



For more information, contact:
Allison Baron, 682-551-7172
allison@brendathompson.com

August 11, 2014

ThunderCloud Subs Turkey Trot announces Art Contest, event registration

Artists compete to win a year's worth of ThunderCloud Subs

AUSTIN—ThunderCloud Subs announces the launch of its annual competition to design artwork for the 20,000 T-shirts and other collateral materials for the 24th annual ThunderCloud Subs Turkey Trot. Registration is now open for the hugely popular Thanksgiving Day tradition benefiting Caritas of Austin.

Each year, artists ranging from graphic design professionals to middle school students compete to create the event artwork. The Art Contest winner will receive gift certificates for 365 subs and will see their creation all over town on T-shirts, event guides, posters, website, social media, and more. The 2014 ThunderCloud Subs Art Contest entry deadline is September 6, and winner will be announced September 15.

Last year's Art Contest winner, Carolyn Letchworth, says that the best part of the experience was being able to help people in need.

"Not only did I absolutely not expect to win, but my husband had to practically twist my arm to get me to enter. I gave out quite a few free sub vouchers to my homeless friends in the Burnet and Anderson area. It's been a cool experience overall, but I most enjoyed knowing that I was able to help others get a meal who might not have eaten otherwise," says Letchworth.

All proceeds from the Trot go to Caritas of Austin, a local charity that supports Austin's working poor and homeless people. ThunderCloud has raised more than \$2 million for Caritas since the event began in 1991.

“It’s always fun to see the artwork people come up with,” says Mike Haggerty, co-owner of ThunderCloud Subs and run director of the ThunderCloud Subs Turkey Trot. “This event is all about engaging our community, and the contest really kicks that off every year.”

Early online registration for the ThunderCloud Subs Turkey Trot is \$20 for the untimed five-mile, \$25 for the timed five-mile, \$18 for the one-mile walk, and \$8 for the Stepping Stone School Kids’ K. All registrations include a T-shirt and runners guide. Registration prices will increase starting November 1.

For official Art Contest rules, Trot registration, and more information, visit <http://thundercloud.com/index.php/trot>.

For real-time updates on ThunderCloud Subs Turkey Trot news, events and happenings, like the Facebook page, [Facebook.com/ThunderCloudSubsTurkeyTrot](https://www.facebook.com/ThunderCloudSubsTurkeyTrot), and connect with ThunderCloud Subs on Twitter, [Twitter.com/TCloudSubs](https://twitter.com/TCloudSubs), @TCloudSubs. To join in the ThunderCloud Subs Turkey Trot conversation, use #TCloudTrot.

###

About ThunderCloud Subs

Since 1975, ThunderCloud Subs has been Austin’s original neighborhood sub shop, with a rich tradition of serving fresh, fast, and healthy food in a comfortable atmosphere. ThunderCloud operates 29 locations in Central Texas. For more information, visit www.thundercloud.com or call 512-479-8805.