

"THE CROSSING TIMES" NEWSLETTER



Pharr Bridge Quarterly News

September 2025/Vol. 011

HOT SUMMER CUSTOMER APPRECIATION LUNCHEON



A Celebration for Customers

On July 25, 2025, the Pharr International Bridge recently hosted its 3rd Annual Hot Summer Customer Appreciation Luncheon, bringing together bridge users, trade partners, and community leaders for an afternoon of food, networking, and gratitude. The event has become a tradition for the bridge, serving as a way to thank customers for their continued support and highlight the vital role they play in making the crossing one of the busiest international trade gateways in the region.

Scan the QR Code to view a recap video from Hot Summer Luncheon!



TRUCKIN THURSDAY

On August 21, 2025, the Pharr International Bridge kick off a brand new monthly networking event designed to bring together professionals from every corner of the transportation industry – Truckin Thursday! The transportation sector is the backbone of commerce and community connection – and now, it has a new opportunity to come together through Truckin Thursday, a monthly networking initiative designed to strengthen relationships and collaboration across the industry. Each month's gathering will offer a relaxed setting at Top Golf where drivers, dispatchers, logistics experts, fleet managers, and industry leaders can share ideas, discuss challenges, and celebrate the work that keeps our region moving. Participants can look forward to engaging discussions, and plenty of opportunities to build lasting professional relationships. Let's keep our industry rolling – together.



Upcoming Events:

- Annual Trucksgiving Luncheon
November 20, 2025
12:00pm–2:00pm
- Customer Appreciation Holiday Social
December 19, 2025
6:00pm–11:00pm

2nd Annual Truck Expo



On September 19, 2025, the Pharr International Bridge proudly hosted the 2nd Annual Truck Expo at the Bert Ogden Arena, bringing together industry leaders, local businesses, and community members to celebrate the region's vital role in international trade and transportation.

The event featured an impressive lineup of commercial trucks, equipment demonstrations, and vendor exhibits showcasing the latest innovations in logistics, safety, and fleet management. Attendees had the opportunity to connect with experts, explore cutting-edge technologies, and learn more about the growing impact of cross-border commerce in the Rio Grande Valley.

Building on the success of last year's inaugural event, this year's Truck Expo drew record attendance and highlighted the Pharr International Bridge's continued commitment to supporting trade efficiency and strengthening partnerships within the trucking industry. Organizers expressed gratitude to sponsors, exhibitors, and attendees for helping make the event a standout success and a growing tradition in the community.

**We would like to Thank our 8 New Customers from July–September 2025
WELCOME!!**

Your Connection. Your Business. Your Bridge.