

Rally4Vets Introduces "Trooper" ? The New Face of Veterans' Motorsports Awareness

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EL SEGUNDO, CA - September 20, 2024 -
El Segundo, California - Rally4Vets, a leading veteran charity focused on raising awareness about veteran suicide and providing service dogs to veterans, is proud to introduce its newest motorsports ambassador: Trooper.

Inspired by military tradition and a relentless commitment to teamwork, "Trooper" will lead Rally4Vets' motorsports program as a symbol of grit, determination, and the strength of the veteran community.

"Trooper" will appear as the mysterious, helmet-clad driver in Rally4Vets' promotional materials and events. Much like the iconic "Stig" from BBC's Top Gear, Trooper dons a signature Rally4Vets-themed racing suit and helmet, complete with a smoked visor that conceals their identity.

More than just a driver, "Trooper" represents the tenacity of the men and women who serve in our nation's armed forces, particularly those who continue to push through challenges after their service.

Trooper will make his/her first official appearance at the 4th Annual Top Dog Championships at Summit Point Motorsports Park on October 12, 2024. The Top Dog Championships are the world's only military inter-service motorsports competition. Army drivers captured the coveted Top Dog Trophy in 2021 and 2022. The Marine Corps was victorious in 2023. The real winners, however, are America's veterans. The Top Dog Championships raise funds to provide trained service dogs to veterans in need.

?We wanted to create a character who personifies the spirit of our veterans?resilient, mission-focused, and always ready to perform under pressure,? said Robert Hess, Rally4Vets Founder. ?Trooper is that representation of the everyday service member who does their job without expecting fanfare, much like our veterans who continue to serve their communities after leaving the military.?

The Rally4Vets motorsports program is a unique platform designed to raise awareness for veteran causes, especially focusing on suicide prevention and providing service dogs to disabled veterans. Rally4Vets unites military veterans and motorsports enthusiasts, giving them the opportunity to compete and connect on the race track while promoting a critical mission of supporting our nation?s veterans. Through events like the annual Top Dog Championships, Rally4Vets brings together teams representing all branches of the U.S. military.

As the official Rally4Vets driver, "Trooper" will make their first appearance at the upcoming 4th Annual Top Dog Championships at Summit Point Motorsports Park, where they will showcase their driving skills and bring a new level of excitement to the competition. "Trooper" isn?t just a driver?they?re a symbol of the unseen, unsung efforts that veterans give in both their military service and their civilian lives.

?We hope that by having Trooper as a recognizable symbol, we can create more visibility for our cause and connect with a broader audience who may not be aware of the struggles our veterans face every day,? added Hess. ?We want Trooper to inspire people to take action and support the work Rally4Vets is doing.?

About Rally4Vets

Rally4Vets is a program under the Disabled Veteran Empowerment Network (DVEN), a 501(c)(3) charity. The organization raises awareness of veteran suicide and supports veteran well-being by funding service dogs for disabled veterans. Rally4Vets hosts multiple veteran-focused events, including motorsports races, virtual racing, and other initiatives aimed at bringing together veterans and supporters from across the country.

For more information on Rally4Vets and to follow Trooper?s journey, visit www.rally4vets.com. Tiffany Vaughn, Director of Communications & Outreach, can be reached by phone: 571.413.7171 or email: tiffany.vaughn@dven.org.

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Rally4Vets

Rally4Vets creates motorsports events to increase awareness of veteran issues and generate funds to support veteran suicide prevention.

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