



## 2020 Fact Sheet: 30<sup>th</sup> Annual ThunderCloud Subs Turkey Trot

### When

Thanksgiving Day - Thursday, November 26, 2020

### Where

Anywhere! This year's event is all virtual.

### Event Features

- ✓ At home five-mile run/walk and one-mile run/walk
- ✓ Kids Activities
- ✓ Strava Club - Thundercloud Subs Turkey Trot
- ✓ 20,000 trotters from 49 states and four countries
- ✓ 300 dedicated volunteers
- ✓ Raffle and prizes (TBD); 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 \$4.1 million to Caritas of Austin over the past 29 years
- ✓ Last year, raised \$325,000 for Caritas— that's over \$18 from every participant
- ✓ Emerged as Texas' largest five-mile run, growing from just 600 participants in 1991 to over 20,000 participants regularly
- ✓ 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.

<https://runsignup.com/Race/Info/TX/Austin/ThunderCloudSubsTurkeyTrot>

### Social Media

[#ThundercloudTurkeyTrot](https://twitter.com/ThundercloudTurkeyTrot)

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

### Media Contacts and Press Releases

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