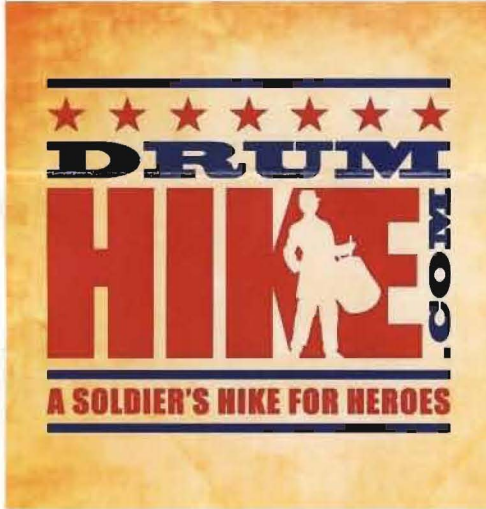


# TO ALL VFW LOCATIONS

## THE HIKE FOR OUR HEROES

a 7000-mile hike by an Iraq War Veteran  
focused on raising awareness and charity  
for veterans and their families.

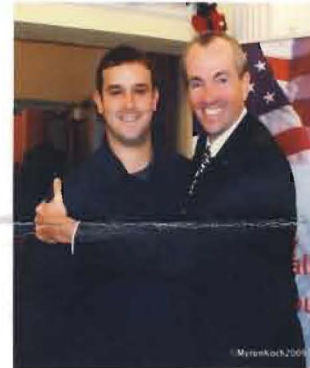


**Troy Yocum**

(502) 386-6610

[troy.yocum@yahoo.com](mailto:troy.yocum@yahoo.com)

[DrumHike.com](http://DrumHike.com)



**STARTING APRIL 17TH, 2010  
FINISHING AUGUST 17TH, 2011**

# The Hike for Our Heroes

LETTER TO VFW



**DEAR VFW POST,**

My name is Troy Yocum. I recently returned home to Louisville Kentucky after a 13 month deployment in Iraq/Kuwait. Since I have been home, I have been working on one dream of mine--to help military families in need by hiking across America. I have a goal of raising \$5 million towards USA Cares, a charity that takes care of soldiers from all branches of the military when they need financial assistance. My route across America is designed to bring attention that during our economic hard times we must take care of the soldiers who have done so much for us, and I also want to help the VFW get fresh faces to join lodges where ever I can. With this and many events that my team and I intend to coordinate, we are confident that we can raise the money and help the VFW. I understand that USA Cares is your competitor in a sense, but I want to help you also.

As I hike across the states I want to help the VFWs out by advertising posts in return for a small donation to help us. It truly is a **WIN WIN** because we are needing finances to take care of our budget. **For \$300** from your post I can place your info on my sponsor of the day sign for a day thats attached to my rucksack or wear a VFW T-shirt, put up logos on our website: [DRUMHIKE.COM](http://DRUMHIKE.COM), mention your post in interviews, and meet up with your members and interview them in our live internet feed streamed on [USTREAM](http://USTREAM). This \$300 donation goes to pay for our necessities: Food, Water, Supplements, Clothing, Hygiene Products, P.O. Boxes for resupply, Phone/internet, Flyers/promotion, RV Fuel, Driver, Insurance, Banners, Parking/Dumping, Maintenance fund, Benefit shows, Bands, Renting Halls, and Sound Equipment. We are set up to start on April 17<sup>th</sup> in Louisville, KY and then begin the 7000 mile hike across the states.

I want to thank you for your time, and I hope that you consider the small donation. If not, we still hope to get VFW support out on the road, and to meet up with members in towns and cities. The hike will be long and grucling. Any support will be welcomed greatly. I have enclosed an estimated date schedule from which you can pick a date for me to wear your T-shirt or sign. Please feel free to go online and check out the site [drumhike.com](http://drumhike.com) for more information including pictures, video and more. Together we can make a difference in the lives of struggling soldiers! We have corporation status through which we can except checks payable to "Drumbeats INC" or the (DBA) called "Drumbeats for Heartbeats Foundation." Please note that our 501(c)3 nonprofit status is **PENDING**, so your donations are not tax deductible as of yet. Hopefully this happens within the next 6 months, but for now I have until April 17<sup>th</sup> to receive as many donations as I can before I start the hike so *any amount you can donate will help me survive out on the road for the next 15 months.*

**Troy Yocum**  
**9803 Sonrisa Dr.**  
**Louisville, KY 40291**  
**(502) 386- 6610**



**We intend on doing a lot to help this country remember to support our troops again. Here is a little information on the project...**

SPC Troy Yocum, backed by a team, is taking on the challenge of raising the needed \$5 million for military families by hiking 7000 miles across America while drumming. The journey will take over 15 months passing through 30 states and 30 large cities. Troy will have to average over 20 miles a day while enduring each season. The idea for the hike has been evolving since Troy joined the Army in 2001--but it is now, when our economy is struggling and military families are in most need, that he will put one foot in front of another **STEPPING UP TO HELP!** The hike kicks off on April 17th, 2010 in Louisville, KY. On that date, Louisville hosts Thunder Over Louisville, which is North America's largest annual fireworks and military display.

Troy will be hiking the bases at over 20 MLB/Minor League Baseball stadiums with the help of Louisville Slugger and Bionic Gloves. Troy has aligned his route to meet up with stadiums for home games. He is proud to join forces with Heroes of the Diamond to raise funds and awareness for our military families during their historic "Red, White and Blue Tour," delivering unique patriotic events designed to entertain fans and honor America. They conduct a choreographed pre-game and half-time performance at sporting events that include: "Passing the Flag" - "Taps" - "Walk of Honor" - "9-11 Tribute" and other ceremonies. Troy will take part in a number of these unique events in addition to having Heroes of the Diamond hike alongside him when possible.

He will be working with organizations across his 7000 mile route to plant a tree for every US Soldier (5,298 currently) who gave their life for our freedom during the Iraq and Afghanistan operations. A GPS system will upload Troy's position to Google Earth every ten minutes so that people at home can follow his whole experience. White Chocolate Productions from hollywood will be filming a documentary and posting daily video blog updates.

Troy's team is organizing several events that include motorcycle rallies and marathons in cities on the route, unofficially renaming highways in honor of soldiers who have died in Iraq/Afghanistan. **We would also like to do music benefit performances and meet & greets at many VFW posts.**



# The Hike for Our Heroes

## *Concept of Operations*

### **I. 7000 miles of solidarity.**

Honorably discharged Iraq War Veteran (and talented percussionist) **SPC Troy Yocum will hike while drumming for over 7000 miles, circling the USA to strengthen the solidarity and honor between our Armed Forces, Veterans, and the communities they live in.**

The desired result is to raise an initial goal of \$5 million through the Hike, organized by his team, distributed through a partnership with **USA Cares**, focusing on re-integrating vets and their families into healthy, gainful civilian life. *His effort will begin on **Thunder Over Louisville** day, which is North America's largest annual fireworks and military show.*

#### **1. The Hike will raise Awareness of key issues facing Vets**

1. Vets need good Jobs - *Soldiers, although great employees, often return home to find that many skills essential for daily life in the Service are, in the civilian world, considered "specialized." One of Troy's goals is to raise awareness of this, so that **businesses and vets can connect in meaningful employment**, resulting in a stronger country.*
2. Vets need comfortable Homes – *Discharged vets sometimes find themselves in times when a rental agreement, mortgage, or utility bill is difficult to meet. Troy's intention is to help safeguard his brothers against these issues, giving them another chance.*
3. Mental Health – *Unfortunately, adjustment to civilian life isn't easy for some of our discharged military. Often, undiagnosed **PTSD, depression**, and a host of other issues cause decades of anguish and hardship for truly honorable men and women. Troy wants to participate in breaking that common cycle by spreading the word.*

#### **2. The Hike will raise Funds to support struggling Vets.**

1. USA Cares distribution of Donated Funds to Veterans and their Families.
  1. *Fortunately, the **non-profit organization USA Cares** is closely aligned with some of Troy's most intense desires. Their stewardship of the Hike's donation allocation will certainly realize the objectives that Troy wishes to achieve. We're happy to have forged a mutual-endorsement with this honorable non-profit corporation.*

## II. Methodology

The Hike for Our Heroes will literally “drum up” support through **37 major cities and hundreds of small towns. Troy and his dog will hike through 20 Baseball Stadiums and be accompanied by high-profile support groups throughout the journey. It will be streamed live. A book will be written, a film will be produced, and his team and volunteers will organize events around the nation in support.**

### 1. 16 month, 7000 mile United States Hiking Tour

1. *Troy will hike through 20 professional Baseball games, accompanied by the military's Baseball team, **Heroes of the Diamond.***
2. *The hike visits **Military bases and cemeteries, incl. Ft. Hood and Arlington.***
3. *Troy will be the centerpiece of **bike rallies, mini-marathons, and mini-parades** at which he will unofficially rename US Highways to honor fallen post 9/11 soldiers.*
4. *Up to 30 cities will host **benefit concerts and events** for the Hike.*
5. *Troy will meet up to perform **special shows with professional, sponsored musicians.***
6. *He will **live broadcast** portions of the Hike through DrumHike.com, and pinpoint his location in real time through Google Earth.*
7. ***Bugles Across America** will signal Troy's arrival in each of their chapter cities.*
8. ***Patriot Guard Riders** will ride with him in every state.*
9. ***Fireman unions** endorse him in several cities, and will contribute volunteer hours.*
10. ***General citizens of all stripes** have pledged to **march with him.***
11. ***Marching bands** will accompany him in a number of cities.*
12. *The **Boy Scouts of America** will help him **plant trees honoring fallen soldiers.***
13. *He will carry a **Louisville Slugger the entire way, as a gift to President Obama,** (hopefully) presenting it to him just before Flag Day.*
14. *There will be a **feature Documentary** filmed on the Hike, produced in Hollywood.*
15. ***Ex-military-imbedded writer** and author of “Soul of an American Warrior” Elizabeth Kilbride, will accompany Troy, capture the story of the plight of military families, and **document the hike itself.***
16. ***Purple Heart Parachutist Dallas Wittgenfeld of the Liberty Jump Team** will **land into some events.***

### 2. Transportation/mobile ops center

*An on-site RV will facilitate the hike's efficient progress, and will insure nighttime shelter, punctual major-event presence, storage for merchandise and necessities, and a mobile office from which to perform administrative functions. The RV will also function as a mobile billboard, with donation information displayed.*

### 3. Documentary film about the hike

*White Chocolate Productions from Hollywood will accompany the hike, resulting in a full-length documentary which will be marketed, in whole and part, to various mid- and top-tier media outlets with like interests, including PBS and Discovery Communications, which carries the Discovery Channel, and the Military Channel.*

### III. Sponsorship

*So far, the Hike for Our Heroes has accrued some important sponsors, but would like to pursue higher levels of sponsorship to increase the overall value of the Hike for Our Heroes.*

#### **Sponsors of the Hike for Our Heroes include**

1. Louisville Slugger – Top-tier PR, through pro-baseball and other channels.
2. Bionic Gloves – Merchandise and equipment.
3. Soldier's Angels – PR and volunteer battery 200,000 strong.
4. Heroes of the Diamond – Hosting special ceremonies at pro-baseball games and cemeteries.
5. Yamaha Drums – Drumming equipment for music events.
6. Sabian Cymbals – Cymbals and miscellaneous equipment for music events.
7. Beyer Dynamic – Electronics for the hike.
8. Clif Bars – Nutrition.
9. Merrill Shoes – Shoes, boots, and clothing
10. Latin Percussion – Various percussive instruments.
11. Life is Good – Clothing.
12. Dog is Good – Producing an Emmie-inspired, special edition shirt.
13. Three Dog Bakery – Emmie's gourmet dog food for the hike.
14. Granite Gear – Backpacks.
15. Nature's Gate – Sunscreen, deodorant.
16. March of Honor – PR, signage for fallen soldiers' highway project.

### IV. Schedule

*The next pages contain a version of the Hike schedule near your location. A full listing of the schedule can be obtained via email. Slight variation is expected, depending on sponsorship obligations and unforeseen opportunities with VFWs. Please select a date/s from which you would like to purchase a "Sponsor of the Day" advertisement in shirt form or on a sign. Please call me at 502 386 6610 to verify which date are available. Thank you for your time!*



# **The Hike for our Heroes**

A 7000 mile hike across America to raise funds for struggling Veterans

**“The Sponsor  
of the Day”**

**VFW**

**Veterans of Foreign Wars**

*Condensed version of entire trip.*

All Cities in **Red** will require RV transported detours for one-day benefit events.

The Hike will resume immediately after each event.

*Pending Sponsorship, we will fly to NYC's Ground Zero for 9/11, then back to continue hike.*

*Other major events are similarly pending. See section II (2) for details.*

Louisville	April 17th	Birmingham	March 19th
Lexington	April 28 <sup>th</sup>	<b>Nashville</b>	March 25th
Indianapolis	May 8th	Atlanta	April 9th
Chicago	May 18 <sup>th</sup>	Charlotte	April 15th
Saint Louis	June 4th	Richmond	May 2 <sup>nd</sup>
Kansas City	June 25th	Washington D.C.	May 7th
<b>Lincoln</b>	July 4th	Baltimore	May 12 <sup>th</sup>
Denver	Aug 10th	Philadelphia	May 18 <sup>th</sup>
Las Vegas	Oct 29th	New York	May 26th
Los Angeles	Nov 11th	Hartford	June 3rd
<b>San Diego</b>	Nov 15th	Boston	June 10th
Phoenix	Dec 3rd	<b>Syracuse</b>	June 26th
El Paso	Dec 25th	<b>Pittsburgh</b>	July 4th
<b>Oklahoma City</b>	Dec 31st	<b>Buffalo</b>	July 9th
<b>Dallas</b>	Jan 1st	Cleveland	July 14th
Austin	Jan 31st	<b>Detroit</b>	July 16th
San Antonio	Feb 4th	Columbus	July 22nd
Houston	Feb 15th	Cincinnati	July 29th
New Orleans	March 4th	Louisville	Aug 5th

*Next Page is your State section.  
Please select which Date/s you prefer!*

## Sheet1

Date	City/Town Leaving	City/Town Arriving	Miles
14 <sup>th</sup>	Outside Peridot, AZ	Bylas, AZ	18
15 <sup>th</sup>	Bylas, AZ	Ashurt, AZ	18
16 <sup>th</sup>	Ashurt, AZ	Safford, AZ	18
17 <sup>th</sup>	Safford, AZ	US 70, AZ	18
18 <sup>th</sup>	US 70, AZ	Duncan, AZ	19
19 <sup>th</sup>	Duncan, AZ	Duncan Hwy, NM	18
20 <sup>th</sup>	Duncan Hwy, NM	Lordsburg, NM	20
21 <sup>st</sup>	Lordsburg, NM	Outside Lisbon, NM	20
22 <sup>nd</sup>	Outside Lisbon, NM	Gage, NM	18
23 <sup>rd</sup>	Gage, NM	Deming, NM	20
24 <sup>th</sup>	Deming, NM	El Paso, TX	20
25 <sup>th</sup>	Day OFF		
26 <sup>th</sup>	El Paso, TX	Sparks, TX	20
27 <sup>th</sup>	Sparks, TX	Fabens, TX	20
28 <sup>th</sup>	Fabens, TX	Fort Hancock, TX	20
29 <sup>th</sup>	Fort Hancock, TX	Outside Sierra Blanca, TX	20
30 <sup>th</sup>	(Day Drive)		
31 <sup>st</sup>	Oklahoma City, OK		
Jan 1 <sup>st</sup>	Dallas, TX		
2 <sup>nd</sup>	Day OFF		
3 <sup>rd</sup>	(Day Drive)		
4 <sup>th</sup>	Outside Sierra Blanca, TX	Outside Eagle Flat, TX	20
5 <sup>th</sup>	Outside Eagle Flat, TX	Outside Van Horn, TX	20
6 <sup>th</sup>	Outside Van Horn, TX	Outside Ort, TX	20
7 <sup>th</sup>	Outside Ort, TX	San Martine, TX	20
8 <sup>th</sup>	San Martine, TX	Balmorhea, TX	20
9 <sup>th</sup>	Day OFF		
10 <sup>th</sup>	Balmorhea, TX	Cuatro Caminos, TX	20
11 <sup>th</sup>	Cuatro Caminos, TX	Outside Fort Stockton, TX	20
12 <sup>th</sup>	Outside Fort Stockton, TX	Fort Stockton, TX	20
13 <sup>th</sup>	Fort Stockton, TX	Outside Bakersfield, TX	20
14 <sup>th</sup>	Outside Bakersfield, TX	Bakersfield, TX	20
15 <sup>th</sup>	Bakersfield, TX	Outside Sheffield, TX	20
16 <sup>th</sup>	Outside Sheffield, TX	Sheffield, TX	20
17 <sup>th</sup>	Day OFF		
18 <sup>th</sup>	Sheffield, TX	Ozona, TX	20
19 <sup>th</sup>	Ozona, TX	Crockett Heights, TX	20
20 <sup>th</sup>	Crockett Heights, TX	Sorona, TX	20
21 <sup>st</sup>	Sorona, TX	Outside Sorona, TX	20
22 <sup>nd</sup>	Outside Sorona, TX	Roosevelt, TX	20

## Sheet1

Date	City/Town Leaving	City/Town Arriving	Miles
23 <sup>rd</sup>	Roosevelt, TX	Junction, TX	20
24 <sup>th</sup>	Junction, TX	Junction Windmill, TX	20
25 <sup>th</sup>	Junction Windmill, TX	Harper, TX	20
26 <sup>th</sup>	Harper, TX	Fredericksburg, TX	20
27 <sup>th</sup>	Fredericksburg, TX	Outside Stonewall, TX	20
28 <sup>th</sup>	Outside Stonewall, TX	Cedar Valley, TX	20
29 <sup>th</sup>	Cedar Valley, TX	Austin, TX	20
30 <sup>th</sup>	Day OFF		
31 <sup>st</sup>	Austin, TX	Mountain City, TX	20
Feb 1 <sup>st</sup>	Mountain City, TX	San Marcos, TX	15
2 <sup>nd</sup>	San Marcos, TX	New Braunfels, TX	22
3 <sup>rd</sup>	New Braunfels, TX	Oak Grove, TX	20
4 <sup>th</sup>	Oak Grove, TX	San Antonio, TX	15
5 <sup>th</sup>	Day OFF		
6 <sup>th</sup>	San Antonio, TX	McQueeney, TX	20
7 <sup>th</sup>	McQueeney, TX	Kingsbury, TX	20
8 <sup>th</sup>	Kingsbury, TX	Sandy Fork, TX	20
9 <sup>th</sup>	Sandy Fork, TX	Flatonia, TX	20
10 <sup>th</sup>	Flatonia, TX	Columbus, TX	20
11 <sup>th</sup>	Columbus, TX	Chesterville, TX	20
12 <sup>th</sup>	Chesterville, TX	Simonton, TX	20
13 <sup>th</sup>	Simonton, TX	Mission Bend, TX	20
14 <sup>th</sup>	Mission Bend, TX	Houston, TX	20
15 <sup>th</sup>	Day OFF		
16 <sup>th</sup>	Day OFF		
17 <sup>th</sup>	Houston, TX	Barrett, TX	22
18 <sup>th</sup>	Barrett, TX	Liberty, TX	20
19 <sup>th</sup>	Liberty, TX	Nome, TX	20
20 <sup>th</sup>	Nome, TX	Beaumont, TX	20
21 <sup>st</sup>	Beaumont, TX	Peveto, TX	20
22 <sup>nd</sup>	Peveto, TX	Vinton, LA	20
23 <sup>rd</sup>	Vinton, LA	West Lake, LA	20
24 <sup>th</sup>	West Lake, LA	Welsh, LA	20
25 <sup>th</sup>	Welsh, LA	Jennings, LA	20
26 <sup>th</sup>	Jennings, LA	Crowley, LA	20
27 <sup>th</sup>	Crowley, LA	Lafayette, LA	20
28 <sup>th</sup>	Lafayette, LA	New Iberia, LA	20
March 1 <sup>st</sup>	New Iberia, LA	Baldwin, LA	20
2 <sup>nd</sup>	Baldwin, LA	Patterson, LA	20
3 <sup>rd</sup>	Patterson, LA	Gibson, LA	22