THE EVOLUTION

EVOLUTION JEEP ALLIANCE'S NEWSLETTER *December 2021* *Volume 1*

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Member Spotlight

With this year coming to a close and this being our first newsletter, there is one person that epitomized what membership within EJA looks like. Carl McCoy was such a member. Carl embodied the comradery that EJA exhibits on a daily basis. He truly lived to Jeep. Carl and his girlfriend Destiny Barnes spent almost every drivable hour together on the roads and trails of North Central PA. Carl attended almost all of our events - from wheeling to fund raising to supporting our causes. He loved to wheel at AOAA and Rausch Creek with his green TJ or ride shotgun with Dave Swope or Steve Ellis. Carl had the biggest heart and would do anything for anyone at a moments notice. He really believed we were all family. Sadly, Carl passed this year, leaving a huge hole in our hearts and in our jeep family.

Carl McCoy

IF YOU'RE NOT EVOLVING, YOU'RE STANDING STILL

President's Message

As we are about to close out 2021, I wanted to take a moment to thank every member of Evolution Jeep Alliance for the love and support we have received. This year has been full of challenges and accomplishments for everyone, including EJA. Coming into 2021, we had a member base of about 3000 with roughly 70% of them being active and as we close out 2021, that member base has grown to just over 4200 with an 82% activity rate. These numbers are incredible and show your dedication to making sure this club succeeds in its mission to help grow the Jeep lifestyle and provide support to our local communities.

Over the past year, EJA hosted a variety of events from snow tubing, to Meet and Greets, to off-road events, but by far the event that our Admin Team is most proud of is our Recovery for ALS event that we hosted in May at Rausch Creek Off -Road Park. The ALS event was a great success with just over 100 Jeeps in attendance and a total of over $5000 raised, 100% of which was donated to The ALS Association of Western Pennsylvania. Looking forward to 2022, we have already started the planning process for our second annual Recovery for A Cause event, benefitting Project Sanctuary, a non-profit organization focused on serving military families as a whole to create multigenerational change toward positive, healthy habits. The entire Admin Team here at EJA is honored to be able to plan an event that will provide financial resources to assist military families with the struggles of mental health and suicide among both, active-duty members as well as veterans and their families. More details of this event to come in the upcoming months.

In addition to our fundraising efforts for the ALS Association, Evolution Jeep Alliance obtained their non-profit status with the State of Pennsylvania and have filed our paperwork to become a federal 501c3 non-profit. This process has been a lengthy one that required dedication on the part of the Board of Directors and for that, I want to say thank you! EJA held our first board meeting on November 21 where we named the clubs' officers and adopted the clubs' bylaws. Our Bylaws, Board of Directors and meeting minutes are all available on our website www.evolutionjeepalliance.com. EJA prides itself on transparency and as always, our books are open for all members to review at any time.

Looking into 2022, we are excited for what is to come. Be on the lookout for our monthly newsletter, the launch of all-new merchandise, and the amazing events we have planned!

-Shaun McMahon
President & Founder

2022 EVENT CALENDAR

1/1/2022	EJA New Year's Day Coffee and Meet up	Gilbertsville, PA
1/2/2022	EJA at AOAA	AOAA
2/5/2022	MD Polar Bear plunge	Sand Point State Park
2/12/2022	Snow Tubing	Liberty Mountain Resort
2/26/2022	EJA at AOAA	AOAA
3/18/22-3/20/22	2ND Annual Georgia jeep invasion	TBD
3/26/2022	EJA at AOAA	AOAA
4/9/2022	Bearwallow Badge of Honor	Logan, WV
4/10/2022	Peters Mill Run Badge of Honor	Edinburg, VA
4/23/2022	Spring Meet & Greet Bowling	Linden, PA
4/24/22-5/1/22	Jeep Beach	Daytona Florida
4/30/2022	EJA at AOAA	AOAA
5/14/2022	Recovery for a Cause	AOAA
5/21/2022	Cruisin' 4 Cops	
5/27/22-5/30/22	EJA To New Hampshire for BOH	New Hampshire
6/5/2022	Pennhurst Fuel and Fire Auto Show	Pennhurst Asylum
6/11/2022	EJA at AOAA	AOAA
6/12/2022	Bantam Jeep festival	Butler, PA
6/16/22-6/19/22	TN TrailJam 2022	Loretta Lynn's Ranch Hurricane Mills, TN
7/1/22-7/4/22	EJA To Uwharrie for BOH	Uwharrie, North Carolina
7/8/22-7/10/22	Great Lakes Jeep Jam	Wattsburg, PA
7/15/22-7/17/22	Wildwood, NJ Jeep Invasion	Wildwood Convention Center
7/23/22-7/24/22	All breeds jeep show	Carlisle Fairgrounds
7/28/22-7/30/22	Jeep Jamboree	AOAA
8/6/2022	EJA at AOAA	AOAA
8/25/22-8/27/22	Ocean City Jeep Week	Ocean City, MD
8/25/22-8/27/22	Great Smoky Mountain Jeep Invasion	Pigeon Forge, TN
9/2/22-9/5/22	EJA Morris Mountain event	Delta, AL
9/24/2022	EJA at AOAA	AOAA
10/14/22-10/15/22	Krawlin' 4 K9's	Rausch Creek
10/29/2022	EJA To Field of screams	Montville, PA
11/12/2022	Wheel2Heal	AOAA
12/10/2022	EJA at AOAA	AOAA
TBD	Axe Throwing	

Tech Talk

Starting in January 2022, this section will contain a technical discussion or a product review. We will highlight products from our group sponsors or provide technical discussions from our members. If any member wishes to provide a technical discussion, please submit a request to info@evolutionjeepalliance.com

Where is Evolution?

Starting in January 2022, this section will provide a place for our Social Media Team to showcase members proudly displaying their Evolution Merchandise, including banners, decals or apparel from around the world. It is pretty cool to know we have members located all over the globe, not just within the United States. So– post up those pictures when you are out and about. Who knows, you may just be featured in The Evolution.

Shaun & Tangelena McMahon on their recent trip to Moab, UT

RECOVERY FOR A CAUSE UPDATES

In 2021, EJA raised over $5K for ALS and we're back and ready to do it all over again...but with a new cause for 2022.

This year we are proud to support **Project Sanctuary**, an organization dedicated to helping our military AND their families as a unit; something that few organizations do.
Project Sanctuary believes that everyone has the right and the ability to heal. Their program heals the traumatic effects of military service, treating all members of the family at their level of need and enabling the service members to reintegrate into their families and communities in a healthy and sustainable manner. Project Sanctuary's work preserves the family unit, strengthening the community, the military, and the country.

Join us on Saturday, May 14th at Anthracite Off Road Adventure Area (AOAA) and support a great cause with a day full of wheeling, camaraderie and education. Seasoned wheeler? No problem, we'll be running black and red trails. Newbie? That's ok- we want you there too! We have an experienced Team running green trails to red trails and everything in between. Come one, come all, this event has something that every Offroader can enjoy!

More details to come, so be on the lookout in the upcoming weeks. We hope to see you (and your offroading vehicle) there!

What to Expect at Evolution

What type of events does Evolution host and support

EJA doesn't just wheel, we host meet and greets, run food drives to benefit the local community, and we support other Jeep groups, helping raise much needed resources for many charities.

A few examples of past events that EJA has held or supported include:

- Recovery for a Cause 2021 was held at Rausch Creek Off-Road Park to support The ALS Association
- Logan's Hero's Animal Rescue Howl-O-Wheelin Family Car Show
- Apex Offroad, Wheel 2 Heal at Anthracite Outdoor Adventure Area
- EJA Meet & Greet Food Drive for Media, PA Food Bank
- EJA Thanksgiving Adopt—a-Family in Jacksonville, FL
- Christmas Light Show Fundraiser for Tunnels2Towers
- Illinois Admin @ Jeeps on the Run, Toys for Tots
- EJA Supports the 12th Annual Christmas Toy Run hosted by Plymouth Community Ambulance Association

What is an Evolution event like and what type of experience can you expect?

Evolution Jeep Alliance (EJA) aims to make all events fun and family friendly. We strive to ensure all levels and breeds of Jeeps are welcome and comfortable. The admin at EJA wants you to leave every event feeling like you are family. Our Events coordinator Christina "River" Booth says it best;

"Hello, my name is Christina "River" Booth, and I am one of the Admins for Evolution Jeep Alliance (EJA). I'm here to tell you about some of the events you can look forward to as a member of EJA!

We like to have monthly off-roading events at various locations. Our favorite park to attend is Anthracite Outdoor Adventure Area (AOAA) in Coal Township, PA. What you can expect when attending one of our events are upbeat attitudes, knowledgeable group members, and those who are ready to hit the trails. We cater to all levels of experiences, ranging from beginners to experts. I enjoy being the trail guide for beginners, as I like to show them what their Jeep can handle and give the driver the confidence they need to overcome any obstacle. A little scrape on the underbody is expected, but my saying is 'it will buff out!'. If you're having fun and making memories, then my heart is warm. I've learned a lot over my 8+ years of being in the Jeep community hope some of my teachings, positive attitude, and outlook on life helps that shy Jeeper come out of their shell.

Since EJA has become a group, I've met people that I hope will be in my life forever. I never knew having a hobby like this would bring me friends that I now feel are more like family. I've made so many friends with this group and I'm looking forward to seeing what the 2022 events bring! As a group, we have also traveled twice to Tennessee. Windrock Off-road Park is somewhere every Jeeper should go to! I look forward to seeing new and old faces at the events we have planned this upcoming year."

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EVOLUTION MERCHANDISE

Purchasing some Evolution Merchandise is a great way to our mission to build, grow and help not only the Jeep community, but our local communities. All proceeds of our merchandise goes to funding events for our members as well as supporting local charities and fundraising efforts to better our communities. Check out our website www.evolutionjeepallianc.com to browse all of our available merchandise from T-Shirts to Beanies and Phone Cases. Your support is greatly appreciated!

ALWAYS EVOLVING