



JCB PARTNERS WITH ROCK LEGEND JOE WALSH AND VETSAID TO ROCK & REBUILD

JCB is proud to announce a special long-term partnership with multi-GRAMMY award winning musician and Rock and Roll Hall of Fame inductee Joe Walsh and his national 501(c)3 non-profit veterans organization and annual benefit festival, VetsAid. The partnership will raise awareness and funds for U.S. veterans through the power of rock and the transformative process of rebuilding.

JCB, one of the world's largest privately-owned manufacturers of construction and agricultural equipment, often deploys its machines in war-torn regions, playing a crucial role in the rebuilding process after conflicts. Recognizing their shared values and goals, Alice Bamford and Ann Eysenring of the JCB family company, reached out to their friends Joe and Marjorie Walsh and devised a partnership to generate additional valuable funds for American veterans who have served their country with dignity, compassion, and honor.

The creative partnership kicks off with the official premiere of "Dig It" – an original song by Joe Walsh, debuting in London on July 13th during Monster Jam®. This powerful anthem, also featuring Joe's brother-in-law Ringo Starr on drums, will be the soundtrack for JCB's DIGatron™ and serve as an uplifting call-to-action to support the vital mission of VetsAid. Inspired by Alice and Ann's eight-year-old son Otis, a monster truck enthusiast himself, Joe sought to capture the excitement of a child and the raw energy of monster truck action in his composition.

Additionally, JCB has pledged \$250,000 to VetsAid to kick-off the partnership. Next up, supporters can also look out for limited-edition merchandise, a special JCB DIGatron™ toy and even a limited edition JCB machine, with a percentage of sales benefiting the non-profit organization.

"It is absolutely amazing to be working with Joe Walsh to raise further awareness for U.S. veterans," said Alice. "This is a legacy project between two families which will help give veterans and their families in the U.S. a better future, and offer them the care and support they deserve, which is something very close to all our hearts."

Veterans and their families have always been important to Joe, a Gold Star son himself who lost his father, Robert Newton Fidler, a US Army Air Corps flight instructor for the first American operational jet-powered aircraft, while he was on active duty over Okinawa when Joe was only 20 months old.

"VetsAid isn't just about raising money and awareness for America's veterans and their families," Joe commented. "It's also about finding common ground amongst music-lovers of all backgrounds and coming together to build and rebuild communities around a shared love of country. It's a privilege for us at VetsAid to expand upon this vision with Alice and Ann, and our friends at JCB, and to keep the party going with this kick-ass new song and exciting partnership!"



For more information, please visit www.vetsaid.org

To make a donation, please scan here:



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About JCB North America

JCB is a family company founded on October 23rd, 1945, and is now one of the world's largest privately owned manufacturers of construction, agricultural and defense equipment, with 22 factories around the world. JCB North America currently employs more than 1,000 people and operates out of its headquarters in Savannah, Georgia. JCB recently began work on a new \$500 million factory in San Antonio, Texas, the biggest investment in its history. JCB's North American division also has regional offices in Dallas, Texas; Santa Monica, California; and Miami, Florida. JCB manufactures a range of more than 300 products for customers in 150 countries. JCB products include Loadall telescopic handlers, backhoe loaders, tracked and wheeled excavators, wheel loaders, compact excavators, skid steer loaders, compact track loaders, aerial work platforms, rough terrain forklifts and Fastrac tractors. For more information, visit www.jcb.com.

About VetsAid

Founded in 2017 by musician Joe Walsh and family, VetsAid is a national 501(c)3 non-profit organization and benefit music festival, held in a different American city each year and benefitting the surrounding veteran population, to raise funds and awareness for the ever urgent and significant needs of returning servicemen and women to their families and civilian life. To date, VetsAid has disbursed more than \$3.3 million directly to veterans service groups of all sizes on the ground across the United States with proven records that provide myriad types of care for veterans and their families. For more information, visit www.vetsaid.org