



## **2018 Women's Initiative Presented by Pritzker Military Institute to Provide Healing and Growth for Female Veterans**

**LOS ANGELES, CA (March 20, 2018)** – The 2018 Project Hero Women's Initiative presented by Pritzker Military Institute, a unique therapeutic program for female veterans with PTSD, MST and TBI, will be held April 30 through May 4 at the Plantation on Crystal River in Crystal River, FL.

The Women's Initiative will be highlighted by renowned chef and Army Veteran Roshara "Chef Ro" Sanders leading a cooking and nutrition seminar and a webinar on military spouse issues lead by popular Armywife101 blogger Jackie Toops. The Initiative will also include outdoor activities, trust- and community-building exercises and daily 20-50 mile bike rides featuring hand cycles, recumbent cycles, adaptive bikes, and traditional road bikes.

Now in its fifth year, the five-day program will also feature noteworthy guest speakers, workshops hosted by the American Red Cross on stress and trauma, depression and anger management and Nutrition, Women in Business and Goal-Setting seminars.

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. As in past years, to optimize healing and community- and relationship-building opportunities, the programs feature women exclusively and the event is produced and managed solely by women from the Project Hero staff. The organization is planning a second Women's Initiative to be held on the West Coast in the fall.

"The 2018 Project Hero Women's Initiative is a unique opportunity for women who have served our country to experience a special kind of healing and support. Project Hero is the only organization that combines cycling comradery and peer-to-peer interaction to help veterans suffering from PTSD, MST and TBI meet challenges, achieve goals and build lasting relationships," said John Wordin, president and founder of Project Hero. "The format gives our Healing Heroes a unique opportunity for a life-changing therapeutic experience that enhances mental and physical rehabilitation and recovery."

Project Hero oversees community centers and programs in more than 50 cities throughout the nation and works in partnership on PTSD research programs with the Veterans Administration (VA) and leading institutions. Project Hero has been opening HUB Centers in cities throughout the US and partners with VA Medical Center directors following a recent authorization memo from VA Secretary Shulkin directing VA Medical Centers nationwide to integrate Project Hero HUB programs at their facilities.

To help achieve its mission, Project Hero also produces some of the nation's most popular cycling events. In addition to 2018 United Healthcare Challenge Series multiple-day rides held throughout the U.S., Project Hero hosts annual Honor Rides inviting the public to ride with healing heroes, this year in Chicago, Tampa, Las Vegas, Philadelphia, Columbus, Nashua, Sacramento and Houston.

### **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).

### **MEDIA CONTACT:**

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