



NEWS RELEASE

# Polaris Reveals Time and Platform for Zac Brown Band Livestream Performance Benefiting Veterans

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Polaris Off Road to Stream Exclusive Virtual Performance on December 27 on Facebook

MINNEAPOLIS--(BUSINESS WIRE)-- **Polaris Off Road**, the world leader in powersports and off-road innovation, and its Proud American Thank You initiative are bringing an exclusive performance from Zac Brown Band supporting veterans and active military service members to the masses on December 27. The livestream event will be presented on Facebook and will encourage viewers to donate to Camp Southern Ground's veteran programs, with Polaris matching every donation made by viewers during the performance, up to \$25,000.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20201217005360/en/>

(Photo: Business Wire)

In November, American-based powersports company Polaris

announced that they would be teaming up with Zac Brown Band to say thank you to veterans and active military service members. Coined the Proud American Thank You, the campaign kicked off on Veterans Day and will culminate with the exclusive livestream event by Zac Brown Band. The socially distanced set will mark the first reuniting of the band since the onset of the pandemic, as they play for a global digital audience.

"We are so excited to be playing together again and most importantly to have this opportunity to support and honor our veterans who serve our country and take care of us every day," said Grammy-winning frontman Zac Brown. "We are blessed to be able to live in this country with our many freedoms and we thank our friends at Polaris for helping to make this show possible."



Zac Brown Band is a frequent collaborator with Polaris and shares the same commitment to supporting our nation's veterans. Camp Southern Ground was founded by Zac Brown to serve children with diverse backgrounds and abilities, and his project has grown to address the needs of service members transitioning to civilian life after active duty.

"As a proud American company, Polaris is humbled to partner with Zac Brown Band and say thank you to our veterans and active military," said Steven Menneto, President of Polaris Off Road. "Polaris is built on the same values that shaped our nation, values that are protected and exemplified by the brave men and women who have—or are currently—serving our country. On December 27, we hope you join us in saying thank you while enjoying an incredible performance by Zac Brown Band."

Tune into the performance on Sunday, December 27 at 8pm EST via Facebook Livestream and Nugs.tv. And while this performance is free to the viewer, Polaris and Zac Brown Band encourage the audience to donate to Camp Southern Ground to support their efforts in improving the lives of veterans after active duty. In addition to the upcoming performance, limited-edition concert T-shirts are now available with all proceeds benefiting Camp Southern Ground and their two veteran programs - Warrior Week and Warrior PATHH. Please visit the **Proud American Thank You mini-shop** to purchase yours.

The exclusive performance will be livestreamed on Facebook across **Polaris Off Road**, and **Zac Brown Band** channels, as well as on publishing partner Nugs.tv

For more information about the Proud American Thank You and to make a donation, visit **CampSouthernGround.org/Polaris**, and join the conversation on **Facebook**, **Instagram** and **Twitter**.

\*Camp Southern Ground is a 501(c)3 non-profit organization, Tax ID #27-3082862. All gifts are tax-deductible to the extent allowable by law. If you have any questions, please contact a Camp Southern Ground representative by email at **development@campsonthernground.org**

## About Polaris

As an American Company for over 65 years, and the global leader in powersports, Polaris Inc. (NYSE: PII) pioneers product breakthroughs and enriching experiences and services that have invited people to discover the joy of being outdoors since our founding in 1954. With annual 2019 sales of \$6.8 billion, Polaris' high-quality product line-up includes the Polaris RANGER, RZR and GENERAL side-by-side off-road vehicles; Sportsman all-terrain off-road vehicles; Indian Motorcycle mid-size and heavyweight motorcycles; Slingshot moto-roadsters; snowmobiles; and deck, cruiser and pontoon boats, including industry-leading Bennington pontoons. Polaris enhances the riding experience with parts, garments and accessories, along with a growing aftermarket portfolio, including TransAmerica Auto Parts. Polaris' presence in adjacent markets includes military and commercial off-road vehicles,

quadricycles, and electric vehicles. Proudly headquartered in Minnesota, Polaris serves more than 100 countries across the globe. [www.polaris.com](http://www.polaris.com).

### About Camp Southern Ground

Located about 30 miles south of Atlanta, Camp Southern Ground is a world-class facility dedicated to serving veterans and kids. For 10 months of the year, Camp Southern Ground is committed to veteran programming. Warrior Week, Camp Southern Ground's signature workforce and wellness transition program, helps veterans find their new mission in life after military service. Warrior PATHH (Progressive Alternative Training for Healing Heroes), is the nation's first non-clinical program aimed to cultivate and facilitate post traumatic growth among combat veterans struggling with PTSD, depression, anxiety and/or combat stress. Both programs, provided at no cost to veterans, start with a high-touch week at Camp Southern Ground. During summer months, Camp Southern Ground is an inclusive, residential camp serving children ages 7-17 with programs that challenge, educate, and inspire. Visit [CampSouthernGround.org](http://CampSouthernGround.org) to learn more.

### About Zac Brown Band

Zac Brown Band is a multi-platinum, Grammy Award-winning, Southern rock group led by front man, Zac Brown. Throughout their career spanning more than a decade, Zac Brown Band has had six consecutive albums reach the top 10 of the Billboard 200 and five consecutive albums debut at #1 on Billboard's Country Albums chart. To date, the group has won three Grammy Awards, including Best New Artist in 2010, sold more than 30 million singles, 9 million albums, amassed over 7 billion catalog streams to date, achieved 15 #1 radio singles and are the second act to top both the Country and Active Rock formats.

Zac Brown Band has headlined 7 North American Tours and currently holds the record for most consecutive sold-out shows at the iconic Fenway Park. Since their debut, Zac Brown Band has developed a reputation with critics and fans alike as one of the most dynamic live performers, marked by strong musicianship that defies genre boundaries.

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