

# ThunderCloud Subs Turkey Trot 2017 Fact Sheet

## When

Thanksgiving Day— November 23, 2017

## Where

The Long Center for the Performing Arts, 701 West Riverside Drive

## ThunderCloud Subs Turkey Trot features

- A five-mile run, one-mile walk, and a Kids K
- 20,000 participants from 49 states and 4 countries
- 700-plus dedicated volunteers
- A kid's activity tent and moonwalk
- Raffle prizes, live music, large photo cutouts, and more

## Proceeds

One hundred percent of the proceeds from the ThunderCloud Subs Turkey Trot go directly to Caritas of Austin—a nonprofit organization that provides housing, employment, education, and food services to more than 20,000 homeless, working poor, and documented refugees in Travis County.

## Key Staff

Mike Haggerty, run director and ThunderCloud Subs co-owner

## Achievements

- Donated more than \$3.1 million to Caritas of Austin over the past 25 years
- Last year alone, raised \$330,000 for Caritas of Austin
- Emerged as Texas' largest five-mile run, growing from just 600 participants in 1991 to nearly 20,000 participants in 2016

## Background

ThunderCloud Subs, Austin's favorite neighborhood sub shop, held its first Turkey Trot in 1991. The ThunderCloud Sub Turkey Trot has since become a favorite Thanksgiving tradition for many Austin families and individuals who want to do something healthy and helpful before the big meal.

## Social Media

#TCloudTrot

Facebook.com/ThunderCloudSubsTurkeyTrot

## Media Contacts

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## More info

Please visit [www.thundercloud.com](http://www.thundercloud.com), or contact ThunderCloud Subs at [turkeytrot@thundercloud.com](mailto:turkeytrot@thundercloud.com), 512-479-8805.