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## **First virtual ThunderCloud Subs Turkey Trot in 2020 raised \$120K for Caritas of Austin**

### ***2021 Trot will be in person AND virtual, ThunderCloud says***

AUSTIN--The 30th anniversary ThunderCloud Subs Turkey Trot on Thanksgiving day 2020, the first virtual Trot in its history due to the pandemic, raised \$120,000 for Caritas of Austin, bringing the total raised over three decades to more than \$4.2 million.

“We’re grateful and proud to announce that the ThunderCloud Subs Turkey Trot raised \$120,000 for Caritas,” says ThunderCloud co-owner and Trot executive run director Mike Haggerty. “The Trot has raised an average of \$300K per year over the previous eight years, but given 2020’s circumstances we are thrilled at this year’s success.

“The Trot is a labor of love for all of us at ThunderCloud, and we want to thank our customers, employees, sponsors, and volunteers for making it a success and keeping the tradition alive during this unusual year.”

The 31<sup>st</sup> annual Trot will be held in person, with a virtual option, Haggerty says.

“We’re excited to announce--fingers crossed--that the 2021 ThunderCloud Subs Turkey Trot will be an in-person event again,” Haggerty says. “So many people around the country and the world loved being able to participate virtually, and want to be part of this community event, so we’ll keep that as an option, using what we learned this year to make that part of the proud Trot tradition.”

A typical ThunderCloud Subs Turkey Trot averages more than 20,000 participants. The event drew 6,000 this year, which organizers considered a big success. It looked different, but families and friends still participated in the Thanksgiving Day tradition, in their neighborhoods or on the trails in Austin, and in various places around the world. All participants could be part of the community of Trotters via Facebook, Instagram, Twitter, and this year via running app Strava. (Check out #thundercloudturkeytrot to see some of the hundreds of photos posted from all over!)

As it has all 30 years, 100 percent of the proceeds from the Trot benefited Caritas. CEO Jo Kathryn Quinn says: "ThunderCloud Subs' commitment to the mission of Caritas of Austin has never been more evident than it was during the 2020 ThunderCloud Subs Turkey Trot.

"In the most challenging of circumstances, ThunderCloud was determined and creative, and continued the 30-year tradition with a virtual Trot. We're very grateful for their partnership in our work to end homelessness in Greater Austin. Funding from this event helps build well-being and a foundation of stability for our clients so they do not return to homelessness."

Caritas has had a particularly challenging year, Quinn says. "Because of the pandemic, we had to adjust the way we deliver services to keep clients and staff safe while continuing to house new clients. The recent winter storms added new complexities."

Registration for the 2021 ThunderCloud Subs Turkey Trot will launch in August. Stay tuned!

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### **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 owns and operates 29 locations in Central Texas. For more information, visit [www.thundercloud.com](http://www.thundercloud.com).

### **About Caritas of Austin**

Caritas of Austin's mission is to prevent and end homelessness in Greater Austin. We believe that when people have a stable place to call home, they can reach their full potential and contribute to the community. Caritas builds well-being for hundreds experiencing homelessness each year by making sure they have a stable home, healthy food, jobs, and the life skills to thrive. Learn more at [www.caritasofaustin.org](http://www.caritasofaustin.org).