



Ride-Away Reaches New Heights With A Record Breaking Heritage United Way Donation Campaign

Ride-Away employees have set a company record for donations to the Heritage United Way and their Annual Day of Giving Campaign, which impacts hundreds of communities throughout all of their locations.

Londonderry, NH (Vocus/PRWEB) January 11, 2011 -- Each day, Ride-Away employees come to work dedicated to not only providing the highest quality [wheelchair vans](#), but also to enriching the quality of life to individuals and families in their respective communities, and it showed with this years record breaking Heritage United Way Day of Giving Campaign. Each of Ride-Away's 12 east coast locations came together to donate over \$30,000 to their local Heritage United Way Chapters, which is a 45% increase from last years donation totals.

“The commitment that our employees show to improving the lives of people in our communities through the Heritage United Way campaign grows larger each and every year,” says Ride-Away President/CEO Mark Lore. “Giving back to organizations such as The United Way is so very important to us because we understand how much of a positive impact it has on the individuals in our local communities. I am extremely proud of our employees for their commitment and dedication towards The United Way campaign this year.”

Ride-Away participates in The United Way campaign because it allows them to reach out to many different organizations throughout our communities that help a vast array of families and individuals, instead of one group of people. When Ride-Away employees participate in this campaign, they may choose which cause or organization they want their donations to impact. This distinctive way of donating has allowed Ride-Away employees to give more and more to the causes or organizations they wish to.

Since 2003, Ride-Away has been a part of the Heritage United Way Campaign, and their employees during that time have raised over \$130,000. Throughout the years, employees have been able to help the United Way build better communities and improve the lives of families and organizations that are in need of help, which has always been a part of Ride-Away's core values. Ride-Away employees do not just wait the whole year until it is time for the United Way Campaign to make an impact in their communities; their commitment and dedication to giving back to those in need lasts all year in various settings for various families and organizations.

The Comfort for a Cause program, which was created by Ride-Away Vice President, Jaime Kuczewski, allows employees to wear jeans to work by donating \$5 each day they participate in the program. “Giving back to the communities that we serve year-round is something that our employees have always taken pleasure in doing,” says Jaime. “The creation of this program was intended to allow our employees to be able to support the people and organizations 365 days a year. They have certainly embraced our culture of giving, and it shows each and every day.” Since 2008, this program has raised more than \$7,000 that go to supporting local individuals and organizations, such as Isaiah Gomez and The Way Home.

Isaiah Gomez, a 13-year-old boy that is actively living with Duchenne Muscular Dystrophy since he was 4 years-old, had begun to outgrow his wheelchair van after he had been fitted for a larger power wheelchair. His family had to depend on local transportation organizations to bring him to and from places such as school and doctors appointments.



When Ride-Away heard about Isaiah's situation, they were able to donate a [wheelchair accessible van](#), and with some of the proceeds collected by the Comfort for a Cause program they were also able to give him and his family gift certificates, video games, and tickets to sporting events. Now, Isaiah can go where he wants, when he wants.

The Way Home (a non-profit organization that is dedicated to helping homeless individuals and families) was in desperate need of a handicap conversion van, and Ride-Away was there to provide them with a safe wheelchair accessible vehicle. This vehicle allows The Way Homes' clients to be transported to the grocery store, job interviews, doctor's appointments, and many other places that they once were not able to get to. A portion of the Comfort for a Cause program funds were used to purchase gift cards for The Way Home and their clients as well.

The dedication that the Ride-Away employees have shown in the United Way Campaign, as well as many other programs and campaigns that they participate in, has been a benchmark for Ride-Away from the start. Their employees have over a 90% volunteerism rate and donate over 7,000 hours of their own time throughout their communities. Ride-Away also donates 10% of its yearly earnings to local organizations.

“Our continued successes have been a direct result of us carrying out our core values,” says Mark Lore. “We are a company that was built upon the notion of giving back to others, unconditionally, not because we are asked to, but because it is what we were meant to do.”

About Ride-Away (www.ride-away.com)

Ride-Away is America's largest provider of modified vehicles and adaptive equipment for people with disabilities. Ride-Away products are used by individuals requiring additional assistance while traveling, and range from hand controls and lifts to raised-door and lowered-floor vehicle modifications. Founded in 1986, Ride-Away has 12 East Coast locations committed to offering a broad selection of specialized vehicles and services to meet the needs of every customer. All of Ride-Away's locations are also QAP (Quality Assurance Program) certified through the National Mobility Equipment Dealers Association (NMEDA), resulting in Ride-Away being held to the highest standards in the industry. Ride-Away also gives back to the community by contributing 10 percent of earnings to various non-profit organizations in its locations' communities and also has an 85 percent employee volunteerism rate. For more information, call (888) 743-3292 or visit www.Ride-Away.com

About The United Way

United Way Worldwide is the leadership and support organization for the network of nearly 1,800 community-based United Ways in 45 countries and territories. We advance the common good by focusing on improving education, helping people achieve financial stability, and promoting healthy lives, and by mobilizing millions of people to give, advocate, and volunteer to improve the conditions in which they live. For more information on The United Way and how you can help, visit <http://liveunited.org/>.

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