



**CABDA
EXPO**



**FORGOTTEN
NOT GONESM**

MEDIA RELEASE

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For more information contact:

Jim Kersten. (847) 714-7007, jim@cabda.com

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CABDA Partners with Forgotten Not Gone on Industry Service Project

Operation: Back On the Road to provide critical support for vehicles used by veterans for mental health and peer connection.

Las Vegas, NV — February 11th, 2026 — CABDA, the premier bicycle industry trade show in the United States, has partnered with Forgotten Not Gone as its official community service organization for their upcoming Las Vegas trade show (March 18 & 19). Together they plan to launch **Operation: Back On The Road**, an initiative supporting the Veteran Trike Brigade, an adaptive cycling program that provides peer support and outdoor recreation opportunities for veterans in Southern Nevada.

Through this partnership, CABDA West attendees, exhibitors, and industry partners are invited to participate by contributing financial support, donating products or services, or assisting with hands-on maintenance and repairs of adaptive electric trikes used regularly by veterans.

“CABDA is proud to support a project that brings together the bicycle industry and provides a real and meaningful community impact,” said CABDA Show Director Jim Kersten. “This initiative gives our participants a practical way to use their skills to support veterans while showcasing the industry’s commitment to service.”

The Veteran Trike Brigade operates a fleet of adaptive recumbent and electric trikes used weekly by veterans dealing with isolation, depression, PTSD, chronic pain, and mobility challenges. Maintaining the safety and reliability of this equipment is essential to keeping the program operational.

“Our adaptive trike fleet is not recreational — it’s mission-critical,” said Peter Guidry, Chief Visionary Officer and Co-Founder of Forgotten Not Gone. “This collaboration with CABDA helps ensure the

equipment remains safe, visible, and available to the veterans who rely on it for connection and mental well-being.”

Operation: Back on The Road Mission Priorities

- Safety inspections and tune-ups of adaptive trikes
- Battery, lighting, and visibility upgrades
- Maintenance of electric-assist and recumbent trikes
- Volunteer and industry-supported repair efforts

Individuals and brands interested in supporting the project can learn more at:
<https://forgottennotgone.org/cabda>

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About CABDA Expo:

CABDA Expo is the leading B2B trade show for the North American bicycle industry, showcasing the latest products, innovations, and trends. Committed to delivering exceptional experiences, CABDA offers an accessible platform for industry professionals, manufacturers, and retailers to connect, collaborate, and explore business opportunities.

For more information please visit: www.cabdashow.com

About Forgotten Not Gone:

Forgotten Not Gone is a 501(c)(3) Veteran For Purpose Organization that is dedicated to “Stomping Out Veteran Suicide!” Feeling alone, forgotten, and abandoned causes too many Veterans to take their own lives daily in the United States. We proactively engage suicide prevention through emotional, physical, and spiritual health within a Veteran peer support environment. FNG inspires our military community who were not lost at war but forgotten at home to make a decision to live again.

For more information please visit: www.forgottennotgone.org