



Turkey Trot Los Angeles



FOR IMMEDIATE RELEASE

Turkey Trot Los Angeles Presented by UAE-USA United returns to Downtown LA and Grand Park on Thanksgiving

6,000 Attendees Expected at the 5th Annual Turkey Trot Los Angeles to Support The Midnight Mission

(LOS ANGELES: November 7, 2017) – Over 6,000 runners and walkers are set to participate in the 5th annual **Turkey Trot Los Angeles 5k/10k Run and Walk, Presented by UAE-USA United**, on Thanksgiving morning, November 23, 2017, which benefits [The Midnight Mission](#). This year, for the second time, the Turkey Trot is sponsored and hosted by the United Arab Emirates (UAE) Consulate in Los Angeles, and in the spirit of Thanksgiving, the run will recognize the close friendship between the UAE and US, and underscore the common values that unite Americans and Emiratis.

Thanksgiving Day is an opportunity for all Angelenos to join as friends and partners, and *Be Grateful Together* on a personal, civic and global level. It is also a time to help those in need. With this partnership and The Midnight Mission, the UAE Consulate hope to help make a difference with the issue of homelessness in Los Angeles. This year's newest partner, **Bombas**, will be donating over 3,000 socks to The Midnight Mission. Bombas will donate one pair of socks for every pair of socks purchased by participants.

Angelenos will join the national trend of exercising before the big feast with the 5K/10K Run/Walk and half-mile Widdle Wobble for the kids (and parents). Runners dressed in Thanksgiving costumes of turkeys, pilgrims and pies will start and finish in front of historic **Los Angeles City Hall**, and run around Grand Park and pass the world famous **Disney Concert Hall, the Broad Museum** and **Museum of Contemporary Art**. Participants will then trot along historic Spring Street, one of the oldest streets in Los Angeles.

"We are excited to celebrate our fifth consecutive year here in the Heart of Los Angeles and are pleased to welcome the United Arab Emirates Consulate as the presenting sponsor, which helps strengthen our mission to give thanks and bringing communities together," said Generic Events Co-Founder Brennan Lindner. "Participants will experience an amazing event and have a direct impact on the continued epidemic of homelessness in Los Angeles."

This event not only brings the fun before the feast, but also offers a chance to give back to those in need. Participants are encouraged to donate their time or money to **The Midnight Mission**, the official nonprofit partner of Turkey Trot Los Angeles. Funds raised will help remove obstacles to self-sufficiency and provide the accountability and structure that people who are experiencing homelessness need to rejoin their communities.

In addition to encouraging runners to bring blankets and towels for those in need, participants can also purchase raffle tickets to help raise additional funds. Prizes include a highly coveted pair of tickets from Los Angeles to any destination on the Etihad Network, donated by **Etihad Airways**.

“We are delighted to partner with Generic Events and The United Arab Emirates for this year’s Turkey Trot,” said Mike Arnold, President & CEO of The Midnight Mission. “Here at The Midnight Mission, we help people regain self-sufficiency and combat the issues surrounding homelessness and *gratitude in action* will help create bridges to significant transformation. We are honored to be partnering with these extraordinary groups to raise awareness of the people who are living on our streets, hungry and without a home.”

“On behalf of H.E. Ambassador Yousef Al Otaiba, the United Arab Emirates is proud to be the presenting sponsor and supporting The Midnight Mission’s work to help people in need get back on their feet,” said UAE Consul General in Los Angeles Abdulla Alsaboosi. “I’m lucky to call Los Angeles my second home, and happy that the UAE can help support such a great cause for the second year in a row. The UAE and the US are close friends, and there is no better day than Thanksgiving to highlight how both countries share common values and are united for a better future.”

Runners of Turkey Trot LA will be treated to a feather-ruffling post event festival, now taking place in Grand Park due to the increased attendance of the event. Los Angeles based **DJ Cable** will be spinning tunes for participants to work off more calories before dinner. DJ Cable has worked with some of America's top DJs, including DJ Vice and DJ Spice, and has been heard live on Power 106 (KPWR Los Angeles). While the participants are dancing, they will be treated to nutrition bars from **Clif Bar**, water from **Boxed Water is Better**, and more snacks from **Noosa Yogurt** and **Vitamin Water**.

Events begin at 7:45 a.m. and end with the **Widdle Wobble** at 10 am. For more information and to register, please go to www.turkeytrot.la.

About Generic Events

The **Turkey Trot Los Angeles** is managed and promoted by **Generic Events**, a full-service experiential agency that unites communities through large-scale active lifestyle events. Operated by the husband and wife team of Michelle and Brennan Lindner, Generic Events also produces the award-winning **XTERRA SoCal Trail Run** series, **Santa Monica Pier** Paddleboard Race and Ocean Festival, **Carrera de los Muertos**, **Bank of America Pasadena Triathlon**, and the **Herbalife Bali International Triathlon**. For more information, please go to www.genericevents.com.

About The Midnight Mission

Founded in 1914, The Midnight Mission offers paths to self-sufficiency to men, women and children who have lost direction. Our emergency services and 12-step recovery, family living, job training, education and workforce development programs offer a compassionate bridge to achieve and maintain healthy, productive lives. We remove obstacles and provide the accountability and structure that people who are experiencing homelessness need to be productive in their communities. Our conviction and commitment to their success define us. For additional information, please visit www.midnightmission.org.

About The United Arab Emirates

The UAE is a source of stability, tolerance, innovation, and growth in the Arabian Gulf and around the globe. The United States and the UAE are reliable allies, with historical and present-day shared security and economic interests. In fact, the UAE is the largest export market for US goods in the Middle East and more US naval vessels visit UAE ports than any other port outside the United States. The United States and the UAE also enjoy growing social and cultural ties, and many US institutions in education, healthcare and the arts have formed collaborative partnerships with UAE entities. For more information, visit <http://www.uaeusaunited.com>.

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Media Contacts:

Kim Koury /Rosalind Napoli
Turkey Trot LA / Spin PR
Kim@spinprgroup.com / Rosalind@spinprgroup.com
323-330-9559

Dalal Chamas
Media Coordinator for the United Arab Emirates
media.la@mofa.gov.ae
310-623-5611