FOR IMMEDIATE RELEASE

Contact: Alisha Greenberg
Wins for Warriors
info@winsforwarriors.org
301-657-9379

WINS FOR WARRIORS 9K BENEFITS VETERANS THIS MEMORIAL DAY

Justin Verlander’s Wins for Warriors and Opportunity Detroit partner to launch inaugural 9K event

March 30, 2015 (DETROIT) – Wins for Warriors today announced the launch of a 9K event to benefit veterans this Memorial Day, Monday, May 25, 2015. Runners and walkers will have a chance to cross the home plate at Comerica Park, while honoring the brave men and women who have served our country during the inaugural Wins for Warriors Detroit 9K. Justin Verlander’s Wins for Warriors is partnering with Opportunity Detroit to engage the community and raise awareness for local mental health programs and services supporting veterans and their families, while offering an unforgettable experience in downtown Detroit.

"I am honored to continue my support of our veterans and their families," said Detroit Tigers pitcher Justin Verlander. "The race occurs on an important day when we collectively acknowledge the great men and women who have served in our country's armed forces. On Memorial Day, we recognize their service and honor them and their families."

According to a study by RAND, approximately one-third of men and women who were deployed to Iraq and Afghanistan will experience Post Traumatic Stress (PSTD), Traumatic Brain Injury and/or Depression. Wins for Warriors partners with organizations that help shift the focus of negative messaging centered on wounds and scars, into highlighting skills and resiliency, in addition to awarding funds to best-in-class organizations for veteran services.

The inaugural event is presented by Opportunity Detroit. Other sponsors include the Ethel and James Flinn Foundation, the Michigan Fitness Foundation and the Michigan Governor’s Council on Physical Fitness, Health and Sports. Crowdrise and Moosejaw are also supporters of the event.

“Opportunity Detroit is honored to support the first-ever Wins for Warriors Detroit 9K, a fun, family-friendly event raising awareness for a cause so important to our nation,” said Lisa Dancsok, Vice President of Rock Ventures. “We are proud to both recognize and thank the brave men and women who sacrificed so much to protect our country’s freedoms, and partner with an organization that provides the assistance necessary for those who serve to reintegrate into society.”

There are still opportunities for brands and organizations interested in getting involved. Hosting an event in support of veterans on Memorial Day provides a great chance to recognize veterans and families, in addition to raising awareness and providing necessary assistance to those who are suffering from “invisible wounds”, such as PSTD.
Registration fees for Wins for Warriors Detroit 9K are $25 per person or $35 per person who chooses to also cover the participation fee for a veteran. There is a $100 fundraising minimum per participant (no fundraising minimum for veterans). For more information, visit www.crowdrise.com/Detroit9K.

# # #

ABOUT WINS FOR WARRIORS
In August 2013, Detroit Tigers All-Star pitcher Justin Verlander announced a commitment of $1 million to launch Wins for Warriors. Wins for Warriors provides mental health support to Iraq and Afghanistan veterans and their families in Detroit, Richmond and Norfolk. Visit www.winsforwarriors.org to learn more and follow @winsforwarriors.

About Opportunity Detroit
Our mission is to showcase Detroit’s exciting present and promising future by creating an urban environment that attracts businesses, residents and visitors while promoting Detroit in a positive light inside and outside the city. Visit www.opportunitydetroit.com to learn more and follow @OpportunityDET.