



Hope Recovery Resilience

2017 PROJECT HERO MOUNTAIN BIKE EXPERIENCE ROLLS INTO LAS VEGAS

Healing Heroes Will Tackle Challenging Off-Road Route in Therapy Ride on January 30

LAS VEGAS, NV – Combining cycling and therapy, Veterans and First Responders will participate in the Project Hero 2017 [Las Vegas Mountain Bike Experience](#) on January 30.

Project Hero's Las Vegas Mountain Bike Experience is an inspiring annual cycling event that will start and finish at Monte Carlo Hotel and offer Healing Heroes suffering from PTSD, TBI and injury a unique peer-to-peer community building experience that contributes to mental and physical rehabilitation.

The Project Hero Las Vegas Mountain Bike Experience website including schedule, registration

and volunteer information is [here](#). The ride will take place near Blue Diamond on the trail system of Red Rock Conservation Area, a beautiful locale featuring a trail system carved by wild horses that runs through a forest of Joshua trees.

Free to injured Veterans, the 2017 Project Hero Las Vegas Mountain Bike Experience is a self-paced, non-competitive therapeutic bike ride for Healing Heroes and First Responders featuring hand cycles, recumbents, custom tandems and traditional mountain bikes riding on bike-friendly trails through the foothills of Las Vegas.

[Project Hero](#) is a groundbreaking national non-profit organization dedicated to helping Veterans and First Responders affected by PTSD, TBI and injury achieve rehabilitation, recovery and resilience in their daily lives and changing the way America deals with the mental health epidemic among those who have served our communities and our nation.

Founded in 2008, Project Hero has built more than 200 adaptive bikes for injured Veteran riders, donated more than 2,500 bikes to Veteran Riders and logged more than 30,000 miles in 30 states and 8 countries to raise money in support of America's Healing Heroes.

“The Project Hero Las Vegas Mountain Bike Experience gives Veteran and First Responder cyclists at all levels the chance to ride on gorgeous cycling routes, establish life-long relationships and achieve personal goals,” said John Wordin, president and founder of Project Hero. “Our Mountain Bike Experiences are a great way for disabled and injured Veterans and those suffering from the invisible wounds of PTSD to achieve hope, recovery and resiliency.”

In 2016, Project Hero held its annual Las Vegas Honor Ride in November. The popular single-day event attracted more than 800 local cyclists and was highlighted by the patriotic peloton stopping traffic as they rode Las Vegas Boulevard.

In addition to cycling events, Project Hero oversees community centers and grassroots programs in more than 50 cities throughout the US and works in partnership on PTSD research programs with Georgetown University Hospital.

ABOUT PROJECT HERO

Founded in 2008, Project Hero is a groundbreaking national non-profit organization dedicated to helping Veterans and First Responders affected by PTSD,

TBI and injury achieve rehabilitation, recovery and resilience in their daily lives and increasing awareness of the national mental health crisis posed by PTSD and TBI. Project Hero programs work by producing positive outcomes at lower costs and reducing drug-based therapies. Project Hero builds and provides adaptive bikes to physically-challenged and injured Veterans and First Responders and has helped tens of thousands of our Healing Heroes at no cost to participants through cycling events, community-based programs in more than 50 cities throughout the US and by supporting research. For information, visit www.projecthero.org.

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