SWAGTRON Celebrates Giving Tuesday by Giving Back to H8 Cancer Foundation

E-rideables leader partners with H8 Cancer Racing, pledges to give back percent of sales to support cancer research and awareness

COSTA MESA, Calif. (PRWEB) November 27, 2018 -- SWAGTRON™, the undisputed leader in electric rideables, today celebrates Giving Tuesday by highlighting a partnership founded early this year with H8 Cancer Racing, a champion jet-boat hydroplane racing team.

H8 Cancer Racing supports the H8 Cancer Foundation, a non-profit dedicated to working to end cancer through research and awareness. As part of SWAGTRON’s partnership with the race team, the brand will give back 5 percent of purchases made on SWAGTRON.com through a special donor link to the H8 Cancer Foundation.

“Giving Tuesday is a great reminder to give back during the mad rush of the holiday shopping season,” says SWAGTRON CMO Jason Wakefield. “And this is an easy way for shoppers to feel good about their purchases while donating to a cause that hits close to home for many of us, myself included. They get the same great price. We give back. Cancer loses.”

Shoppers wishing to support the H8 Cancer Foundation with their SWAGTRON purchase can visit SWAGTRON.com by using the H8 cancer donor url: http://swagtron.com/h8cancer.

After visiting the site through the donor url, SWAGTRON will donate 5 percent of any purchases made from the same computer or mobile device within 60 days to the H8 Cancer Foundation.

The partnership began when the Melbourne, FL, based team discovered how easy it was to get around the pit areas at races on SWAGTRON’s electric bikes, specifically the Swagcycle Pro and EB5 folding electric bike.

“A friend of ours, Bobby King, had one at the first race this season, and we knew this was an awesome way to get around at the races,” says Brandon Kennedy, H8 Cancer Racing’s marketing manager and driver. “So, we got a couple ourselves and made our trips around the pits or to the camper much easier. Especially for my grandfather George Kennedy Sr., who is battling cancer himself and did not want to ride a scooter chair. He wanted to be hip and cool and ride a Swagcycle!”

When he was frequently asked about his new rides by fellow racers and even other teams, Kennedy realized the potential for the usefulness of compact electric bikes and reached out to SWAGTRON to formalize a partnership.

SWAGTRON is proud to support both the H8 Cancer Racing team and the H8 Cancer Foundation.

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ABOUT SWAGTRON
SWAGTRON established itself by offering the first UL2272 certified hoverboards in 2016, equipped with a patented SentryShield battery chamber, providing multi-layer protection with an airtight aluminum chamber and a state-of-the-art Smart Battery Management System (BMS). Building on its success in hoverboards,
electric skateboards and other recreational electric rideables, SWAGTRON quickly evolved to be the leader in light electric vehicles including electric bikes and scooters that offer smart, efficient, economical options for alternative transportation.

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