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2017 PROJECT HERO HONOR RIDE ROLLS INTO SAN DIEGO

Riders Will Raise Funds and Awareness for America's Healing Heroes March 25

SAN DIEGO, CA -- Riding to honor and support Veterans and First Responders and bring attention to the national mental health crisis created by PTSD and TBI, more than 500 cyclists will participate in the Project Hero San Diego Honor Ride on March 25.

The Project Hero San Diego Honor Ride is an inspiring and popular annual cycling event that will start and finish at Veterans Museum at Balboa Park and offers cyclists of all levels the opportunity to ride alongside America's Healing Heroes while raising funds to help Veterans and First Responders suffering from PTSD.

The Project Hero San Diego Honor Ride website including schedules, registration and volunteer information is [here](#).

Free to injured Veterans and First Responders and open to the public, the San Diego Honor Ride is a self-paced, non-competitive bike ride highlighted by a colorful patriotic peloton of hand cycles, recumbent cycles, adaptive and traditional road bikes riding on bike-friendly routes of different distances and difficulties to accommodate all levels of cyclists.

More than 90 percent of Honor Ride funds raised go directly to community programs that help Veterans and First Responders achieve hope, recovery and resilience including adaptive bikes specifically built to allow injured healing heroes to participate.

"The San Diego Honor Ride brings together hundreds of cyclists from the community and the region riding alongside those who serve us," said John Wordin, president and founder of the Project Hero. "It's a truly inspiring event for participants and spectators."

[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

what has become a mental health epidemic among those who have served our communities and our nation.

“Project Hero Honor Rides give cyclists at all levels the chance to ride on gorgeous and safe cycling routes with Veterans and First Responders, establish life-long relationships and achieve personal goals,” said Wordin. “Our Honor Rides are a great way for communities to support those suffering from injury and the visible and invisible wounds of PTSD and their families.”

Project Hero Honor Rides are among the most popular and well-known single-day events in American cycling. 2017 Honor Rides will be held in cities throughout the US including Chicago, Las Vegas, Columbus, Sacramento, Philadelphia, Cincinnati, Washington D.C. and Houston.

Founded in 2008 as Ride 2 Recovery, Project Hero has built more than 200 adaptive bikes for Veterans, donated more than 2,500 bikes to Veterans and logged more than 30,000 miles in 30 states and 6 countries in support of America's Healing Heroes.

In addition to Ride 2 Recovery cycling events, Project Hero oversees community centers and grassroots programs in San Diego and more than 50 cities throughout the US and works in partnership on PTSD research programs with Georgetown University Hospital.

Local sponsors for the 2017 Honor Ride San Diego include Deloitte and BAE Systems.

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 produce positive outcomes at lower costs and reduce 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.

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