

33<sup>RD</sup> ANNUAL

# THUNDER CLOUD SUBS

## TURKEY TROT 2023



BENEFITING



Caritas of Austin

**5-MILE RUN ~ 1-MILE WALK ~ KIDS K ~ RAFFLE**  
**LONG CENTER ~ AUSTIN, TX ~ THANKSGIVING MORNING**

**RAFFLE**



**First Texas Honda ★**



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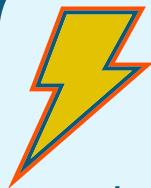


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**First Texas Honda**  
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# The 2023 Thundercloud Subs **TURKEY TROT**

# **RAFFLE**



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**\$25**  
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**TO ENTER RAFFLE, VISIT:**  
**[Thundercloud.com/First-Texas-Honda-Raffle/](https://thundercloud.com/First-Texas-Honda-Raffle/)**



**100% of all raffle ticket revenue will go to Caritas.**

Caritas of Austin is a nonprofit organization dedicated to preventing and ending homelessness in Greater Austin.

Due to inventory shortage, this vehicle may not be available upon raffle drawing and may need to be ordered. Winner is responsible for all applicable local, state, and federal taxes, and title & licensing fees. If winner chooses \$25,000 credit, vehicle must be from First Texas Honda's new vehicle stock with sale price of over \$25,000. Available only to U.S. residents 18 years of age or older. Void where prohibited or restricted by law. Purchased raffle tickets are not tax-deductible. For further details, visit [thundercloud.com/first-texas-honda-raffle/](https://thundercloud.com/first-texas-honda-raffle/).



BENEFITING  
 Caritas  
of Austin



ThunderCloud Subs began this cherished holiday event back in 1991 with a dedicated group of only 600 runners. Since then, Austin's Thanksgiving Day tradition has steadily grown.

In 2019, we had nearly 20,000 participants from 48 states, continuing our tradition of the largest 5-mile run and the second largest Turkey Trot in Texas. We are proud to have raised \$4.7 million for Caritas of Austin through the Trot. All of the event proceeds go to Caritas of Austin whose mission is to prevent and end homelessness through housing, food, education, and employment services

ThunderCloud Subs has been a fresh, fast, and healthy part of Austin for 48 years with 26 locations in Central Texas. Being uniquely Austin, ThunderCloud is serious about giving back to the community.



Use the hashtag **#THUNDERCLOUDTURKEYTROT**  
to share your pics and join the online  
conversation and get featured!

# Austin's FAVORITE Turkey Day Tradition



THANKSGIVING morning is certainly a special time across the U.S. and especially here in Austin, Texas. What started as a small blip on the radar has turned into the largest 5-mile run in Texas. The ThunderCloud Subs Turkey

Trot now attracts people from 48 states and is a long-standing tradition for nearly 20,000 trotters from across the nation.

As families and friends come together to have fun and support Caritas of Austin, your participation is what makes it all possible.

The average annual cost for Caritas of Austin to transition one client into a safe, stable, and affordable home is \$26,000/year, achieving a 97% success rate - meaning 97% of clients do not return to homelessness!

Follow ThunderCloud Subs  
on Facebook and Instagram



**97%**

of individuals in our Permanent Supportive Housing program remained in stable housing



Provided **2,196** employment clients with vocational training

**742** volunteers provided **11,115** hours of service



**149**  
Education  
classes  
provided



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## PRESENTING SPONSOR



## AUSTIN'S FIRST SUB SHOP

Austin circa 1975 was much different than the Austin of today. ThunderCloud Subs was born in a sleepy college state capitol, where folks thought a sub was an underwater boat. ThunderCloud Subs is committed to providing a high-quality submarine sandwich at the lowest price possible. The scenery in Austin has definitely changed, but providing a value-priced option is a pledge we still maintain.



## FRESH

Just like a neighborhood deli, all of our meats, cheeses and veggies are sliced on location. Our signature spreads – Tuna Salad, Egg Salad, Avocado, and Chicken salad – are made fresh daily in our shops by dedicated sub makers. Our delicious bread is made from scratch daily at New World Bakery a local company, then delivered fresh and warm every morning.



## FAST

With 48 years under our belt, we have sub-making down to a science. Our lines move efficiently, but always with a personal touch. Each ThunderCloud sub is made exactly how you like it, by our friendly and talented sandwich makers.

## HEALTHY

Made with fresh, wholesome ingredients, our subs fit easily into a healthy lifestyle. Nothing fried here. You can choose your ingredients to work with any kind of eating style – no mayo, lots of veggies, double the turkey – whatever works for you.



**Something for Everyone**



**Since 1975**

## LOCAL ARTIST WINS SUBS FOR A YEAR

**SARA WAGNER**, this year's winner of the ThunderCloud Subs Turkey Trot Art Contest, is a local artist who grew up in west Austin and still makes Austin her home today. Her favorite family traditions include the Trot, and this will be her 19th year participating. Since before she and her brother could drive, her parents would drop her off at the event. Now she runs with her spouse and some other members of her family who occasionally wear costumes as part of their routine. She loves that the event is 5-miles, kid-friendly, and has plenty of walkers as well as runners.

Though Sara's day-job is working in the corporate offices of Whole Foods Market, she has been practicing her art for a long time to satisfy her creativity. Her 90 year-



old grandmother is a professional artist who taught Sara to sketch and paint at a very young age. Sara's art style is "whimsical, abstract, light, bright, approachable, and it's not uncommon for architecture to have a major part."

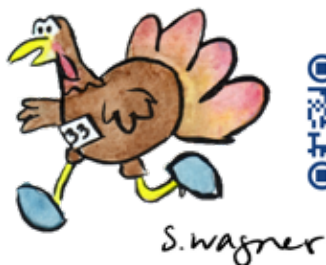
Sara is also a big lover of ThunderCloud Subs' sandwiches. That's a good thing because her prize for winning the art contest is 365 subs. Her favorite sub is the California Club on French with sprouts, ThunderSauce, and provolone cheese.

Sara's art can be found at

<https://www.facebook.com/SwagArtAustin/>  
and

<https://www.etsy.com/shop/SwagArtAustin>

Sara, congratulations! We love your art and hope you enjoy your prize.



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## ELINOR MIRE SCHOLARSHIP

Elinor E. Mire was the very first ThunderCloud Subs Turkey Trot run director, president of the Austin Runners Club and an avid marathoner, ultramarathoner and triathlete. She inspired the ThunderCrew to continue her great work, creating an Austin tradition that has raised \$4.7 million for Caritas. Elinor promoted fitness through her work in the public schools and strongly believed in the value of physical fitness, particularly for children. The scholarship honors a deserving group by gifting free participant registrations for the Trot. This year's recipient is **Heartwood Recovery of Austin**. For more information, visit [www.thundercloud.com](http://www.thundercloud.com).



## SPECIAL THANKS

**Amy Atchley**

**(Star Spanled Banner)**

Cinematic dream pop reminiscent of Vanessa Carlton, Lana Del Ray, Tori Amos, Ellie Goulding, Kate Bush, ... Austin, TX based singer-songwriter Amy Atchley has a long history of performing in Austin area and New York City since the 90's. In February, Amy released a new record, her fifth solo album. "Sometimes a Woman is King" which is a collection of songs that showcases her vocal prowess and expert songwriting skills. The project was recorded in a cabin studio in the TX hill country just outside of Austin and provided a haven to clear the mind and let the creativity flow.

★ ★ ★ WELCOME TO ★ ★ ★  
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Live Music Headliner

# THE **DAMN** TORPEDOES

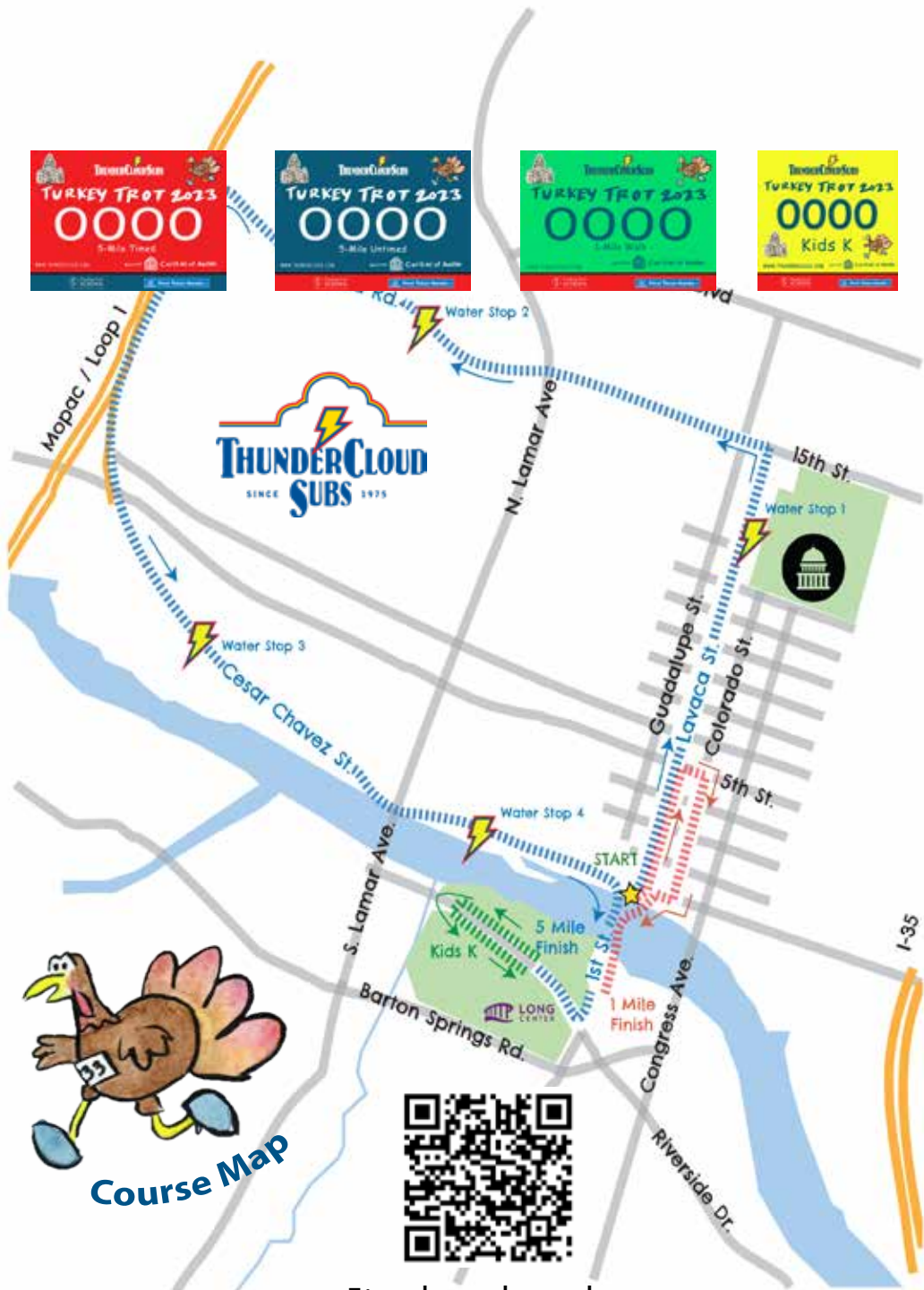
A TRIBUTE TO TOM PETTY AND THE HEARTBREAKERS

ThunderCloud Subs would like to give a special thanks to THE DAMN TORPEDOES who are donating their time and talent. They'll be playing live from 8 a.m. to 11 a.m. on Thanksgiving morning



The Damn Torpedoes have it: attitude, mojo, chemistry, skill, determination...and use those qualities to pay tribute to an American band who for four decades were the pure embodiment of the same, Tom Petty and the Heartbreakers. The band's name is a play on the seminal '79 Petty album, *Damn the Torpedoes*, and its members are long-time Austin musicians who have fashioned themselves in the mold of the Heartbreakers: guys that have been around the block but attack the Petty hits like a hungry, young band out to conquer the world. By emphasizing intangibles like chemistry and staying power, The Damn Torpedoes recreate the sound and feel of one of the world's greatest rock 'n roll bands.





# PARKING, DIRECTIONS, ETC.



## PACKET PICKUP

Pre-run day packet pickup will take place:

First Texas Honda:

(3400 Steck Ave, Austin, TX 78757)

Fri-Sat (11/17-11/18), 10am-7pm

Sun (11/19) CLOSED

Mon-Tue (11/20-11/21), 10am-7pm

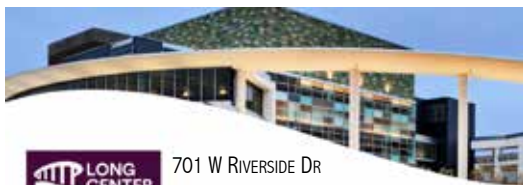
Wed, (11/22) 10am-3pm

Long Center

Thanksgiving Day 7:00am-9:00am

#ThunderCloudTurkeyTrot

## EVENT SITE: THE LONG CENTER



701 W RIVERSIDE DR  
AUSTIN, TX 78704

Run day registration and packet pick-up are in the Long Center pavilion just south of Riverside Dr.

## SCHEDULE OF EVENTS

Long Center--Thanksgiving day

7:00 to 9am – Registration/Packet Pickup

8:45am – Stepping Stone School Kids K

9:25am – Wheelchair Start

9:30am – Timed 5 Mile

9:35am - Untimed 5 Mile

9:50am – 1 Mile Run/Walk

10:45am – Trophy Pickup Begins

## PARKING IS AVAILABLE AT:

-Palmer Events Center

-City Hall

-One Texas Center

-Silicon Labs (400 W. Cesar Chavez)

-State Garage N (across from Republic Square Park)



SILICON LABS

**Check [www.thundercloud.com](http://www.thundercloud.com) for additional parking details.**

## 1-MILE WALK ROUTE



The 1-mile route will begin on S. First Street bridge and end at the Long Center, traveling into downtown. The walkers start just after the runners.

## KIDS K

The Stepping Stone School Kids K starts at 8:45am. Kids are grouped and sent off according to age.

## STROLLERS

Please start in the back to avoid injury to yourself, your child, and other participants. Note that we have a separate timed division for stroller participants.





**The Mission:** To prevent and end homelessness for people in Greater Austin.



**Stable housing** is where our work to end homelessness begins.



**Food** services ensure people have healthy food as they rebuild their lives.



**Education** classes teach life skills to help people reach their full potential.



**Job placement** and career development build a strong foundation for families.



**Veterans assistance:** Those who served our country should never find themselves homeless.

## **What We Believe:**

Caritas of Austin believes that when every person has a stable place to call home, they can realize their full potential and contribute to our community. We build well-being 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. All of us need a sturdy foundation and layers of support in our lives to thrive; that's what creates a strong community. Our innovative, personalized and proven approach to building well-being and ending homelessness creates a more vibrant Austin for everyone. **The average annual cost for Caritas of Austin to transition one client into a safe, stable, and affordable home is \$26,000/year, achieving a 97% success rate - meaning 97% of clients do not return to homelessness!**

**Growing the Solution:** permanently housing more people and providing tailored services that build well-being.

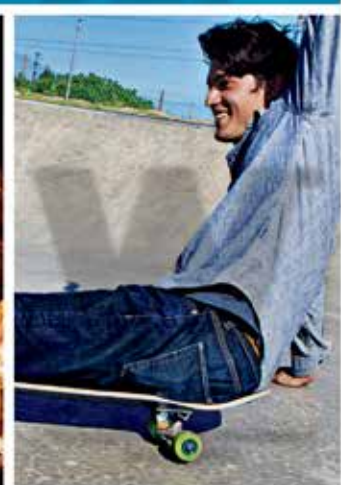


Espero Rutland rendering and development.

## **Who You Are Benefiting:**

Each person we serve shares the devastating experience of homelessness. Some people have lived on the streets of Austin for years, while others are more hidden, living in their car or other temporary shelter. With everyone, our work begins with homelessness, but we ensure that homelessness does not define people's futures.





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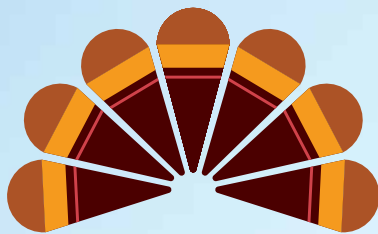
## THREE LOCATIONS:

- ▼ Downtown  
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2 Caffeine from tea and/or coffee bean



# The Story of Brian Sharp, #1

This year's bib #1 runner will be Brian W. Sharp (follow his journey @laggerhead-walker on Instagram). We're so inspired by Brian's story, dedication, and resilience. He was diagnosed with a severe form of juvenile arthritis at age 24, and has dealt with many ongoing health issues in the 30 years since.

This year was a particularly tough one, but it seems that NOTHING can keep Brian down. This year will be his 14th ThunderCloud Subs Turkey Trot.

His first Trot in 2010 was a pivotal moment, when he seriously began his fight against arthritis. After that experience, "I knew I had found an active sport that could be part of helping me in my fight," Brian says. "The ThunderCloud Subs Turkey Trot became the foundation for who I am today, a warrior and fighter to live my best life."

At age 54, he's completed 144 runs (of all distances including four marathons) and traversed almost 11,000 miles.

"My fight against arthritis will never end, which is why it is so important for me to stay as active and healthy as possible, and to always remind myself of the words that (famed long-distance runner) Deena Kastor said in the film 'Spirit of the Marathon'—Sometimes the moments that challenge us the most, define us."

Look for Brian and his #1 bib at this year's Trot on Thanksgiving morning.



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