a competition sponsored partly by XM radio, started music at the age of five, when Barbara Mandrell invited her on stage. "I went up there and I was singing my heart out to the song, "Sleeping Single in a Doublebed." My parents knew right then and there that I was going to do that the rest of my life," she said. In addition, Natalie can currently be heard on Dallas radio and TV singing a popular jingle.

In serving as the spokesperson for FFE, Natalie says she is looking forward to the opportunity to connect with trucking professionals. As she states, "I am honored to be a part of this industry and to have the opportunity to encourage drivers. I am so thankful for all that they do."

Headquartered in Dallas, Tex., FFE offers a variety of opportunities for trucking professionals. Regardless of if you are a student, new driver, or an experienced driver with your own equipment, FFE would like to speak with you. To learn more, call us at 1-800-569-9232 or visit www.ffedrivers.com.

