



Monroe Truck Equipment Supports Local Small Businesses & Team Through COVID-19 Pandemic

April 24, 2020

In response to COVID-19, Monroe Truck Equipment purchased gift cards from nearly 50 different small businesses, reinfusing nearly \$100,000 total into the seven different communities where their team members live and work.

In the wake of the pandemic, small businesses around the world are experiencing unprecedented financial setbacks. Though they currently have seven locations throughout the midwest, Monroe Truck Equipment started as a small business in Monroe, WI over 60 years ago, and wanted to find a better way to support local businesses during this time. This was the company's way of supporting the community and their team members by connecting the two through this initiative.

The gift cards were then redistributed to their employees to use and enjoy. The intent was to provide something helpful, such as supplies



Monroe team members visit the Suisse Haus in Monroe, WI to purchase gift cards.

from a local home store or a take-out meal to share with their family from a favorite restaurant.

Monroe Truck Equipment has dedicated itself to the wellbeing and stability of their extended community and to live up to their mission statement of Moving Communities Forward.

“Over the last 60+ years, Monroe Truck Equipment has overcome many challenges and this pandemic is no different,” said Brittni Ackley, HR Director of Monroe Truck Equipment. “Monroe will come out of this stronger than before.”

Tom Ninneman, CEO of Monroe Truck Equipment, attributed their success to the strength, resilience, and dedication of their employees during this time, continuing to say that the Monroe Truck Equipment team has come together in unprecedented ways throughout the COVID pandemic. The company has seen increased collaboration among their team members and is dedicated to ensuring team members feel healthy, safe, and comfortable in their new work environment.



A small business owner in Monroe, WI expresses gratitude for the support from Monroe.



Monroe team members and Luna Maya owners show their appreciation for support.



Monroe Truck Equipment is an industry leading truck and trailer equipment manufacturer, upfitter and distributor. With over 60 years of experience in the work truck industry, Monroe Truck Equipment’s team has unparalleled expertise in custom engineering, installation, manufacturing and distribution of performance-driven municipal, commercial, and fleet vehicle solutions.