

NEWS RELEASE

For immediate release, Thursday, Dec. 7

Contact: Molly Lovell-Keely
Communications and Marketing Manager
207-632-7475
molly@travismillsfoundation.org

The Travis Mills Foundation Brings The First Concert Back to Silver Springs to Benefit Injured Veterans

Parmalee to headline benefit concert, presented by Chase, on the lawn at Twin Oaks Mansion

Photos and Video from the 2022 Never Give Up On Country event:

<https://drive.google.com/drive/folders/1B4j08BHscv6HesnAy78Q9pOv8kS0GOHq?usp=drive>

OCALA, FLORIDA – The Travis Mills Foundation is hosting the third annual [Never Give Up On Country concert](#), presented by Chase, from 5:30 to 10:30 p.m. on Saturday, February 3, 2024 at Silver Springs State Park. The patriotic event supporting post-911 injured or “recalibrated” veterans and their families will be the first concert on the lawn at Twin Oaks Mansion at the historic park since 2017. Headlined by popular country band Parmalee, the event kicks off with a block party at the park and [tickets](#) are available for purchase now.

“Never Give Up On Country is more than a concert. It’s an opportunity for Ocala to shine where our values align,” said Kevin Sheilley, President and CEO of Ocala Metro Chamber & Economic Partnership. “This is a phenomenally giving community which perhaps is only surpassed by its patriotism and support for our veterans. To host Never Give Up on Country is the perfect alignment of who we are.”

Joining Parmalee will be country music stars Chris McNeil along with Johnny and Heidi. Proceeds will support the Travis Mills Foundation and the injured or “recalibrated” veterans and their families from throughout the country who are served at the Foundation’s year-round, adaptive Retreat.

“Never Give Up On Country is not only a way for folks to give back to those who experienced life-changing injuries while in service to our country, but we’re incredibly excited that this year we’re partnering with Silver Springs State Park to make history, bringing concerts back to a venue that is near and dear to the community,” Mills said.

The event is sponsored by JPMorgan Chase, which has been proudly supporting veterans since before World War I. Through its Military & Veterans Affairs initiative, the firm provides programs and initiatives to help position military members, veterans and their families for

long-term personal and financial success. The program's efforts focus on attracting and developing diverse veteran and military spouse talent; supporting veteran-owned and military spouse-owned businesses and entrepreneurs; increasing the financial health of veterans and military families; and supporting top veteran service organizations, like the Travis Mills Foundation.

“At JPMorgan Chase, we are deeply committed to honoring those who have served and supporting the military community,” said Mark Elliott, Global Head of Military & Veterans Affairs, JPMorgan Chase. “We know firsthand that the key to successfully growing our initiatives and deepening their impact is collaboration. That's why we're proud to once again partner with the Travis Mills Organization, who is providing opportunities for veterans and their families to thrive in their post-service lives.”

New this year, concert goers have the opportunity to purchase a meal from [Mission BBQ](#), which opened on Sept. 11, 2011, as a way to support the military, police, firefighters and first responders in the U.S. The event will also feature a flyover Marion County's own Humble Squadron for a patriotic flyover.

Since 2017, the Travis Mills Foundation has served thousands of post-911 recalibrated veterans and their families by providing opportunities for them to live life off the sidelines: adaptive kayaking, snowshoeing, a high ropes course, dog sledding, fishing and much more. Mills coined the term “recalibrated” in 2012 after he lost portions of his arms and legs in an IED explosion while serving his third term in Afghanistan with the 82nd Airborne Division.

This will be the third Never Give Up On Country event held in [Ocala](#). Past events have raised nearly \$1 Million for the Travis Mills Foundation and recalibrated veterans.

For decades, Silver Springs was one of Florida's top tourist attractions, hosting millions of visitors, TV and movie productions, and hundreds of concerts. One of America's largest springs, the 4,000-acre park has been a landmark destination since the 1870s. Before the Civil War, rivers in the springs transported supplies and crops throughout Central Florida. In 1870, the glass bottom boat tour became a much-loved feature of the park.