



RUFF RIDE

★ 24-Hour Spin Relay ★

MEDIA KIT NYC 2026



#SHOWUP4VETS

MARCH 28 - 29

WE ARE SAVING

VETERAN LIVES

Too many of America's Veterans are fighting an invisible battle long after they return home. Every day, over 20 Veterans lose their lives to suicide, often due to PTSD and related mental health challenges. It's a heartbreaking reality and a clear call to action. But we can change the story—with service dogs.

Team Foster, founded in 2014, is on a mission to help provide injured and disabled Veterans with a proven, life-saving partner: a highly trained, accredited service dog. These incredible animals offer support, healing, and renewed purpose at absolutely no cost to the Veteran.

To date, Team Foster has raised over \$2 million through high-energy, community-powered events like Ruff Ride. And now, we're taking that momentum to the Big Apple. As we expand into New York City, we're proud to partner with America's VetDogs, a national leader in training and placing service dogs with Veterans. Together, we're bridging the gap by connecting more Veterans with the support they've earned.

Be part of the movement. Join us for the first-ever Ruff Ride NYC, a 24-hour ride that kicks off at 10am on March 28th at the Nike Track & Field Center at The Armory. Whether you're riding for 15 minutes or 5 hours, this is more than a challenge. It's a celebration of grit, teamwork, and community. Part competition, part festival, all heart.

Join or create a team for Ruff Ride New York City
at RuffRide.org/NewYorkCity

For media inquiries, please reach out to:
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TEAM FOSTER NEWS



RUFFRIDE.ORG

MARKETING ASSETS

#SHOWUP4VETS
#SPINCUDDLEREPEAT
#RUFFRIDENYC



THE FACTS



TEAM FOSTER
EST. 2014

\$2M

raised by Team Foster to serve Veterans in need and their service dogs.

11-20%

of Veterans return home with psychological — or — brain related injuries.

20+

Veterans and Service Members die by suicide every day.

Learn more at TeamFoster.org

Veterans with service dogs experience benefits, including emotional support and coping mechanisms for daily life, suggesting that 90% of Veterans with service dogs feel emotionally supported.

[National Library of Medicine](https://www.nlm.nih.gov/medlineplus/service-dogs.html)

Specially trained service dogs can reduce stress and anxiety levels, mitigate depression, ease social reintegration, provide comfort and restore confidence in affected Veterans.

[American Humane Society](https://www.americanhumane.org/service-dogs/)

Service dogs can be used by Veterans with combat-sustained injuries to compensate for physical disabilities.

[National Library of Medicine](https://www.nlm.nih.gov/medlineplus/service-dogs.html)

