

For more information, contact:

Allison Baron, 682-551-7172

[allison@brendathompson.com](mailto:brenda@brendathompson.com)

November 2, 2017

***ThunderCloud Turkey Trot prices increase Nov. 9***

***Register now & save! Austin's favorite***

***Thanksgiving tradition is only three weeks away***

AUSTIN—The ThunderCloud Subs Turkey Trot, Austin’s beloved Thanksgiving Day tradition benefiting Caritas of Austin, will return for its 27th year of gobbling good times on Thanksgiving Day, Nov. 23. Online registration is available at [www.thundercloud.com](http://www.thundercloud.com), and prices will increase starting this Thursday, Nov. 9.

Current prices are $25 for the untimed five-mile, $30 for the timed five-mile, $20 for the one-mile walk, and $8 for the Stepping Stone School Kids K. Registration prices will increase by $5 starting Nov. 9, then they will go up another $5 on Thanksgiving Day.

The ThunderCloud Subs Turkey Trot includes a five-mile run, one-mile walk and a Kids K—all centered around the Long Center for the Performing Arts. The family-friendly event is the largest five-mile run in Texas with more than 20,000 participants each year.

All proceeds from the Trot benefit Caritas of Austin, a nonprofit supporting Austin’s working poor and homeless people. ThunderCloud has raised more than $3.1 million for Caritas since the event began in 1991—helping thousands of Central Texans put food on the table, find stable housing, and achieve self sufficiency.

The Stepping Stone School Kids K will begin at 8:45 a.m., the timed five-mile starts at 9:30 a.m., the untimed five-mile starts immediately afterwards, then the one-mile walk starts immediately after that. Winners will be announced and awarded after the run at 10:40 a.m.

Austinites going out of town for Thanksgiving can still join the excitement and help raise money for Caritas by entering the ThunderCloud Subs Turkey Trot Raffle for a chance to win a brand-new car from First Texas Honda. Tickets are $25 each or five for $100, with 100 percent of ticket sales going directly to Caritas of Austin.

The raffle is open to the public, and participants do not have to register for the Turkey Trot or be present to win. Raffle tickets can be purchased online at [www.thundercloud.com](http://www.thundercloud.com), or through an authorized employee or agent of Caritas of Austin at the organization’s headquarters, 611 Neches Street. Tickets will also be sold during packet pick-up and onsite registration.

For real-time updates, follow the Turkey Trot’s [Facebook page](http://www.facebook.com/thundercloudsubs), connect with ThunderCloud on [Twitter](http://www.twitter.com/tcloudsubs) and [Instagram](http://instagram.com/tcloudsubs), and/or use the official event hashtag **#TCloudTrot.**

For more information or to register now before prices increase, visit [www.thundercloud.com](http://www.thundercloud.com).

###

**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 has 31 locations in Central Texas and will sell about 3.3 million sub sandwiches this year. ThunderCloud Subs received the Harvey Penick Award from Caritas of Austin and the Restaurant Neighbor Award from the Texas Restaurant Association for outstanding charitable service and dedication to the community, including the ThunderCloud Subs Turkey Trot, the beloved Thanksgiving Day tradition that has raised more than $3.1 million for Caritas of Austin. [www.thundercloud.com](http://www.thundercloud.com).