

## **Unique Fundraising Ideas | NYC Fire Department & SoMuchSavings to Ride in Remembrance of 9/11 Fallen Brothers and the Nation's Wounded Heroes**

*Unique fundraising ideas inspire SoMuchSavings.com to join retired and active firefighters for the annual FDNY 343 Ride in memory of firefighters who died at the World Trade Center. The ride from Ground Zero to Montauk Point, Long Island, will raise funds to support veterans injured since 9/11.*

([PRWEB](#)) August 26, 2013 -- [Unique fundraising ideas](#) harness passion for a cause with the promise of the future, and the [FDNY 343 Ride](#) is no exception.

The third annual FDNY 343 Ride will take place Sept. 15 and 16. More than 100 cyclists are expected for the 135-mile journey from Freedom Tower, adjacent to the World Trade Center Memorial, to Montauk Point on Long Island.

To assist the New York City Fire Department with its efforts to raise money and awareness, [SoMuchSavings.com](#), a company that enables people to save money on everyday purchases while supporting charitable causes, has pitched in by participating in the ride and offering unique fundraising ideas to support the event.

The FDNY 343 Ride was founded in 2011, the tenth anniversary of 9/11, to honor the 343 New York firefighters lost in the attack on the World Trade Center. The annual tradition continues as a way to commemorate the tragedy and raise funds for military veterans wounded since that day.

The two-day event will begin at 7 a.m. on Monday, Sept. 15, when New York City firefighters and guests gather at the World Trade Center Memorial to remember those who were lost on Sept. 11, 2001.

The 135-mile bicycle ride will follow starting at 8 a.m., winding through the boroughs of New York as it covers 90 miles before concluding the first day's journey in Riverhead. The second day will journey through the Sandy-ravaged south shore of Long Island before ending with a final climb at the Montauk Lighthouse.

"I was introduced to the ride last year by my nephew Ben and the guys from his Firehouse Engine 50, Ladder 19 and Battalion 26," said David Capo, CEO SoMuchSavings.com. "From riding with a wounded veteran with one leg, to meeting many of the firefighters, to riding in support of fallen friends and heroes, I was inspired and wanted to do more."

Capo said that participating in the event motivated him to create a shopping and savings website, developed by SoMuchSavings.com, that would benefit the ride.

Shoppers can access the site to shop, save and support wounded veterans at [www.SoMuchSavings.com/FDNY343Ride](http://www.SoMuchSavings.com/FDNY343Ride).

"Thousands of merchants have joined in the effort to help those in need," he said. "Donations are generated for the FDNY 343 Ride as purchase transactions are completed at their fundraising site."

Proceeds from the website will benefit the FDNY 343 Ride and wounded veterans throughout the year,



providing a consistent revenue stream for the New York City Fire Department in its effort to assist service men and women injured since 9/11.

About the FDNY 343 Ride:

The FDNY 343 Ride is a cycling event from The Freedom Tower at Ground Zero to the Montauk Point Light House in Montauk Point, N.Y. The event honors the memory of the 343 firefighters who lost their lives in the World Trade Center on 9/11. The money raised is donated to veterans wounded in Iraq and Afghanistan, to assist them in recovering and rejoining society. More information about the event and donating to support wounded veterans is available at [www.FDNY343Ride.com](http://www.FDNY343Ride.com).

About SoMuchSavings.com:

SoMuchSavings.com is an incentive based, online savings resource that provides consumer savings, charitable donations and project funding to 501c3s, non-profits and unique project ideas. The company believes that, given the opportunity to do so, consumers will want to save money on purchases and help others during the process. The SoMuchSavings.com system was designed and developed to make this a reality for consumers, charities and projects around the globe. All registered causes are provided with their own savings, marketing and fundraising website. Learn more at [www.SoMuchSavings.com](http://www.SoMuchSavings.com).

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