

Press Release

Source: Rivers of Recovery



## John and Cindy McCain Join Awareness Campaign for Disabled Veterans

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*Rivers of Recovery, a non-profit organization dedicated to veteran rehabilitation, is pleased to announce that United States Senator and Mrs. John McCain will join its "Heart of America" Campaign as Honorary Co-Chairs.*

PARK CITY, Utah, March 17 /PRNewswire/ -- Rivers of Recovery is a 501C3 organization dedicated to providing therapeutic recreational river float trips to veterans, their families and the families of fallen soldiers at no cost to the participants. As a non-profit organization, Rivers of Recovery seeks to heighten awareness for the complex issues facing our nation's disabled veterans and their families and to promote veterans' empowerment. Veterans and families from all armed forces and military eras are eligible.

Specifically, the "Heart of America" Campaign will be a coordinated river float traveling the 3,700-mile length of the Missouri and Mississippi Rivers. The float will begin in Montana and follow the Missouri and Mississippi Rivers to the Gulf of Mexico. Stopping in key cities along the way, the Campaign's purpose is to champion disabled veterans causes and provide events which allow the public to demonstrate their support for our nation's wounded warriors.

In commenting on their participation in the Heart of America Campaign, Senator McCain said, "Cindy and I are honored to serve as Honorary Co-Chairs of the Rivers of Recovery Heart of America Campaign. Veterans give meaning to the call to serve and we must be there to help them for their sacrifices for all Americans. The Rivers of Recovery programs are an outstanding example of the kind of help we can give veterans and Cindy and I are proud to be a part of its critical role in rehabilitating our nation's veterans."

"Rivers of Recovery is proud to have a veteran and real American hero join our efforts to pay tribute to other veterans who desperately need this kind of positive outlet and rehabilitating experience," said Dan Cook, Rivers of Recovery founder and Executive Director.

The "Heart of America" campaign will bring together organizations such as the United States Veterans Administration (VA), Disabled American Veterans (DAV), Veterans of Foreign Wars (VFW), United States National Guard and the United States Chamber of Commerce. These groups will organize local events in coordination and support of the Heart of America Campaign. Additionally, disabled veterans from the VA facilities along the river route will also participate with local and national media outlets as well as political and community leaders.

Senator McCain added, "I strongly encourage elected officials to be part of the Rivers of Recovery Heart of America Campaign and to attend these events as they come through your district and state. What greater test of a nation's integrity is there than the sincerity of its promises to the men and women who risk their lives to defend it - and what better way to show these veterans our commitment to this ideal, then by being part of such a great cause."

For further information on this event and Rivers of Recovery, visit <http://www.riversofrecovery.org> .

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