

Keys to Progress Vehicle Giveaway Event

Since the start of Progressive's Keys to Progress® vehicle giveaway program in 2013, Progressive has given considerable time and resources to provide more than 1,000 veterans with reliable transportation so they can get back on the road and move forward in life. The program has also provided vehicles to veteran-affiliated organizations dedicated to military-focused community outreach.

The program's main event is a one-day giveaway held at Progressive offices and affiliated locations across the United States. We will be holding our 12th annual Keys to Progress vehicle giveaway event on November 14, 2024, with the goal of gifting vehicles to recipients in all 50 states, giving away an estimated total of 50-100 vehicles to veterans and their families as well as some active-duty members, Gold Star spouses/domestic partners, veteran-owned businesses and non-profit organizations.

On this special day, Progressive—together with business affiliates and several military and charity organizations—will present the vehicles to the recipients.

Progressive works with military and charity organizations to find recipients in need of a vehicle and gather their stories. Vehicles are donated to recipients through a non-profit organization.

As a company, we see the need in our communities to provide support to military men, women and/or their surviving spouses/domestic partners who may be facing tough circumstances in life – from difficult personal and family health needs to excessive rent burdens, unemployment and even homelessness. One of Progressive's Core Values is the Golden Rule. This Keys to Progress vehicle giveaway program is a wonderful way to put that into action, extending the principle to people who have given so much for their country.

The events have been a remarkable success, attracting the attention of the media and communities across the country. This [YouTube video](#) helps to explain why. Now, it is time to work with all of you who will help us do this year's event. We look forward to creating even more memories and opportunities for our deserving recipients.

We want to provide **at least one recipient per event location** with a vehicle. **We plan to hold the events on Thursday, November 14, 2024, at most locations, so please mark this date on calendars now!**

Progressive thanks you for joining us to support this important effort.

[Keys to Progress 2023 Recap video](#)



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