



River City Logistics Incorporated Sponsors #Battle Born Showdown

*#Battle Born Weekend Showcases University of Nevada Reno Football, Women’s Softball & Soccer Games, & Men’s Tennis Matches; Hot August Nights Classic Cars, Contests, Tailgate & Youth Football Camp
All Events Free & Open to the Public*

Reno, NV & Peosta, IA – April 19, 2022 - [River City Logistics Incorporated](#) (RC Logistics) kicks off its 3-year commitment to Back the Pack as the Reno-based logistics and transportation company sponsors the annual University of Nevada Reno (UNR) Men’s football #Battle Born Showdown game Saturday, April 23, 2022, 6 PM PDT, at Mackey Stadium.

The [Showdown](#) is a part of the University’s annual spring showcase of Wolf Pack athletics and includes:

- Men's Tennis vs. SDSU (April 23)
- Women's Soccer vs. Lake Tahoe CC (April 23)
- Women’s Softball vs. New Mexico (Apr. 22 – 24)
- Prizes for returning and new football ticket subscribers

“[RC Logistics](#) - including 6 team members who are University of Nevada alums and former students – committed to Back the Pack through a 3-year partnership with Wolf Pack football and basketball,” shared *Nick Lester, '16, Director of Operations*. “We’ll host a tailgate prior to the Battle Born Showdown, and will welcome Wolf Pack fans to the UNR vs. Iowa football game in Iowa City, IA, on September 17, 2022. Transportation and logistics is our business, the Pack is our passion.”

[RC Logistics](#) is one of the fastest-growing 3PL (third-party logistics) transportation and freight brokerage services companies in the nation with customer service centers in Reno, Nevada and Peosta, Iowa. With owned-asset and brokered services, RC Logistics handles all categories of freight along all modes of transport. The company was founded to be a more client-forward and relevant service provider, a strong supporter of local educational, environmental and community-based initiatives, and as an innovator in equitable work-life balance and recruiting and retention practices.

In 2021, RC Logistics:

- Increased revenues by 256% YOY
- Retained and recruited a diverse workplace which included 15% female employees (versus industry average of 2%)
- Donated to a local Title I public school so that 50 5th grade students can attend summer camp at Lake Tahoe
- Committed to sponsor the Barracuda Championship and the John Deere Classic 2022 PGA TOUR events which, combined, support more than 500 local charities in their respective markets
- Adopted a section of the Truckee River in partnership with Keep Truckee Meadows Beautiful
- Doubled their staff size.

Chris Brewer – Founder & President

Josh Greenbaum – Vice President

Nick Lester – Director of Operations

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