



ISM RACEWAY TO SALUTE 100th VETERANS DAY BY HONORING AMERICA'S FINEST AT CAN-AM 500

***Premier Motorsports Venue Partners with NO VET ALONE to Raise Public Awareness of
Veteran Mental Health Issues & Reduce Suicide***

PHOENIX, October 1, 2018 - No Vet Alone will team with ISM Raceway, the most innovative track in motorsports, to salute America's Finest at this year's 100th Anniversary of Veterans Day prior to the start of the Can-Am 500, the Semi-Final race in the Monster Energy NASCAR Cup Series Playoff Sunday, November 11.

No Vet Alone veteran cyclists will lead the drivers on the inaugural pre-race lap to raise national awareness for veteran PTSD, mental health issues, and reduce suicide.

"We are proud to honor those who have served our country on the 100th anniversary of Veterans Day at the Can-Am 500," said Scott Rovn, Vice President of Sales and Communications at ISM Raceway. "It is important that we show our support for No Vet Alone and their important mission that affects so many."

The No Vet Alone has scheduled events across the country on Veterans Day weekend with the VA, Performance Bicycle stores and at community and school locations across the nation to salute the 100th anniversary of Veterans Day.

"No Vet Alone is proud to work with ISM Raceway to honor the service and sacrifice of America's Finest on the 100th anniversary of Veterans Day," said John Wordin, Founder of No Vet Alone. "No Vet Alone is a unique and important program supporting our Veterans and their families. All communities are welcome and warmly invited to get involved in No Vet Alone events during this year's 100th Veterans Day weekend and with our Connecting events year round."

The No Vet Alone supports a national community based peer-to-peer support system for Veterans, First Responders and their families to strengthen resilience, improve mental health and reduce suicide.

About ISM Raceway

Since 1964, ISM Raceway has been the premier motorsports venue in the Southwest. As part of a \$178 million modernization project, the track officially became ISM Raceway in January 2018 as a result of a naming rights partnership with ISM Connect, a pioneer in smart venue technology bringing the digital fan engagement experience to Phoenix. Phoenix hosts two Monster Energy NASCAR Cup Series weekends each year, beginning with the TicketGuardian 500 Monster Energy NASCAR Cup Series race weekend on March 9, 10 and 11. The schedule is anchored by the Opening Weekend, on Nov. 9, 10 and 11, with the Can-Am 500, the semifinal race in NASCAR's Playoffs after which the field is reduced to the final four championship contenders. For more information, visit www.ISMRaceway.com.

ABOUT NO VET ALONE

No Vet Alone is a nation-wide peer support network for America's Finest. This network creates communities that help provide resources and tools to help our nation's heroes improve resilience. Veterans are encouraged to GET CONNECTED and GET INVOLVED.

Our focus will be on how to improve resilience through activity, community service, and family support. Our nation-wide network of community programs will expand through the No Vet Alone – Connecting Outpost.

The Connecting Outpost will change the lives of veterans, first responders and their families by improving the issues they face: PTSD, mental health, physical wellness, homelessness, drug addiction, depression, and isolation related issues that directly affect their wellbeing.

EXPECTED OUTCOMES:

1. Provide a national, community based, peer support network for those who serve for them to have a trusted connection whenever needed.
2. Create a virtual GET CONNECTED via website and app that would allow any veteran anywhere (especially rural communities) to find peer support and resources.
3. Reduce the homeless Veteran population by partnering with the VA and other partners to target at-risk veterans.
4. Expand NVA Connect Initiative – a series of community based programs and events.
5. Provide programming focusing on Resilience, Family Support, and Community Service that would reach more heroes, especially in rural communities.
6. Enhance community partnerships to enable more services are available to those who need them most.
7. Create awareness to the need to improve mental health and reduce suicide for those who serve our country.

MORE INFO: novetalone.org

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