



FOR IMMEDIATE RELEASE

Navy SEAL Museum Partners with Boot Campaign To Promote Veteran Health and Wellness

Fort Pierce, Fla. – March 4, 2019 – The Navy SEAL Museum will host the Raley Road Trip Reception and Monster Mash event Saturday, April 27. Open to the public, the health and wellness outreach is a patriotic day of fitness challenges, music, food trucks, and vendors helping to welcome paralyzed U.S. Army veteran Ricky Raley as part of the “Raley Road Trip: Cycling It Forward To Benefit Boot Campaign.”

After completing a two-week, 1500-mile, hand-crank cycle ride in August of 2018 in support of Boot Campaign’s Health and Wellness Program, Raley is repeating his effort this April. The Raley Road Trip begins in Dallas, Texas on April 13 and ends in Ft. Pierce, Florida at the Navy SEAL Museum on April 27. Raley will cover more than 1200 miles on custom handcycle to raise funds and awareness for fellow veterans struggling with post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), chronic pain, self-medication, and insomnia.

“Our goal at Boot Campaign is to ignite the inner patriot in all Americans and raise awareness of the service and sacrifice of the military community,” said Shelly Kirkland, Boot Campaign CEO. “Ricky is helping us do just that by inspiring others struggling to overcome invisible wounds of war to reach out for help. Together we can do more to shatter the stigma associated with seeking care while Ricky’s journey raises financial support to pay it forward.”

Through individual and corporate donations, the goal of #RaleyRoadTrip is to raise money for the national non-profit organization’s health and wellness program, which provides access to the most individualized, comprehensive, and holistic providers treating complications from military training and combat suffered by many veterans.

“The Monster Mash is meant to mimic the BUD/S training potential SEAL candidates must endure,” said Rick Kaiser, retired Navy SEAL and Museum Executive Director. “Just like in BUD/S, participants will be directed through various physical and mental challenges overseen by SEALs—and the goal is to not quit.”

Teams of four will compete on the Museum’s O-Course beginning at 9:00 AM, with Raley’s anticipated arrival at noon. Keynote speakers include two retired U.S. Navy SEALs at the forefront of veteran health and wellness affairs, Alexander Oliver and Morgan Luttrell. For more information or to register visit <https://www.navysealmuseum.org/raleyroadtrip>.

About the Boot Campaign

Established in 2011, Boot Campaign is a national non-profit organization dedicated to igniting the inner patriot in all Americans and providing life-improving programs to veterans and active duty military families. Retail sales of combat boots, apparel and mission-focused merchandise, donations and corporate sponsorships fund our efforts to support thousands of military personnel from every generation who have endured significant physical, emotional and circumstantial hardships resulting from their service and sacrifice. Accredited by the Better Business Bureau and a GuideStar Exchange Gold Member, more than 80% of funds raised by Boot Campaign go directly to our mission-minded programs. To learn more, visit www.bootcampaign.org and follow us on Facebook, Twitter and Instagram using the handle @bootcampaign.

Ricky Raley, Paralyzed US Army Veteran

A Boot Campaign Veteran Ambassador, Spec. Ricky Raley, former infantryman in the Indiana Army National Guard, served in the Guard's Alpha Company, Task Force 1-151 – better known as the Avengers – as part of Operation Iraqi Freedom. During one combat tour, the Avengers conducted more than 200 combat missions and covered more than 250,000 miles in convoy escorts. On one mission, Ricky's truck was leading the way when the mine roller tripped an IED (improvised explosive device). Ricky, along with two others in the truck at the time of the explosion, sustained mild traumatic brain injuries and were awarded Purple Hearts. In 2009, six months and 17 days after returning from Iraq, Ricky was involved in a near fatal truck accident leaving him paralyzed from the waist down. Nearly 10 years since his accident, Ricky applied for Boot Campaign's health and wellness program and kick-started his journey to improved mental and physical capability.

Morgan Luttrell, Navy Veteran

Morgan Luttrell joined the United States Navy after graduating from Sam Houston State University with a degree in psychology; after eight years of enlisted service, Morgan became a commissioned officer and served 14 years with Naval Special Warfare, retiring as a Lieutenant. After his service he pursued an advanced degree in applied cognition and neuroscience at the University of Texas at Dallas, graduating with his masters. Morgan created the health and wellness pipeline at the Boot Campaign following his own traumatic brain injury in order to give veterans the opportunity for a comprehensive, holistic and individualized care program for traumatic brain injury, post-traumatic stress disorder, chronic pain, addiction and insomnia.

Alexander Oliver, Navy Veteran and Founder Of Virginia High Performance

Alex is founder of Virginia High Performance, a premier training facility in Virginia Beach. He spent 21 years as a Navy SEAL, retiring in January of 2015, with more than nine combat deployments. Alex spent the last 15 years of his service at Naval Special Warfare Development Group, the pinnacle of US Special Forces, and for two years was the head instructor for the command's selection program. He was instrumental in developing the Human Performance Program, which is now known as the Preservation of the Force and Family (POTFF) to increase physical, mental and sleep performance within the Naval Special Warfare community. At Virginia High Performance, Alex took much of what he learned within the military community and created the "No Fail Mission" program, which is designed to help veterans return to capability and purpose.

About The Navy SEAL Museum

The National Navy UDT-SEAL Museum is the only museum dedicated solely to preserving the history of the U.S. Navy SEALs and their predecessors. Located in Fort Pierce, Florida, the Museum resides on the training grounds of the original Navy combat divers, the Frogmen. Built to honor the men who served with fortitude and ingenuity, the Navy UDT-SEAL Museum first opened its doors on Veterans Day in 1985. From humble beginnings, the facility has experienced tremendous growth, achieving national stature in 2007. The main objective of the Museum remains the promotion of public education by providing the opportunity to explore the history of the Navy SEALs through interactive exhibits, while honoring the fallen at the SEAL Memorial and caring for those warriors' families through Trident House Charities.



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The Navy SEAL Museum
For further information, contact:
Elaine Ryan
Phone: (858)245-8872
Mail to: Elaine@navysealmuseum.org
www.navysealmuseum.org
Rolf Snyder
Phone: (913)244-4782
Mail to: Rolf@navysealmuseum.org