



ROAD 2 RECOVERY
Making a Difference in the Lives of Wounded Warriors
2008 Year End Report

Thanks to everyone who supported, donated, rode, participated, volunteered or helped in any way with the Road 2 Recovery program in 2008. It was truly a great inspiring experience for all involved.



Ferris Butler takes a ride even though he cannot yet walk.

Special thanks to all of our partners including: American Legion Auxiliary, USO, Star Trac, VFW, Otis Spunkmeyer, Sunkist, Giant Bicycles, League of American Bicyclists, Operation Rebound, Step Up 4 Vets, California American Legion, Coca-Cola, Shimano, Veltec Sports, Hincapie Sports, Alternative Vehicles, Hansen's, Clif Bar, Rudy Project, DeFeet, Park Tool, Speedplay, ProMax, Chamois Butt'r, CytoSport, and Bicycling Magazine.

Special thanks to BAE Systems for their upcoming 2009 support.



Corporate support from companies like Otis Spunkmeyer make R2R successful

To all of the wounded warriors who took a chance on this program, we hope you felt that you were rewarded. We certainly feel rewarded for having met and gotten to know you, your family and your stories.

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TheRoad2Recovery.org



Spinning with the US Marines, Star Trac President Steve Nero and Congressman Duncan Hunter III

2008 was the first major effort of Road 2 Recovery with the launch of the East Coast and West Coast rides, as well as getting sites launched all across the country.

Here are just a few of the highlights of what we have accomplished in 2008:

1. Had more than 100 wounded warriors participate in an event including those from previous conflicts like Vietnam and the 1st Gulf War.
2. Provided 45 bicycles to wounded warriors both to participate in R2R events and for sites like the Palo Alto VA so that more warriors could participate in R2R.



Justin and the Gang leave Walter Reed on their way to the Coca-Cola 600

3. Provided more than 50 Spin bikes, including 17 at the West LA VA and 15 to Bethesda Naval Medical Center, for R2R Spinning® Recovery Labs at VA and WТУ bases across the country. Some of the equipment was purchased by the Government at special rates provided by Star Trac, specifically to support the R2R program.



Lap around Lowes Motor Speedway

4. Trained volunteers, RT's, and PT's to be certified Spinning Instructors so that classes could be taught by trained leaders.



West LA VA RT Chanda Simon and her new Spin bikes

5. Donated Uniforms, Helmets, Shoes, and other cycling equipment to wounded warriors so that they could participate in the R2R events and programs.
6. Warriors rode more than 1200 miles, and visited more than 100 cities as part of the 3 major events (East Coast, West Coast, and Virginia Beach)



Heading down the road with the American Legion Rider escort

7. R2R events created extensive media attention. TV News coverage, print and radio including features stories in USA Today, NBC, and CBS News helped R2R reach more than 10 million media impressions.
8. Events featured celebrity involvement from actors Mike Vogel, Gary Sinise, and Ed Begley Jr., schools, and corporations who all came out and lined the streets cheering on the R2R participants.



R2R cheered on by students in Pismo Beach

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2009 Goals for R2R

1. Significantly increase funding for all program initiatives.
2. Gain increased acceptance of program at the highest levels of VA and Pentagon command.
 - a. At least, permissive TDY orders for ALL active duty participants
3. Launch R2R Mobile Tour
4. Increase participation in R2R events (riders-military and civilian, volunteers, partners, employees)
5. Increase R2R brand recognition across Military and VA channels and the significant difference that it makes in the lives of wounded warriors.

2009 R2R Program

1. 4 events
Texas Challenge Mar. 30 - Apr. 5
Memorial Challenge (Virginia) May 25-30
Germany - July 9-26
California Challenge - Oct. 4-10
2. R2R Mobile Tour
3. Increase R2R sites by at least 6 VA's and 6 WTU's including BAMC/Intrepid Center
4. Launch of R2R branded equipment including bicycles, helmets, and apparel. (given to wounded warrior participants)