

Community Matters

Lifestyle Apparel Brand Recognizes The Contributions Of Everyday Heroes

(NAPSA)—A company that manufactures outerwear has created a campaign to honor everyday heroes.

That's the term Free Country uses to describe those who display motivation, perseverance and passion and who go above and beyond in service to others.

Whether the acts of heroism involve a football team giving its disabled teammate a chance to score a touchdown or a mother's sacrifice to ensure opportunity for her child, these are the people the Free Country Everyday Heroes campaign wishes to recognize.

In September, company founder and CEO Ira Schwartz honored the first recipients of the award, David and Kaete Nazaroff, co-founders of Ride To Give, a non-profit charity that turns athletic ability into fundraising power for families with children who are disabled, injured or ill.

During the summer of 2013, David Nazaroff, followed by a support van with a team of three, completed the first annual bicycle "Ride" from Nyack, N.Y. to Jefferson, Ga., completing the 900 miles in five days. Its purpose was to raise awareness and donations for the family of Tripp Halstead, a toddler who suffered a traumatic brain injury in 2012.

The "Ride" raised \$180,000 for the Halstead family, plus an additional \$17,000 for Sunshine on a Ranney Day, a charity that renovates rooms and homes for children with illnesses and special



The Everyday Heroes Award recognizes the contribution of those who display motivation, perseverance and passion in the service of others.

needs. The charity renovated a room for the Halstead family.

Ride to Give intends to complete the "Ride" annually, benefiting different children in need each year. It also continues to raise awareness and funds for other causes dear to the hearts of its founders. To date, Ride to Give has raised more than \$1,000,000 for over 50 families.

Recently, Free Country also recognized Dan Whitney of Corvallis, Ore., the brand's second Everyday Hero. Whitney is the softball coach and president of Camp Attitude, a not-for-profit organization dedicated to providing a unique camping experience for families in the disabled community.

As someone who has overcome disabilities himself—about 18 years ago, Whitney broke his neck; he now uses a scooter and has full function in only one

arm—he understands the difficulty that families face with special needs children.

From teaching the campers softball and teamwork skills to being patient and kind to each child, Whitney is known for always having a smile on his face.

Whitney was nominated by Teryl Higgins, the mother of a camper who suffers from a compromised immune system and osteogenesis imperfecta—a brittle bone disease. In addition to receiving a plaque, Whitney, Mrs. Higgins and her daughter each received a Free Country jacket.

Whitney is also in the running for the Grand Prize: a cash reward as well as a donation to the charity of his choice.

To learn more and to submit an Everyday Hero for consideration, visit www.freecountry.com and www.facebook.com/liveinit.

