



NEWS RELEASE

Indian Motorcycle and Veterans Charity Ride Mark 7th Annual Motorcycle Therapy Adventure to Sturgis

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Returning Combat Veterans Use “Motorcycle Therapy” to Rehabilitate with Help from Veteran Non-Profit Organization

MOAB, Utah--(BUSINESS WIRE)-- **Indian Motorcycle®**, America’s First Motorcycle Company, today announced its continued support and sponsorship of the seventh annual **Veterans Charity Ride (VCR)** to Sturgis. The two have partnered with the initiative of “America Get Out & Ride” while using motorcycle therapy to support combat veterans’ transition to civilian life.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20210707005238/en/>

2020 VCR Group Shot (Photo: Business Wire)

Many of the veterans joining the Veterans Charity Ride for the first time are amputees, paraplegics, or suffer from Post-Traumatic Stress and other issues veterans face after leaving the military. Each new veteran will pair with mentors who have already been through the Veterans Charity Ride program and receive one-on-one support to help their transition back to civilian life. The 2021 ride will include 16 total veterans – eight new, along with eight returning veterans who will serve as mentors.

“Veterans Charity Ride was designed to assist combat veterans who face challenges in their daily living and provide them with a support structure that will get them back outside and living life to the fullest,” said Dave Frey, Veterans Charity Ride Founder. “Many of our veterans used to ride motorcycles before their injuries and thought they never would ride again. Through support from companies like Indian Motorcycle and Champion Sidecar, we are able to get these vets back on bikes and enjoy the freedom of the open road.”

This year's ride to Sturgis will start on July 28 in Moab, Utah where the group will take the trek through some of the nation's most scenic backgrounds roads in the western United States. The group will stop and visit local communities along the route, such as Fort Collins, Colorado, where the group will be receiving an official proclamation and welcoming by the Mayor before arriving at the Sturgis Motorcycle Rally in South Dakota on August 6. Participants will be riding an assortment of Indian Motorcycle models, outfitted with Rekluse® auto clutch systems and custom-built Champion Sidecars for amputee and paraplegic veterans.

The 14-day adventure allows participating veterans the opportunity to push towards conquering their post-war challenges while out on the open road. Throughout the trip, veterans will also conduct team-building exercises allowing riders to share their service experience during the emotional and mind-detoxing motorcycle ride.

"We're honored to support our U.S. veterans and contribute to such noble cause like the Veteran's Charity Ride," said Aaron Jax, Vice President for Indian Motorcycle. "Riding can be one of the most therapeutic experiences, as we have seen first-hand the dramatic evolution and incredible growth from vets that have completed the VCR program."

The Veterans Charity Ride to Sturgis was created by veteran Army Paratrooper Dave Frey and leverages the therapeutic effects of motorcycle riding to create an adventure of a lifetime for wounded and amputee combat veterans adjusting to post-war life.

To support the Veterans Charity Ride, donate, or to learn more visit **IndianMotorcycle.com** and **VeteransCharityRide.org**. Riders can also follow along on Indian Motorcycle's social media channels: **Facebook**, **Twitter** and **Instagram**, and Veterans Charity Ride's social media channels: **Facebook**, **Twitter** and **Instagram**.

ABOUT INDIAN MOTORCYCLE®

Indian Motorcycle is America's first motorcycle company. Founded in 1901, Indian Motorcycle has won the hearts of motorcyclists around the world and earned distinction as one of America's most legendary and iconic brands through unrivaled racing dominance, engineering prowess and countless innovations and industry firsts. Today that heritage and passion is reignited under brand new stewardship. To learn more, please visit **www.indianmotorcycle.com**.

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ABOUT VETERANS CHARITY RIDE

Veterans Charity Ride (VCR), started by veterans for veterans, is a non-profit organization that delivers Motorcycle Therapy and additional life changing, life-saving holistic programs specifically designed to assist wounded and amputee combat veterans with their needs and the issues they deal with on a daily basis. Helping our fellow veterans through outreach, action, activities, education and follow-up is what drives our organization. The end result of our program is a healthier and happier, more capable individual, who is now living life in a much better physical and mental condition, and able to help and support other veterans to do the same. Visit www.veteranscharityride.org to learn more and support this worthy cause.

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