****

**2019 Fact Sheet: 29th Annual**

**ThunderCloud Subs Turkey Trot**

**When**

Thanksgiving Day— Thursday, November 28, 2019

**Where**

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

**Event Features**

* A five-mile run, one-mile walk, and a Kids K
* 20,000 trotters from 49 states and four countries
* 600-plus dedicated volunteers
* Children’s activities
* Live music
* Raffle and runner prizes; fundraising opportunities

**Event Beneficiary: Caritas of Austin**

One hundred percent of the proceeds from the ThunderCloud Subs Turkey Trot go directly to Caritas of Austin—a nonprofit dedicated to preventing and ending homelessness for people in Greater Austin. Caritas builds wellbeing by making sure that people have a safe home, access to healthy groceries, jobs that provide a reliable living wage, and educational opportunities to learn life skills. Learn more at [www.caritasofaustin.org](http://www.caritasofaustin.org/).

**Key Staff**

Mike Haggerty, run director and ThunderCloud Subs co-owner

**Achievements**

* Donated nearly $3.8 million to Caritas of Austin over the past 28 years
* Last year, raised $350,000 for Caritas— that’s $17 from every participant
* Emerged as Texas’ largest five-mile run, growing from just 600 participants in 1991 to over 20,000 participants in 2018
* Second largest Turkey Trot in the entire state of Texas (behind Dallas)

**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. [thundercloud.com/register/](https://thundercloud.com/register/)

**Social Media**

#TCloudTrot

[Facebook.com/ThunderCloudSubsTurkeyTrot](https://www.facebook.com/ThunderCloudSubsTurkeyTrot)

**Media Contacts**

Laine Lieberman, laine@theckpgroup.com 713-542-1004

Julia Davis, julia@theckpgroup.com 512-966-7011

**Major Sponsors**

First Texas Honda, Stepping Stone School, Pepsi, KVUE, YETI, Quik Print, and The Long Center for Performing Arts. See full list of sponsors at [thundercloud.com/register/#sponsors](https://thundercloud.com/register/%22%20%5Cl%20%22sponsors).

**High-res media photos and press materials**

<https://thundercloud.com/media/>