



**Press Release  
For Immediate Distribution**

## **Road Warrior Foundation Appoints Two Marketing Communications Strategists to Board of Directors**

*The move is part of the Foundation's expansion plans following its strongest year on record*



Brian Manning, Founder of Manning Group LLC



Tyrone Smith, Founder of FR Digital Inc.

**PITTSBURGH** – January 08, 2019 – The Road Warrior Foundation (RWF), a Pittsburgh-based nonprofit organization that provides “adventure therapy” for wounded military veterans, has appointed Brian Manning and Tyrone Smith to its board of directors. Manning and Smith bring nearly 40 years of combined marketing and branding experience to the organization.

Announcing the appointments, Craig Anders, cofounder and director of the Foundation, said, “Brian Manning and Tyrone Smith have made invaluable contributions to the success of the Road Warrior Foundation for several years. Now we’ll be able to leverage their expertise more regularly as they join our board of committed volunteers in serving wounded veterans.”

The appointments are part of an aggressive expansion plan dovetailing off the Foundation’s most successful year to date. 2018 saw a record amount of growth and support, including the sale of a custom Can-Am Spyder for \$186,000 at the Las Vegas Barrett-Jackson Auto Auction, with all proceeds going directly to support wounded veterans. There was also an extremely successful [2018 Road Warrior Ride](#), the Foundation’s marquee annual event.

Manning is the founder of Manning Group LLC, a communications consultancy based in Kansas City, KS. He has worked with some of the world’s foremost consumer, lifestyle and sports brands. He specializes in helping companies maximize the value of their investments in public relations, marketing communications and sponsorship. Manning has worked with the RWF for several years on behalf of one of his clients, BRP, manufacturer of Can-Am On-Road vehicles and a primary sponsor of the Foundation.

- more -

Smith, of Montreal, is a digital marketing guru with more than 15 years of experience focused on social media, e-commerce, creative design, digital strategy and email marketing. Smith helps global brands build holistic approaches to the consumer experience with a focus on evolving media, content, and influencer marketing. Smith is a reservist in the Canadian Armed Forces and has supported the RWF for several years.

“This is an exciting time to join the Road Warrior Foundation,” said Manning. “The organization has been doing incredible things with veterans for a number of years and it’s ready to take a leap to the next level. Together with Tyrone and the other dedicated volunteers, we are putting in place an aggressive plan that will enable us to provide more positive experiences for a growing number of veterans in the years to come.”

The Road Warrior Foundation, founded in 2013, is managed by a 100-percent volunteer staff that provides adventures to wounded military veterans. Most notable among its efforts is the annual Road Warrior Ride, which hosts a dozen or more veterans on a week-long cross-country rides on Can-Am Spyder three-wheel vehicles. That ride, and all other RWF adventures, are built to empower wounded veterans and help them overcome problems that challenge them in their daily life.

More information is available at [www.roadwarrior.org](http://www.roadwarrior.org).

###

**Contacts:**

Craig Anders, RWF Co-Founder  
719-964-6868  
Craig@roadwarrior.org

Steve Berger, RWF Co-Founder  
412-525-9969  
Steve@roadwarrior.org