



MEDIA KIT

PHILLY 2026

A photograph of a person riding a stationary bike in a dimly lit room. The person is wearing a white t-shirt with 'TEAM FOSTER' printed on it, a white baseball cap, and a red headband. They are looking down at the bike. The background is dark with some blurred lights, suggesting a gym or indoor cycling studio.

#SHOWUP4VETS

JUNE 6 - 7, 2026

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 \$3,000,000 to date through community events like Ruff Ride Philly.

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 Philly event. This 24-hour spin event starts at 10am on June 7th at The 2300 Arena. Part competition and part festival, you can ride for 15 minutes or 5 hours.

Join or create a team for Ruff Ride Philly
[at RuffRide.org/Philadelphia](http://RuffRide.org/Philadelphia).

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



RUFFRIDE.ORG

MARKETING ASSETS

**#SHOWUP4VETS
#SPINCUDLEREPEAT
#RUFFRIDEPHILLY**



 **RUFF RIDE**
★24-Hour Spin Relay★

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

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](#)

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](#)

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

[National Library of Medicine](#)

Ruff Ride Philly Facts

35 Teams

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

