

Short Takes | **Star Trac Supports Vets Along Road to Recovery**



Stars on Road 2 Recovery Trac

Star Trac, the Irvine, California-based fitness equipment manufacturer, recently joined forces with the Road 2 Recovery Foundation, a nonprofit organization that provides Spinning and outdoor-cycling programs for U.S. veterans. Star Trac, which donates stationary training bikes for use in the organization's 10 Spinning labs, was a partner and financial sponsor of the Road 2 Recovery Ride, a 500-mile trek that raises funds for veteran rehabilitation programs.

The ride, which took place May 20-25, started in Washington, D.C., and finished with a victory lap at the Lowe's Motor Speedway, in Charlotte, North Carolina. Hundreds of participants, including military veterans, athletes, and celebrities, completed the scenic East Coast course in honor of the nation's service men and women, raising a total of \$150,000.

"Star Trac is honored to give back to the courageous men and women in our military through Road 2 Recovery," notes Keith White, the company's director of global branding. "Star Trac's 'Expect Different' branding initiative is all about promoting and adopting an active, healthy lifestyle, and we're thrilled to spread that message to our returning veterans."

Road 2 Recovery, based in Scottsdale, Arizona, was created to assist the influx of veterans returning from war zones overseas who suffer from post-traumatic stress disorder and physical injuries, such as burns and loss of limbs.

Last year, Star Trac also donated more than 50 Spinner Pro bikes to the Revolutions 3 Cycling for Research's fundraising events in support of the AIDS Research Alliance (ARA). —