

Spotlighting Mental Wellness Needs of America's Military and First Responders, American Tire Distributors Doubles Fundraising Goal to Donate \$1 Million to Gary Sinise Foundation's Avalon Network

Community

HUNTERSVILLE, N.C.

American Tire Distributors (ATD), the largest replacement tire distributor in North America, today announced a \$1 million donation to the Gary Sinise Foundation (GSF), which supports service members, veterans, first responders, their families and those in need with programs designed to inspire and strengthen communities nationwide. The gift will support the Foundation's newest initiative, the Avalon Network, which helps address the mental wellness needs of service members, veterans and first responders.

The donation comes as a result of ATD's Summer for Heroes Giving Campaign fundraiser, 5K for Heroes and ATD's 31st Annual Charity Golf Classic and Inaugural Gala for Heroes, all of which benefitted the Gary Sinise Foundation by raising \$500,000. ATD doubled the amount raised to commit \$1 million to GSF.

"In 2019, we announced the Gary Sinise Foundation as our signature community cause and partnership, and we are proud to support our nation's troops, veterans and first responders with a focus on mental wellness," said Stuart Schuette, Chief Executive Officer, ATD. "We're thrilled by the support this campaign received from

our partners in the tire industry, and we're grateful for the manufacturers, vendor partners, associates and customers who gave generously to make this donation possible.

"Supporting the Gary Sinise Foundation represents our growth as a company, our own emphasis on mental wellness and our patriotism and commitment to our service members, veterans and first responders," Schuette added. "American is in our name, and America is in our hearts. We're honored to be able to demonstrate our dedication with the most funds we've raised in ATD's history."

The Summer for Heroes Giving Campaign ran from Memorial Day through Patriot Day, and the fundraising campaign marked the first time ATD partnered with its manufacturing and retail customers to reach the shared goal of supporting the nation's heroes. With the support of partners in the tire industry, ATD doubled its fundraising goal of \$500,00 to present \$1 million to the Gary Sinise Foundation.

Through award-winning actor Gary Sinise's longtime vision, the Gary Sinise Foundation strives to entertain, educate, inspire, strengthen, build communities and support the needs of America's heroes. The Gary Sinise Foundation Avalon Network is the first comprehensive traumatic brain injury and post-traumatic stress network available free-of-charge to veterans, service members, and first responders nationwide. ATD's donation will support the Gary Sinise Foundation's mission to address the mental wellness needs of our nation's heroes through innovative and empowering treatment methods.

"Our nation's heroes have sacrificed so much defending our country and deserve to have the best possible tools at their disposal to address their mental wellness needs. But, unfortunately, too many of these heroes are losing the battle to post-traumatic stress, traumatic brain injury, and substance abuse every day. It is up to us, as citizens, to support them, and that is exactly our mission with the Gary Sinise Foundation Avalon Network," said Mike Thirtle, CEO of the Gary Sinise Foundation.

"Since the beginning, Gary Sinise has strived to lift the spirits of those who serve our country. With the support of the American people and partners like American Tire Distributors, we will continue to provide care, treatment and the gratitude that they need and deserve."

The donation was announced during ATD's 31st Annual Charity Golf Classic and Inaugural Gala for Heroes, hosted on November 12 in Charlotte, North Carolina.

"At ATD, we care for our communities by driving hope, happiness and wellbeing across the country so this generation and the next has the opportunity and accessibility to thrive and drive into the future," said Rebecca Sinclair, Chief People and Communications Officer, ATD. "Through partnerships like ours with the Gary Sinise Foundation, we will elevate potential for people inside and outside our organizations, contribute to a shared humanity for the communities where we live and work and ultimately foster the change we are all passionate about for a better tomorrow."

About American Tire Distributors

American Tire Distributors is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 130 distribution centers, including 24 distribution centers in Canada, serving approximately 80,000 customers across the U.S. and Canada. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to tire and automotive service customers. American Tire Distributors employs approximately 5,000 associates across its distribution center network, including approximately 600 associates in Canada. In 2021, the company was recognized as one of Forbes' 2021 America's Best Mid-Sized Employers and featured on Selling Power's "50 Best Companies to Sell For" list. In addition, ATD received a Gold Stevie® Award in the Transportation Company of the Year category of the American Business Awards®, in addition to a Bronze Stevie® Award for Most Innovative Company of the Year.

About Gary Sinise Foundation

The Gary Sinise Foundation was established under the philanthropic direction of actor Gary Sinise, who has been an advocate of our nation's defenders for nearly forty years. Our mission is to serve our nation by honoring our defenders, veterans, first responders, their families, and those in need. Our programs, designed to entertain, educate, inspire, strengthen, and build communities, serve America's heroes and their loved ones 365 days a year. For more information, visit www.garysinisefoundation.org.

RELATED

More like this



Education

|

October 8, 2024

Your EV tire choice matters

Unlock the secrets behind EV-specific tires and how they contribute to a quieter...

[Read More](#)

Image



Education

|
September 19, 2024
The 45-degree switch: time for winter tires
When do you switch to winter tires? Do you know the 45-degree switch? We are...



Business

|
July 10, 2024
Five Facts about ATD you need to know
Did you know we have over 1,000 support staff to help you? Read more about the 5...

[Read More](#)

Image



Education

|
October 8, 2024
Your EV tire choice matters
Unlock the secrets behind EV-specific tires and how they contribute to a quieter...
[Read More](#)



Education

|
September 19, 2024
The 45-degree switch: time for winter tires
When do you switch to winter tires? Do you know the 45-degree switch? We are...



Business

I

July 10, 2024

Five Facts about ATD you need to know

Did you know we have over 1,000 support staff to help you? Read more about the 5...

[Read More](#)

[View all Articles](#)