



For Immediate Release

For Press Inquiries or Interviews:

info@barbellsforbullies.org

FOR IMMEDIATE RELEASE

## ***Barbells For Bullies, GORUCK Partner For National Program to Raise Awareness, Funds for Spay/Neuter Initiatives Around US For Second Year***

**ATLANTA (June 21, 2020)** – Barbells For Bullies and Veteran-owned GORUCK team up again to raise money and awareness for spay/neuter programs all around the country with a month long event in July 2020 dubbed “Ruck Your Balls Off.”



Ruck Your Balls Off™ is a fitness event designed to engage and inform the public about the necessity of spay/neuter programs, as well as furthering Barbells For Bullies’ mission of “fostering a fit and socially conscientious community.”

“We can’t stress enough the importance of responsible pet ownership, and with that comes spay/neuter practices. When 1.2 million dogs a year are being euthanized in shelters, the vast majority of them being pit-bull type dogs, we need to do something and fast. The way to stop that bleed, so to speak, is with spay/neuter initiatives,” Alexander Castiglione, Founder and Executive Director of Barbells For Bullies commented. “We’re deeply grateful and honored to work with a company like GORUCK, who’s very dedicated to giving back,” Castiglione added.

This event is open to anyone and costs *nothing* to enter. Supporters can go to the Barbells For Bullies website and create a fundraising page, and share with their networks. All funds will be dispersed to various programs around the country that provide low/no cost spay and neuter services, which will be announced in the coming weeks. In their inaugural 2019 event, over \$11,000 was donated, 89 pets were altered, 28 animals saw a vet for the first time, and 291 humans signed up for the challenge!

Moreover, Barbells For Bullies has created a “challenge” in the Map My Run App—search “Ruck Your Balls Off” and is encouraging people to join to track their progress, link up, or even work with local shelters to take pups on hikes with them if they don’t have a dog of their own. People can pledge per mile or a flat rate, and like all Barbells For Bullies events—ALL net proceeds will go directly to organizations doing great work for all dogs in need. The man and woman that log the most miles will receive prizes for their efforts.

Want a patch? Of course you do! Participants that sign up as individuals and raise at least \$50 will score an exclusive patch, teams and ruck clubs that raise the equivalent of \$50 per person can do the same!

For more info or to sign up, head to [www.barbellsforbullies.org/ruckyourballsoff](http://www.barbellsforbullies.org/ruckyourballsoff).

**Barbells For Bullies®** is a 100% volunteer run 501(c)3 non-profit that hosts fitness competitions, weightlifting, strongman, and powerlifting events all over the US, and donates all net proceeds from these events to help local animal rescues and advocacy groups. Founded by a husband and wife with a bunch of rescue pups, Barbells for Bullies is on a mission to help As Many Rescues As Possible®.

Instagram: @barbellsforbullies

Facebook.com/barbellsforbullies