



**MEDIA KIT**

**PITTSBURGH 2025**

**#SHOWUP4VETS**

**SEPTEMBER 27-28**

# WE ARE SAVING

## VETERAN LIVES

Too many of America's Vets fight on an invisible battlefield. Every day, 20+ Vets die by suicide, often as the result of PTSD and related mental health issues. This is a glaring failure to those who have sacrificed so much. We can help save lives with a proven success tool: Service Dogs.

Founded in 2014, Team Foster provides a crucial lifeline to injured and disabled Veterans at no cost to them by funding highly trained and accredited service dogs, and offering lifetime support to Veteran-service dog teams. Team Foster has raised over \$2,000,000 to date through community events like Ruff Ride Pittsburgh.

There are limited resources to connect Vets with properly trained service dogs. Team Foster bridges that gap through events like Ruff Ride. Show up for the Veteran community at Team Foster's Ruff Ride Pittsburgh event. This 24-hour spin event starts at 10:00 am on September 27th at UPMC Cooper Fieldhouse. Part competition and part festival, you can ride for 15 minutes or 5 hours.

Join or create a team for Ruff Ride Pittsburgh at [RuffRide.org/Pittsburgh](https://RuffRide.org/Pittsburgh).

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



[RUFFRIDE.ORG](https://RuffRide.org)

MARKETING ASSETS

**#SHOWUP4VETS**  
**#SPINCUDDLEREPEAT**  
**#RUFFRIDEPGH**



# THE FACTS



**\$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](https://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)

## Ruff Ride Pittsburgh Facts

**20 Teams**

Expected to participate, representing corporations, clubs, organizations and groups for friends from across the Pittsburgh area

**24-hours**

of non-stop fun including games, challenges, spin classes, speakers and a Puppy Kissing Booth staffed by service dogs in-training

**10M**

followers across platforms from VIPs, Influencers and content creators participating this year

