

SEALS Bike America

Since September 11, 2001, more than 50 U.S. Navy SEALs have been killed in combat on extraordinary missions in both Iraq and Afghanistan. The SEAL Warrior Fund provides tragedy assistance and family support for the Naval Special Warfare community. They approached Formula Strategy Group to assist with a new public relations project, SEALS BIKE AMERICA, in order to raise awareness and funds for their important mission.

SEALS BIKE AMERICA is a 42 day, 3,300 mile journey from San Diego, California to Ft. Pierce, Florida. Formula Strategy Group created and coordinated newsworthy events across the country that captured the attention of local and national media outlets such as FOX News, CNN, San Diego Tribune, Navy.mil, and many local ABC, NBC, CBS and FOX affiliates. The cycling team made up of five former SEALs was led by professional cyclist and Tour de France competitor Marty Jemison. The team made stops in cities across the country, including San Diego, CA, Tempe, AZ, Austin, TX, El Paso, TX, and Ft. Pierce, FL, and were greeted by US Senators, Congressmen, Governors, top military leaders and thousands of patriotic supporters.