



VFW Named as a Beneficiary of Harley-Davidson's 2025 Let's Ride Challenge

VFW encourages members to ride with a purpose through Oct. 31

Apr 24, 2025

KANSAS CITY, Mo. — The Veterans of Foreign Wars (VFW) is proud to announce it has been named a beneficiary of the 2025 Harley-Davidson's Let's Ride Challenge™ Ride for Heroes, an initiative that aims to celebrate those who serve our country and marks the largest ride challenge in H-D's history, perpetuating the company's long-standing history of support to the military community spanning back to the early 1900s.

From now to Oct. 31, Harley Davidson's (H-D) 2025 Let's Ride Challenge™ Ride for Heroes is putting special purpose behind riders' miles with the goal of donating \$1 million to organizations that support America's service members, veterans and first responders — like the VFW!

The VFW and many H-D dealers have been actively working together to support veterans locally since 2020.

Participation is simple: Throw your leg over your bike and head to [your local H-D](#) dealer where you'll register and log your first odometer reading. From there, every mile ridden fuels the cause. Along the way, riders will earn milestone collectibles, climb the leaderboard and compete to win one of five brand-new 2025 Harley-Davidson motorcycles.

Harley Owners Group® or Passenger member rewards go even further. Miles will count toward the H.O.G. Ride 365™ Mileage Challenges and the Let's Ride Challenge.

Additionally, the Harley-Davidson® Riding Academy is celebrating its 25th anniversary by offering VFW members a **\$100 discount** on any license-waiver course at participating Harley-Davidson® Riding Academy dealers. Use code **MVFCHAR25** when you enroll at [h-d.com/ridingacademypromo](https://www.harley-davidson.com/ridingacademypromo). This exclusive discount is limited to the first 5,000 participants that **enroll before July 31**, and classes must be completed by Dec. 31, 2025.

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The 2025 Let's Ride Challenge™ Ride for Heroes is more than just a ride — it's a “thank you” to those who have given so much for our freedom, and the VFW encourages all VFW and Auxiliary members and supporters to join in this historic event. This isn't just about the miles, it's about the mission.

-vfw-

NO PURCHASE/PAYMENT NEC. THIS IS A CONTEST OF SKILL. Offered only to Harley-Davidson riders, above age of majority & legal US/DC res (excludes HI). Other elig restrs apply. Contest starts on 3/28/2025 at 8 AM EST & ends 10/31/2025 at 11:59 PM EST. You must have smartphone/mobile device capable of scanning QR Codes to register (one time only) & obtain periodic mileage validations at a participating Harley-Davidson® dealership to compete. DATA RATES MAY APPLY. MAY NOT BE AVAIL IN ALL AREAS OR ON ALL DEVICES. Contestants are scored based on combination of miles ridden & dealer engagement credits. Results will be tabulated & winners will be determined no later than 12/31/2025. Prizes: Black & Orange Tier GP Motorcycle (1): 2025 H-D® CVO™ Road Glide®. ARV: \$50,999. Diamond Tier GP Motorcycle (1): 2025 H-D® Street Glide®*. ARV: \$29,949. Platinum GP Motorcycle (1): 2025 H-D® Fat Boy®*. ARV: \$23,249. Gold Tier GP Motorcycle (1): 2025 H-D® Street Bob®*. ARV: \$17,849. Silver Tier GP Motorcycle (1): 2025 H-D® Nightster®*. ARV: \$9,999. *GP Motorcycle winners who are eligible and active Harley Owners Group® or Passenger members prior to 10/31/2025 only will also receive \$5,000 check, which will increase their prize ARV by \$5,000. This is only awarded to elig Harley Owners Group® mbrs. Limit 1 GP Motorcycle/person. Each Motorcycle Prize winner must pay tag/title/dealer & fees prior to claiming Motorcycle Prize & are resp for all other taxes/costs not stated above. Other restrs apply. For full rules (incl partic dealerships, registration/mileage validation steps, contest scoring, eligibility, winner determination & prizes) & Winners' List (avail no later than 12/31/2025), visit h-dletsride.com. Sponsor/Operator: Mighty Loud, Inc. All rights reserved. Void where prohibited. Donations made to military, veteran and first responder organizations will not affect your participation in this challenge.