



## **NEWS RELEASE**

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# **Ryders Eyewear Teams with Wounded Warrior Project to Provide Sunglasses for Returning Veterans**

*5000 Sunglasses Donated to Military Members Injured in Action*

NORTH VANCOUVER, Canada (December 7, 2011) – [Ryders Eyewear](#), the premier manufacturer of high-performance and affordable eyewear, is honored to announce their partnership with [Wounded Warrior Project™](#) (WWP) this holiday season.

Taking action to support the thousands of soldiers returning from various conflicts overseas, Ryders Eyewear has donated 5000 pairs of sunglasses for veterans who have been injured in the call of duty. The sunglasses are being shipped from Ryders Eyewear's Vancouver warehouse to Jacksonville, FL by [Radius Logistics](#), a British Columbia based transportation company that is also donating their time and services to the project.

“We are proud to have the opportunity to give back to those who risk their lives protecting our basic freedoms here in North America,” said Ryders Eyewear Founder Brent Martin, “While there’s no way to repay their enormous sacrifice, we hope veterans can find fun and solace in the outdoors during their ongoing rehabilitation.”

Wounded Warrior Project was established in the aftermath of the September 11, 2001 attack, to honor and empower wounded warriors who incur service-connected injuries. What started as a program to provide comfort items to wounded service members has grown into a complete rehabilitative effort to assist them as they recover and transition back to civilian life. Tens of thousands of Wounded Warriors and family members receive support each year through WWP programs designed to nurture the mind and body, and encourage economic empowerment and engagement.

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“It’s because of generous donations from companies like Ryders Eyewear that we’re able to continue this important work and support those who give so much in the defense of our country,” said Wounded Warrior Project Chief Development Officer Adam Silva. “With the support of partners like Ryders Eyewear, we are able to honor, empower, and make a difference in the lives of our service men and women everyday throughout the year.”

For more information visit [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org) or [www.ryderseyewear.com](http://www.ryderseyewear.com) .

**About Ryders Eyewear:**

Based in adrenaline sport mecca North Vancouver, British Columbia, Ryders Eyewear puts their backyard to good use testing the endurance and performance attributes of their eyewear products. Ryders is the leading provider of quality performance eyewear at an amazing value in the biking, running, winter sports and lifestyle categories. For more information on Ryders Eyewear, visit [www.ryderseyewear.com](http://www.ryderseyewear.com).

**About Wounded Warrior Project™**

The mission of the Wounded Warrior Project™ (WWP) is to honor and empower wounded warriors. WWP’s purpose is to raise awareness and to enlist the public’s aid for the needs of injured service members, to help injured servicemen and women aid and assist each other, and to provide unique, direct programs and services to meet their needs. WWP is a national, nonpartisan organization headquartered in Jacksonville, Florida. To get involved and learn more, visit [woundedwarriorproject.org](http://woundedwarriorproject.org).

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