

JACK DANIEL'S AND THE ARMED SERVICES YMCA KICK OFF SIXTH YEAR OF "OPERATION RIDE HOME"

Campaign Helps Junior-Enlisted Service Members and Families Travel From Bases to Homes Across the Country this Holiday Season

SPRINGFIELD, VIRGINIA, UNITED STATES, October 25, 2016 /EINPresswire.com/ -- LYNCHBURG, Tenn. (Oct. 25, 2016) – The Jack Daniel Distillery and the Armed Services YMCA (ASYMCA) today announced the sixth year of the "[Operation Ride Home](#)" campaign that assists active duty junior-enlisted military and their families to travel from their place of military service back home during the holidays.

Since Operation Ride Home began six years ago, 2,083 junior enlisted single service members and those with families – for a total of 4,606 people – have traveled from their bases to homes around the country for the holidays. Men

and women from the Army, Marine Corps, Navy, Air Force, and Coast Guard have been assisted with travel to 47 of the 50 states.

The ASYMCA works with the various military commands to identify and prioritize junior-enlisted service members and families most in financial need. Plane tickets and pre-paid debit cards are given to assist those traveling.

The famed distillery has once again donated \$100,000 to kick off the campaign, and is asking friends to visit www.jdoperationridehome.com and give what they can to make one more dream a reality. All donations are 100 percent tax deductible. ASYMCA and Jack Daniel's officials noted that for every family that's been helped through Operation Ride Home, there are 10 families waiting for assistance.

"It is an honor for us at the distillery to partner with the ASYMCA on this effort to try and give back to those who have given so much to us," said Jeff Arnett, Jack Daniel's Master Distiller. "The stories of those servicemen and women who have been able to go home for the holidays are truly heartwarming. There's nothing like being with family during the holidays, and we hope everyone will



join with us to get as many of these heroes home this year as possible.”

“The Armed Services YMCA is proud to be partnering with Jack Daniel’s on Operation Ride Home,” said William French, ASYMCA President and CEO. “I share Jeff Arnett’s hope that more will join in supporting this important program bringing the joy of the holiday season to so many of our heroes and their families.”

Operation Ride Home is open to active duty E-4 and below, both single and married, who might not otherwise financially be able to travel home for the holidays. The option to drive or fly is an individual decision. Plane ticket vouchers are limited to \$400 per person flying and for those choosing to drive, the pre-paid debit cards are \$100 per family member for gas, lodging and food. For additional information on eligibility and participating installations, please visit

<https://www.asymca.org/programs/operation-ride-home/>.

Celebrate Joyfully. Drink Responsibly.

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About Jack Daniel’s

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery, Lem Motlow, proprietor, is the oldest registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel’s is the maker of the world-famous Jack Daniel’s Old No. 7 Tennessee Whiskey, Gentleman Jack Rare Tennessee Whiskey, Jack Daniel’s Single Barrel Tennessee Whiskey, Jack Daniel’s Tennessee Honey, Jack Daniel’s Tennessee Fire, Jack Daniel’s Sinatra Select and Jack Daniel’s Country Cocktails.

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*Jeff Arnett, Jack Daniel’s
Master Distiller*

About Armed Services YMCA

Each year, the Armed Services YMCA serves more than half a million junior enlisted active duty Soldiers, Marines, Sailors, Airmen, and Coast Guardsmen and their family members

from 200 service centers in 18 states. Whether providing respite child care for parents in need, summer camps for kids, or assisting with emergency needs, the Armed Services YMCA is a nonprofit with a mission: Make Military Life Easier. To learn more about the Armed Services YMCA visit asymca.org, like us on Facebook, and follow us on Twitter.

Chris Haley
Armed Services YMCA
571-932-3212
email us here



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