

# Vuse Vapor, Arrow McLaren SP Donate Wheelchair-Accessible Van To Veterans Non-Profit, HVAF of Indiana

*Donation from Arrow McLaren SP and sponsor Vuse Vapor provides Indy-based organization with reliable means to provide mobile services to homeless Indiana veterans*

*Second vehicle donated by the Vuse-McLaren partnership during the 2020 INDYCAR season*

INDIANAPOLIS, July 7, 2020 /PRNewswire/ -- Arrow McLaren SP and team sponsor Vuse Vapor presented a wheelchair-accessible van to the HVAF of Indiana Inc. (Helping Veterans and Families) on Tuesday, July 7, 2020, at the INDYCAR Experience at Dallara Manufacturing in Speedway, IN.

The donation will help the foundation fulfill its mission of supporting homeless veterans throughout central Indiana, including delivering food, providing transportation to and from the VA, and providing housing for veterans with mobility challenges. Before the donation, HVAF relied solely on a 17-person transportation van with nearly 500,000 miles on the clock.

"Our relationship with AMSP has impacted our company more than any other partnership in recent memory, and one of the main reasons is because the partnership enables us to support the communities in which we race and live," said Natasha Webster, spokesperson for Vuse Vapor and herself a veteran. "Everyone in our organization is behind this effort and we are incredibly excited to inspire acceleration by delivering this mobility solution to such a deserving group."

Natasha Webster and Arrow McLaren SP Managing Director Taylor Keil presented the keys to HVAF President and CEO, Retired General Brian R. Copes in front of a small, socially distanced group of veterans and AMSP team officials.

"As the largest non-profit provider to veterans in Indiana, this van will be a value-add to our service offerings. This generous donation is especially timely as we lean into Independence Day with our primary goal being to help our veterans find self-sufficiency and independence," General Copes, CEO of HVAF of Indiana, said of the gently-used van finding a new life and purpose in Indiana. "I'd like to thank Team AMSP and Vuse for the generous donation and support of those we serve."

This will be the second vehicle Vuse and AMSP have donated during the modified 2020 NTT INDYCAR series. The donation is part of an extensive global partnership between Vuse Vapor parent company British American Tobacco and McLaren that spans Formula 1 and INDYCAR. Vuse Vapor is a proud sponsor of AMSP for the 2020 NTT INDYCAR series.

"This donation is incredibly fitting as we celebrate July 4th, as it allows us to recognize how this gift will allow HVAF to continue to provide independence and mobility to the veterans that have served our country," stated Keil, Managing Director of AMSP. "It's cliché, but this is a win for Indiana and AMSP is incredibly proud to be a part of it."

## **Event Details**

**What:** Presentation of wheelchair-accessible van to HVAF of Indiana Inc. (Homeless Veterans and Families) by Arrow McLaren SP and Vuse Vapor. The presentation adhered to social distancing guidelines and was limited to a small set of pre-approved attendees.

**Where:** INDYCAR Experience at Dallara Manufacturing in Speedway, IN

**When:** Tuesday, July 7, 2020, 12:30pm ET

## **About Vuse Vapor:**

*Vuse's partnership with Arrow McLaren SP is part of a broader effort by the brand and R.J. Reynolds Vapor Company ("RJRVC"), to drive awareness of the next generation alternatives to traditional tobacco that are available to the evolving, adult nicotine consumer. Vuse and RJRVC believe that broad awareness is critical to ensuring smokers have information about alternatives to traditional cigarettes. However, it can – and must – be done responsibly. Vuse has demonstrated – and continues to demonstrate – that its next generation, innovative products can be marketed responsibly to adult nicotine consumers.*

## **About HVAF:**

*HVAF of Indiana Inc. (HVAF) helps homeless veterans return to self-sufficiency and engages at-risk veterans and their families to prevent them from becoming homeless by providing supportive housing, case management, food, hygiene, and clothing; as well as other essential services.*

## **Additional Information About Arrow McLaren SP Racing Team//Vuse Vapor**

*In February of 2020, Arrow McLaren SP unveiled its INDYCAR contender for the 2020 series — featuring the Vuse logo on the rear wing, chassis side and side pod tops of the cars. The partnership is rooted in a shared passion for excellence in technology, innovation and design. Arrow McLaren and RJRVC, U.S. marketer of Vuse, also have best practice processes, innovation and respective industry expertise in common.*

To learn more about R.J. Reynolds Vapor Company, please visit [www.rjrvapor.com](http://www.rjrvapor.com).  
To learn more about Vuse Vapor products, please visit [www.vusevapor.com](http://www.vusevapor.com).

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Additional assets available online:  [Photos \(1\)](#)

<https://rjrvapor.thecampaignroom.com/2020-07-07-Vuse-Vapor-Arrow-McLaren-SP-Donate-Wheelchair-Accessible-Van-To-Veterans-Non-Profit-HVAF-of-Indiana>