

#(S)heWorks #ICare

Press release

2026
edition

A growing European movement to protect highway patrollers and promote truck drivers' well-being

June 24, 2026

A new milestone for a fast-expanding European initiative

The fourth European edition of *She Works I Care* (SWIC) will take place on **June 24, 2026**, marking a significant step forward in the development of this now well-established initiative. Originally launched by Atlandes in 2017, the event has evolved into a truly **pan-European movement**, driven by the increasing commitment of motorway concessionaires across borders and strengthened through its partnership with **ASECAP**.

This collective momentum continues to build. In 2025, **19 events were held simultaneously**, organized by **18 concessionaires across 8 countries**, illustrating the scale and cohesion of the initiative. In 2026, SWIC enters a new phase, reflecting **greater mobilisation, broader participation, and stronger European alignment than ever before with inclusion of Mexico starting to give global perspective to the event.**

A human-centered initiative to protect those who protect us

Every day, highway patrollers operate in high-risk environments to ensure the safety and continuity of road networks. Despite their essential role, they remain exposed to serious dangers, often caused by driver inattention or non-compliance with safety rules.

She Works I Care continues to raise awareness among road users—particularly professional drivers—by creating meaningful interactions with patrollers. Through immersive experiences, real-life testimonials, and practical workshops, participants gain a deeper understanding of roadside risks and the importance of adopting safer behaviours.

By fostering empathy and mutual respect, the initiative contributes to building a safer environment for everyone on the road.



NEW IN 2026: A dedicated focus on Active Prevention & Health

A key evolution of the 2026 edition is the introduction of a strong APH (Active Prevention & Health) focus.

Beyond road safety awareness, this new dimension highlights the importance of **physical well-being and health prevention**, particularly for professional drivers who are highly exposed to sedentary working conditions.

Dedicated workshops will be organized to promote:

- simple physical exercises that can be practiced during breaks,
- prevention of musculoskeletal disorders (MSDs),
- improved daily well-being and long-term health.

This approach addresses a major global challenge. Physical inactivity is now recognized as a critical health issue, especially for professions involving prolonged sitting, such as truck driving. Fatigue, reduced vigilance, and health disorders can directly impact road safety.



Taking care of oneself is also a way of taking care of others on the road.



A stronger European dynamic than ever before

The 2026 edition reflects a **clear acceleration in European engagement**. The growing involvement of concessionaires, combined with cross-border collaboration, has transformed SWIC into a coordinated and impactful European event.

This year's edition will further expand its reach, with more partners, more local activations, and a shared ambition: to make road safety a **collective responsibility across Europe**.

A collective commitment for safer and healthier mobility

Through the continued support of ASECAP and its members, She Works I Care reinforces its mission: **to create lasting awareness, encourage responsible behaviours, and strengthen the connection between all road users**.

The 2026 edition embodies a shared European **ambition**—combining safety, health, and human connection—**to build a more responsible and sustainable road environment**.



Join us on June 24, 2026

for a day dedicated to **road safety, prevention, and collective engagement across Europe and outside !**

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