



## **Veterans and First Responders to Cycle from Jacksonville to Atlanta in UnitedHealthcare Beaches to Peaches Challenge** *Popular therapeutic cycling challenge returns to Florida and Georgia*

**JACKSONVILLE, Fla. (Feb. 28, 2017)** – More than 100 injured veterans, first responders and their supporters will participate in the [UnitedHealthcare Beaches to Peaches Challenge](#), a seven-day bicycle ride from Jacksonville to Atlanta.

The challenge, from March 6 to 12, 2017, will cover more than 500 miles in support veterans and first responders.

The veteran and first-responder cyclists will begin in Jacksonville Monday, March 6 and finish in Atlanta Sunday, March 12, with overnight stops in Yemassee, S.C., and Brunswick, Savannah, Augusta, Washington and Athens, Ga.

The 2017 UnitedHealthcare Beaches to Peaches Challenge is a non-competitive therapeutic bike tour. Traveling by historic sites, civic centers and local attractions, the cyclists ride in a colorful, patriotic peloton of hand cycles, recumbent cycles, custom tandems and traditional bikes. The public is invited to gather along the ride routes, at lunch stops and hotels to support the cyclists.

“It’s an honor for UnitedHealthcare to support Project Hero and its work on behalf of the men and women who have sacrificed so much in the service of our country,” said Garland Scott, CEO of UnitedHealthcare for Georgia and the Carolinas. “Project Hero is making a crucial difference in the lives of thousands of veterans and first responders who deserve lifelong health, well-being and recognition.”

For daily routes, stops and events, or to register as a single- or multiple-day public rider for the Project Hero Beaches to Peaches Challenge, visit [www.projecthero.org](http://www.projecthero.org).

“The Challenge Series combines cycling comradery and peer-to-peer interaction to help veterans and first responders suffering from PTSD and TBI meet challenges, achieve goals and build lasting relationships,” said John Wordin, president and founder of Project Hero. “The multiple-day format gives Healing Heroes a unique opportunity for a life-changing experience that supports mental and physical rehabilitation and recovery.” A former professional cyclist, Wordin rides in every Project Hero Challenge Series.

### **2017 UnitedHealthcare Challenge Series Schedule**

In addition to the UnitedHealthcare Beaches to Peaches Challenge, Project Hero’s 2017 UnitedHealthcare Challenge schedule includes the UnitedHealthcare Texas Challenge April 2-8, the UnitedHealthcare Memorial Challenge May 28-June 3, the UnitedHealthcare Great Lakes Challenge August 6-19 and the UnitedHealthcare California Challenge October 14-21.

### **About Project Hero**

Founded in 2008, Project Hero is a groundbreaking national non-profit organization dedicated to helping Veterans and First Responders affected by PTSD, TBI and injury achieve rehabilitation, recovery and resilience in their daily lives and increasing awareness of the national mental health crisis posed by PTSD and TBI. Project Hero programs work by producing positive outcomes at lower costs and reducing drug-based therapies. Project Hero builds and provides adaptive bikes to physically-challenged and injured Veterans and First Responders and has helped tens of thousands of our Healing Heroes at no cost to participants through cycling events, community-based programs in more than 50 cities throughout the US and by supporting research. For information, visit [www.projecthero.org](http://www.projecthero.org) or follow @#novetalone on Twitter.

### **About UnitedHealthcare**

UnitedHealthcare is dedicated to helping people nationwide live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs, and sustaining trusted relationships with care providers. The company offers the full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families, and Medicare and Medicaid beneficiaries, and contracts directly with 1 million physicians and care professionals, and 6,000 hospitals and other care facilities nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at [www.uhc.com](http://www.uhc.com) or follow @myUHC on Twitter.

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