



**FOR IMMEDIATE RELEASE**

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## **ROC Race pledges \$100k to Challenged Athletes Foundation Popular 5k obstacle series fundraises for CAF's Operation Rebound**

The Ridiculous Obstacle Challenge 5k has teamed up with the Challenged Athletes Foundation (CAF) and pledged \$100,000 to its Operation Rebound program using a portion of the proceeds from ROC's 2014 Epic Tour.

The Ridiculous Obstacle Challenge 5k, also known as ROC Race, is the original gameshow inspired obstacle run. ROC Race is taking over 16 U.S. cities across the nation from San Diego to Boston, averaging 10,000 participants per race. The rapidly growing fun run is proud to expand its partnership with CAF, a charitable organization with the mission of providing opportunities and support to people with physical disabilities so they can pursue active lifestyles through sports and fitness. ROC specifically donates money to CAF's Operation Rebound, which is open to any U.S. veteran or first responder with a permanent physical disability who served honorably. The program funds equipment, training and travel expenses that can help injured American troops to harness the healing power of athletics – whether the goal is to win Paralympic gold or just to run around the block.

"People of all athletic abilities are able to feel a sense of accomplishment in conquering ROC Race's 12 epic obstacles, and CAF athletes take that goal of overcoming obstacles to a new level – both on our course and throughout their daily lives," said Steve Stoloff, ROC Race & VAVi CEO. "The positive impact we've been privileged to see first-hand by encouraging physically challenged participants to take on the ROC challenge and seeing them succeed is an incredibly rewarding feeling, and we're so happy to contribute to that effort."

The pledge is funded by a percentage of all event registration sales, merchandise sales, and participant donations during the registration process. Additionally, participants are encouraged to create their own individual fundraising page at [www.stayclassy.org/rocrace2014](http://www.stayclassy.org/rocrace2014). ROC offers participants incentives for fundraising milestones including free race entries and premium CAF and ROC Race merchandise.

For more information on ROC Race's 2014 Epic Tour and to learn more about Operation Rebound, please visit [rocrace.com](http://rocrace.com) and [challengedathletes.org](http://challengedathletes.org).

***Challenged Athletes Foundation***

*The Challenged Athletes Foundation® (CAF) is a world leader in helping individuals with physical challenges get involved – and stay involved – in sports. CAF believes that participation in sports at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$55 million has been raised and almost 9,500 funding requests from challenged athletes in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts reach another 60,000 individuals each year. Whether it's a \$2,500 grant for a handcycle, helping underwrite a carbon fiber running foot not covered by insurance, or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give those with the desire to live active, athletic lifestyles every opportunity to compete in the sports they love. To learn more, log on to [www.challengedathletes.org](http://www.challengedathletes.org) or call 858-866-0959.*