



**FOR IMMEDIATE RELEASE**

## **Wounded Veterans Cycle 500-plus Miles to Virginia Beach in UnitedHealthcare Memorial Challenge**

**VIRGINIA BEACH, Va. (June 3, 2017)** – More than 100 cyclists arrived in Virginia Beach today from Washington, D.C. in honor of veterans and first responders at the 2017 UnitedHealthcare Memorial Challenge. The event is a partnership between UnitedHealthcare and Project Hero benefiting veteran riders with PTSD and injury.

The noncompetitive, therapeutic bike tour started on Memorial Day and traversed 500-plus miles from Washington through Manassas, Fredericksburg, Richmond and Williamsburg before reaching its conclusion today in Virginia Beach. Participating veterans ride for free in the multi-day event, which takes them through historic sites, civic centers and local attractions on hand cycles, recumbent cycles, adaptive bikes, traditional road bikes and custom tandems.

“UnitedHealthcare is honored to support this event for the men and women who serve our communities and our country,” said Christopher Mullins, CEO, UnitedHealthcare of the Mid-Atlantic. “Project Hero provides exercise and rehabilitation services that are critically important to helping injured veterans and first responders return to the health and well-being they richly deserve.”

Project Hero is a national nonprofit organization that helps veterans and first responders affected by injury, post-traumatic stress disorder (PTSD) and traumatic brain injury achieve rehabilitation, recovery and resilience in their daily lives.

“The Challenge Series combines cycling comradery and peer-to-peer interaction to help veterans and first responders suffering from PTSD and TBI meet challenges, achieve goals and build lasting relationships,” said John Wordin, president and founder of Project Hero. “The multiple-day format gives Healing Heroes a unique opportunity for a life-changing experience that supports mental and physical rehabilitation and recovery.” A former professional cyclist, Wordin rides in every Project Hero Challenge Series.

In addition to five 2017 United Healthcare Challenge Series rides, Project Hero hosts Honor Rides inviting the public to ride with healing heroes in cities throughout the United States in 2017, including Chicago, Tampa, Las Vegas, San Diego, Philadelphia, Minneapolis, Columbus, Cincinnati, Washington, D.C., and Houston.

Founded in 2008, Project Hero has built more than 200 adaptive bikes for injured veteran riders and donated more than 2,500 bikes to veteran riders, who have logged more than 30,000 miles in 30 states and six countries to raise money in support of America's healing heroes.

Project Hero also oversees community centers and programs in more than 50 cities throughout the United States and works in partnership on PTSD research programs with the Veterans Administration and leading research institutions including 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 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](http://www.projecthero.org).

### **About UnitedHealthcare**

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with 1 million physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at [www.uhc.com](http://www.uhc.com) or follow @myUHC on Twitter.

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