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**CHALLENGE AMERICA INITIATIVE GAINS MOMENTUM,  
SUPPORTED BY WEB, INFORMATION AND COMMUNITY INITIATIVES**

*Office Opens in Snowmass Village, Colorado  
Staff and Board Well in Place*

Aspen, Colo. (November 24, 2009) – Challenge America is a national unifying voice, supporting and empowering returning injured military and their families with quality-of-life initiatives that promote healthy communities and the return to a “new normal” life. The Challenge America mission is alive and well, now with physical office space in Snowmass Village, Colorado; a basic staff, and a clearly defined mission.

Challenge America will work to support the nation’s wounded warriors and their families through a web-based initiative, making quality-of-life program information from across the country readily available through a user-friendly website. Challenge America also aims to expand the reach of existing programs through a community-based initiative, encouraging the creation of new local programs where needed. The third tier of the Challenge America mission will establish an information-sharing initiative to facilitate forums and publications to share best practices and gather relevant and cutting-edge data to assist returning injured military and their families.

To that end, Challenge America experts are part of an invited panel of experts on Daily Strength, [www.dailystrength.org](http://www.dailystrength.org), powered by Jeff Arnold’s “How Stuff Works” team. Additionally, Challenge America experts are included on the immediately popular “Ask Dr. Oz” site, <http://ask.doctoroz.com> and <http://www.sharecare.com>. All three highly trafficked sites provide answers to questions specifically related to dealing with injuries suffered by our military heroes in current areas of combat.

“It is so exciting to see the Challenge America dream in motion. By locating in Snowmass Village, Challenge America staff will have access to Challenge Aspen program experts who can attest to the solutions for injured military and their families and help connect Challenge America to returning injured veterans and their families,” explains Houston Cowan, Challenge America Founder, Board Member and Executive Director.



Cowan, also the founder of Challenge Aspen, a world renowned non-profit providing year-round recreational, cultural and competitive programs to anyone with any disability and including specific programs for disabled military, began to see the unfortunate growing need of injured military as the war in Iraq returned young men and women with severely debilitating injuries, amputations and traumatic brain injuries. Recognizing the lack of coordination of resources and information between programs for injured military across the country, making it difficult for them and their families to locate the services needed for a successful transition from battlefield to home front, Houston and his staff were compelled to act. The idea of

"challenging America" to find ways to connect injured military with the resources needed to establish a "new normal" life was born, leading to the creation and June 8, 2009, launch of Challenge America, the initiative and the organization.

Joining Cowan in the newly established office in Snowmass Village, Colorado, is Geneva Templeton, Challenge America Director of Operations. Already having experience in strategic planning, budgeting, project management, marketing and public relations through government executive staff experience in Louisiana, Templeton learned about the needs of returning injured military and their families through Challenge Aspen. She first joined Challenge Aspen as the events manager, responsible for coordinating all fundraising events, and then became the marketing and appeals director. Her credentials, diverse experience and involvement with the Challenge America initiative since its inception made her a logical choice for director of operations for the new non-profit organization.



Operating from a satellite office in Chicago, Illinois, is Randall Rademaker, a former partner of Skadden, Arps, Slate, Meagher and Flom, LLP, now on board with Challenge America as both a board member and the Challenge America Director of Strategic Planning. Rademaker brings strategic knowledge and expertise to the mission of Challenge America, having been deeply inspired at the launch event in Washington, D.C., in June. Randall's professional experience includes leading significant financing arrangements and financial restructuring of many companies on both the lender and the borrower side. As lenders' counsel, Rademaker has represented, among many others, JPMorgan Chase Bank, Credit Suisse First Boston, Deutsche Bank/Bankers Trust and BNP Paribas. He has pioneered various asset securitization techniques, representing JPMorgan Securities, Inc., Bank of America, The Stanley Works, and Sara Lee Corporation, among many others. Randall has also taught capital markets courses as an adjunct professor in the graduate program in Financial Services Law at the Chicago-Kent College of Law and has been selected for inclusion in Chambers USA: America's Leading Lawyers for Business for banking and finance, The Best Lawyers in America for structured finance law and in Who's Who Legal: Illinois for both banking and capital markets law. Challenge America is proud to welcome Randall and looks forward to the growth of the mission to support returning injured military, their families and their caregivers.

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