

# PROJECT

61 Should Not Be The End of The Road

**STOP  
ACCEPTING**



**AS NORMAL**



**2026 Media Kit**

Health • Wellness • Education • Community

# WHO IS PROJECT 61?



**Project 61 is a national 501(c)(3) nonprofit organization focused on helping professional truck drivers live longer, healthier lives through awareness, education, and free resources built for life on the road.**

## **The Project 61 Difference: Our approach is practical and driver specific**

-  **Free to drivers**
-  **Built specifically for life on the road**
-  **Practical, voluntary and realistic**
-  **Health, wellness, education and community**

**Truck driver health is personal.  
It affects drivers.  
It affects families.  
It affects lives.  
Truck driver health is an industry issue.**

# LIFE ON THE ROAD MAKES HEALTH HARDER

**Every mile brings challenges.  
Over time, small barriers add up to big impact.**

Long-haul truck drivers face specific environmental, operational, and structural challenges that create friction for maintaining personal health.



**IRREGULAR  
SLEEP**



**LIMITED  
FOOD  
OPTIONS**



**LONG  
HOURS  
SITTING**



**STRESS AND  
PRESSURE**



**TIME AWAY  
FROM  
FAMILY**



**LIMITED  
ACCESS TO  
CARE**

## WHAT AFFECTS THE DRIVER *AFFECTS THE DRIVE*

### HEALTH FACTORS

- Poor sleep & fatigue
- Chronic health conditions
- Nutrition & hydration
- Pain & limited mobility
- Stress & mental health

### DRIVER FUNCTION

- Alertness & focus
- Judgment & reaction time
- Energy levels
- Medical readiness

Personal health factors directly influence driver function, which ultimately impacts safety on the road.

2022

# WHAT PROJECT 61 ACTUALLY DOES

## ***THE 5 AXLES OF HEALTH™***

A whole-driver framework built for life on the road.  
**No single pillar can carry the whole load.**



**Fuel:** Nutrition, Hydration, Energy, Metabolic Health



**Move:** Movement, Strength, Mobility, Physical Activity



**Recharge:** Sleep, Recovery, Fatigue, Alertness



**Mental Drive:** Stress, Emotional health, Connection, Resilience



**Preventive Maintenance:** Health Numbers, Screenings, Checkups, Early Action

# WHAT PROJECT 61 LOOKS LIKE IN PRACTICE

## *PROGRESS OVER PERFECTION* *BUILT FOR LIFE ON THE ROAD*



**Fuel:**  
Better choices at the next stop



**Move:**  
Short, realistic movement during the day



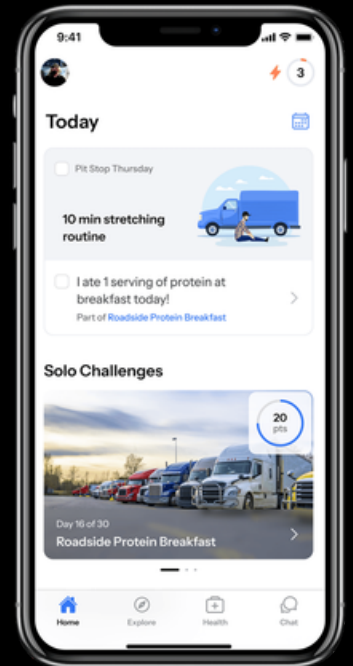
**Recharge:**  
Protecting sleep and recovery when possible



**Mental Drive:**  
Managing stress and staying connected



**Preventive Maintenance:**  
Knowing your numbers and acting early



**HEALTHIER CHOICES HAVE TO BECOME  
EASIER TO REPEAT**

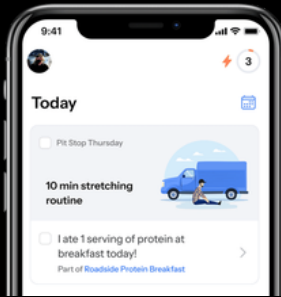


***KNOW* ➔ *DO* ➔ *REPEAT* ➔ *HABIT***

***THE GOAL IS NOT MORE INFORMATION*  
*IT IS BETTER FOLLOW-THROUGH***

# THE IMPACT

**PROJECT 61** is shifting the culture of health in trucking.  
Making healthy behavior easier, normal, and supported.  
Recognizing the realities of life on the road.



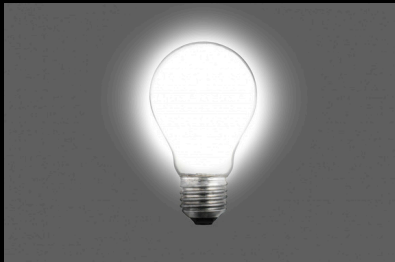
## PROJECT 61 APP

Nearly 5000 users representing  
200+ companies utilizing the free mobile app



## COMMUNITY AND CHALLENGES

Challenges and community that  
create accountability and  
momentum for drivers and fleets



## EDUCATION THAT WORKS

Best practices and simple health  
guidance built for drivers including  
a FREE 16 part Driver Health Video series



## ROAD-READY RESOURCES

Recipes, restaurant guides, daily  
workouts filmed right in the truck,  
and more

*Drivers deserve longer, healthier lives*

**PROJECT 61** exists to make that possible

## Real stories. Real change.



“Since joining Project 61 in August, I have built multiple nutrition habits and I feel much more confident in choosing healthy food options when shopping. I have noticed my pants feel looser and my co-workers and family have complimented me on losing weight!”

- Isaac

“I am down 57 lbs since February! I was at the same truck stop in February and as I walked back to my truck I had to stop to take a breather. Now I can do that walk 20 times over!”

- Laurie

“I’ve had some heart issues and haven’t been active in a while. I realized I needed to make a change. P61 helped me slowly get back to it, starting with getting in a walk every day and then slowly added in some jogging. I ran my first 5k ever and I am getting back into roller skating.”

- Isaac

“I have made big progress in terms of weight loss and habit building. I went from being afraid to doing squats because of my knee to doing them 3 times a week and walking on the treadmill. I have also inspired my husband to be more active and we often workout together when I am at home!”

“I was struggling with back pain when I started and the hip mobility exercises helped and I no longer have back pain. I have been watching what I eat more on the road. My doctor was very impressed with the improvements in my bloodwork.”

- Pamela

“I love the app! It's user-friendly and easy to follow. It has helped me build my confidence and given me a routine that's easy to follow. It's my one-stop shop for health!”

# WHY NOW?

It's time to change the health trajectory of trucking.

**PROJECT 61** launched in 2024 and is already building meaningful industry traction. 2026 is about scaling what's working while keeping every tool free for drivers.

## **BUILD AND EXPAND FREE DRIVER HEALTH PRODUCTS**

**PROJECT 61** app improvements, new challenges, driver-first content, and tools

## **GROW COMMUNITY AND MOVEMENT**

Fleet engagement, challenges, outreach, conferences, research, and advocacy

## **SUSTAIN OPERATING CAPACITY**

Technology, program delivery, measurement, and nonprofit operations

**STAND WITH US. BECOME A CORPORATE PARTNER.**

# CORPORATE PARTNERS

A stronger industry starts with healthier drivers.

## LEGACY PARTNER



## ACCELERATOR PARTNER



## CHAMPION PARTNER



## ADVOCATE PARTNER



# CORPORATE PARTNERSHIP LEVELS

EVERY PARTNERSHIP HELPS KEEP PROJECT **61**  
FREE FOR DRIVERS

## Advocate

**\$2,500**

Partner Page Listing

Social recognition

## Champion

**\$5,000**

Everything in Advocate +

Recognition in our monthly  
donor newsletter

## Accelerator

**\$10,000**

Everything in Champion +

Recognition slide at public  
speaking events

Quarterly recognition on  
social media

Featured as a newsletter  
sponsor

## Legacy

**\$25,000**

Everything in Accelerator +

Featured as a podcast  
Sponsor

Booth display recognition at  
events

Logo on printed marketing  
material

## Elite

**\$50,000**

Everything in Legacy +

Featured sponsor of every  
industry-wide group  
challenge

## Titan

**\$100,000**

Everything in Elite +

In partnership with your  
communications team, co-  
author a white paper or  
philanthropic article  
showcasing your company's  
leadership in tackling the  
driver health crisis

# STEP CHALLENGE SPONSORS

*Millions of steps towards better health*

## PLATINUM



## GOLD



## SILVER



## BRONZE

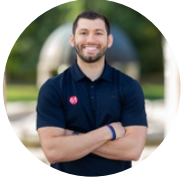




# VOLUNTEER BOARD & STAFF

**Experienced. Passionate. Driver focused.**

## Volunteer Board Members



**Mark Manera**  
Managing Director,  
HB Ventures



**Philip Pryor**  
Interventional Sales  
Consultant, Medtronic  
Spine & Biologics



**Ellen Voie**  
Founder, Women in  
Trucking



**Jason Douglass**  
VP Community  
Engagement,  
PCS Software



**Sean Horton**  
SVP Sales, Swish  
Advertising



**Laura Plummer**  
HRBP East Coast,  
Bertrandt Group



**Tracy Rushing**  
Exec Dir Safety  
& Recruiting,  
R.E. Garrison  
Trucking



**Shaun Lezer**  
Professional  
Truck Driver

## Staff



**Jeremy Reymer**  
Project 61 Founder  
and CEO



**Wendy Reymer**  
Chief Administrative  
Officer



**Nick Ceffalo**  
Head Coach



**Maxime Devoge**  
Chief Technology  
Officer



**Alyx Henry**  
Head of Customer  
Success



**Lindsey Bryan**  
Health & Wellness  
Manager



**Shannon Currier**  
Philanthropy Consultant

# FREQUENTLY ASKED QUESTIONS

## Is my donation tax-deductible?

Yes. Project 61 is a 501(c)(3) nonprofit. Your contribution is tax-deductible in the U.S. to the extent allowed by law. A donation receipt will be sent to your email.

## Can I donate as an individual?

Yes. Click [here](#) [link to individual donation page] to learn more about how to support the movement by donating as an individual.

## Where does my donation go?

Your donation directly funds initiatives that help truck drivers build healthier lives through education, health and wellness challenges, nutrition tools, and fostering a growing community. Your gift helps drivers make choices that can add years to their lives and life to their years.

## How secure is my donation?

Our donation process uses industry-standard encryption to protect your personal and payment information. FundraiseUp's platform ensures your data stays safe.

## Do you offer sponsorship opportunities for companies?

Absolutely. Project 61 offers meaningful ways for businesses to sponsor programs and challenges to demonstrate their commitment to driver health. Contact us at [partner@project-61.org](mailto:partner@project-61.org) to learn more.

## What if I need help with my donation?

Our team is here for you. If you need assistance with a donation or receipt, please contact [partner@project-61.org](mailto:partner@project-61.org).

**QUESTIONS? WE'RE HERE TO HELP!**

# PROJECT **61**

**Solving the Truck  
Driver Health Crisis.**

**TIME TO  
STOP ACCEPTING**

**61**

**AS NORMAL  
IN TRUCKING**

**Join the movement to improve the health, well-being,  
and longevity of the people who keep America moving.**

## **CONTACT:**

**Shannon Currier  
Philanthropy Consultant  
shannon@project-61.org  
865.661.1786**

**PROJECT61.ORG**