

# American Tire Distributors, Customers, and Partners Pair Up with the Gary Sinise Foundation on Giving Tuesday

Culture

HUNTERSVILLE, N.C.

*Challenge gift from ATD helped national nonprofit raise \$3.4 million for programs supporting veterans, active-duty military, first responders, and their families*

American Tire Distributors (ATD) partnered with customers, vendors, and associates for a monthslong fundraising campaign that raised a combined \$1.8 million for the Gary Sinise Foundation (GSF). ATD's donation, which supports GSF programs benefitting veterans, active-duty military, first responders, and their families, inspired an additional \$1.6 million of giving from GSF donors during the national nonprofit's annual Giving Tuesday campaign.

ATD's donation was issued as a matching challenge gift for Giving Tuesday, a global generosity movement occurring annually on the Tuesday following Thanksgiving, to help GSF raise additional support for the everyday heroes who protect our country and communities.

ATD's donation will support four critical GSF initiatives including:

- Mental health and wellness programs, including post-traumatic growth programs, traumatic brain injury research, substance abuse treatment, therapy animal training and placement, and support services for widows and children of fallen heroes.
- Building custom built, mortgage-free smart homes for severely wounded warriors, allowing them to live more comfortably and independently.
- Support programs and experiences for families of fallen heroes.
- Providing training and equipment grants for first responders to help them better serve and protect their communities, as well as appreciation and recognition events.

“It is an exceptional honor to join together with our partners to support the Foundation’s work as they provide resources for those who put their lives on the line for our country,” said Stuart Schuette, President and CEO of ATD. “Honoring our everyday heroes is one of the key tenants of ATD’s weCare values, and this gift reaffirms our commitment to giving back to these brave men, women, and families. We hope this contribution will make a positive change in the lives of many.”

ATD’s fundraising campaign for GSF launched on Memorial Day (May 31), beginning with a 5K for Heroes fundraiser for associates and their families. Throughout the summer, ATD customers, partners, and Tire Pros subsidiaries were able to support the campaign through direct contributions or through point-of-purchase donations from their own customers.

As part of the campaign, ATD and GSF also partnered to host First Responder Appreciation Day in September, a free community event in Charlotte, North Carolina that honored first responders with family-friendly activities and a performance by the Lt. Dan Band. The campaign culminated in October with the company’s third annual Gala and Golf for Heroes events, sponsored by ATD’s vendors and manufacturing partners.

“When I started the Gary Sinise Foundation, it was with the desire to create an organization with a mission of serving and uplifting our nation’s defenders and their families,” said Actor and Humanitarian Gary Sinise. “Through the incredible generosity of American Tire Distributors and so many of our donors, we are able to provide and expand our numerous programs and opportunities to support the brave men and women who work to ensure our communities and our country are safe.”

ATD has contributed more than \$4.5 million to the charity organization since the partnership began in 2019. To learn more about ATD’s commitment to the Gary Sinise Foundation, please visit [here](#).

## **About American Tire Distributors**

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[American Tire Distributors](#) is one of the largest independent suppliers of tires to the replacement tire market. It operates more than 115 distribution centers serving approximately 80,000 customers across the U.S. 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 4,500 associates across its distribution center network.

In 2023, the company has been recognized as: a Silver Stevie® award winner for Automotive & Transport Equipment (Large) Company of the Year; a SEAL Environmental Initiative Award winner; an Environment+Energy Leader Award winner; a winner of two Stevie® Awards for Great Employers; one of Charlotte's Best and Brightest Companies to Work For®; one of the Nation's Summer 2023 Best and

Brightest Companies to Work For® by the National Association for Business Resources (NABR); and one of Newsweek's Top 100 Most Loved Workplaces®.

### **About The Gary Sinise Foundation**

Gary Sinise is an award-winning actor and humanitarian, best known for his roles in CSI:NY, Apollo 13, and his Oscar-nominated performance in the film Forrest Gump as the wounded Vietnam veteran Lt. Dan Taylor. An advocate for our nation's defenders since the 1980s, after 9/11, Sinise began a tireless crusade to support America's military and first responders around the world with handshake tours and concerts with his band, the Lt. Dan Band. In 2011, he established the Gary Sinise Foundation as an extension of those efforts. Today, the Foundation is building custom homes for severely wounded heroes, honoring and supporting the families of our fallen, providing essential equipment and training for first responders, improving the mental wellness of our defenders, and so much more. For more information and to support, visit [www.garysinisefoundation.org](http://www.garysinisefoundation.org).

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