



BRENHERRERA
FOUNDATION

Presents

RIDE *to* EAT

SEPTEMBER 11-13, 2026



Presents

RIDE *to* EAT

Ride-to-Eat is an exciting and immersive three-day community cycling experience and fundraiser in the heart of our nation's capital, uniting elite and beginner cyclists, corporate leaders, and purpose-driven brands in support of underrepresented and marginalized youth, veterans and differently-abled cyclists.

Our mission is to expand access to wellness, fitness, fight food insecurity, and empower underserved communities. We believe in access and equitable opportunity to live healthy and meaningful lives.

---HIGHLIGHTS---

- 200+ Cyclists • 3 Organized Rides • Youth Workshops
- Veteran and Adaptive Cyclists Designated Experiences
- Regional + National Reach • Bike + Product Giveaways
 - Social Hours • Wellness + Recovery
 - Influencer Participation
- Corporate Engagement • Media Coverage

📍 Washington, DC • 📅 **JUL 17** September 11-13, 2026

Sponsorship Opportunities Available

Join us in empowering our community!



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Why This Matters

Ride-to-Eat is missioned on bridging the gap between service and strength — this weekend experience creates access for veterans and limb-different athletes to cycling and wellness, while fostering community, recovery, and long-term health in our communities.

The Experience

FRIDAY

Community Kickoff

- Registration
- 20 Mile Chill Ride
- Social Hour
- Sponsor Lounge
- Media + Influencer Engagement

SATURDAY

The Rides

- 20, 45 and 65 Miles Routes
- Youth Clinic
- Branded Rest Stops
- Popup Shops
- Food + Music
- Stretch Lab

SUNDAY

Wellness + Recovery Ride

- 20 Mile Recovery Ride
- Brunch
- Stretch Lab

Partner with Purpose

- Brand visibility across 200+ cyclists and participants
- Logo placements on team cycling kits + digital assets
- On-site activation opportunities
- Media (TV and radio) + social amplification
- Direct alignment with community impact

Let's Build Together!

Contact: Bren Herrera | BrenHerreraFoundation@gmail.com



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About Our Founder, Bren Herrera

About Bren Herrera

Bren Herrera is an award-winning celebrity chef, television host, author, avid cyclist, and sports enthusiast whose work lives at the intersection of culture, wellness, and community impact. A respected voice in media and philanthropy, she has collaborated with Fortune 500 companies, universities, and civic institutions to create culturally rooted, high-impact programming. Through food, movement, and storytelling, Bren leverages her platform to advance dignity, access, and representation — on and off the bike — for those most in need.

About The Foundation

About the Bren Herrera Foundation

The Bren Herrera Foundation is a Washington, DC-based nonprofit dedicated to addressing food insecurity, community wellness, youth empowerment and veteran support, through culturally rooted service and programming. With over a decade of impact, 25,000+ volunteer hours, and thousands of meals served, the Foundation delivers signature programs that combine food access, education, and community engagement—meeting people where they are and building pathways to long-term stability and hope.

Contact: Bren Herrera | BrenHerreraFoundation@gmail.com