



Turkey Trot Los Angeles

Presented by  UAE USA
UNITED



FOR IMMEDIATE RELEASE

**9th Annual Turkey Trot Los Angeles 5k and 10k, Presented by
UAE-USA United, Returns to Downtown LA and Grand Park
Thanksgiving Morning**

\$100,000 Expected to be Raised to Support The Midnight Mission

Thousands Gather to Help the Homeless!

(LOS ANGELES; November 15, 2021) - **Turkey Trot Los Angeles**, presented by **UAE-USA United**, returns to Downtown Los Angeles on Thanksgiving morning, November 25, 2021. The popular turkey day charity run, now offered both live and virtually, will raise money for those in need through **The Midnight Mission**. Thousands of runners dressed as Thanksgiving turkeys, pilgrims and pies will start and finish in front of historic Los Angeles City Hall. The route will take them around Grand Park, pass the world-famous Disney Concert Hall, the Broad Museum and the Museum of Contemporary Art, and down historic Spring Street, one of the oldest streets in Los Angeles. Turkey Trot Los Angeles has set a goal to raise \$100,000 for The Midnight Mission to help those experiencing homelessness in Los Angeles. Registration is now open.

The United Arab Emirates (UAE) Consulate General in Los Angeles is returning as sponsor and host of the race for a sixth year, and will assist with promoting the virtual event to friends and partners nationally and in the UAE. This year's virtual and live event will recognize 50 years of close friendship between the UAE and the US and underscore the shared values that unite Americans and Emiratis.

"My team and I are privileged to call Los Angeles our second home," says UAE Consul General in LA Hazza Alkaabi. "Giving back to one's community and helping others are principles deeply instilled in UAE culture, and we are proud to support The Midnight Mission's efforts to assist those in need." In support of this year's fundraising goal, the UAE Consulate General has pledged to match \$20,000 of funds raised by participants.

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.

Participants will be encouraged to create their own fundraising teams and prizes will be awarded to incentivize fundraising efforts.

"We are thrilled to partner with Generic Events and The United Arab Emirates for this year's Turkey Trot," said G. Michael Arnold, President & CEO of The Midnight Mission. "The Midnight Mission helps people regain self-sufficiency and combat the issues surrounding homelessness. Gratitude in action helps create bridges to significant transformation. We are honored to align with these extraordinary groups to raise awareness for people living on our streets who are hungry and without a home."

Before COVID-19, over 6,000 runners and walkers participated in the annual Turkey Trot Los Angeles 5k/10k Run on Thanksgiving morning, which has become a holiday tradition for many Angelenos. With the promise of hosting a live event along with a virtual event, Turkey Trot LA will likely reach 4000 participants in 2021. The virtual component of this event will allow participants to run with family and friends safely. Participants can choose between a 5k or 10k and run any time and in any location across the country over Thanksgiving weekend. Participants can use the Runkeeper App to log their official time and will receive their running bib, t-shirt, and finisher in the mail.

"We are grateful to bring the Turkey Trot LA back for all Angelenos to join as friends and partners, on a personal, civic and global level," said Generic Events Co-Founder Brennan Lindner. "All runners, walkers and fans will experience an amazing community event and have a direct impact on the continued epidemic of homelessness in Los Angeles."

Families can bring little ones for the Widdle Wobble"(ages 2-12), a fun run around Grand Park, featuring a fantastic kidzone with face-painting and kid-friendly fun. Participants can also enjoy memorable photo opportunities with the 20-foot tall turkey in front of the City Hall finish line.

This year, Turkey Trot LA runners will fill Grand Park for a feather-ruffling post-event festival with music by DJ Cable. Registration starts at \$45 and by contributing the highest overall donation above \$2,000 to The Midnight Mission, you could win a vacation stay at The Ridge on Sedona Golf Resort in Sedona, AZ. Participants can purchase raffle tickets to help raise additional funds.

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, ***Los Muertos 5k***, ***Bank of America Pasadena Triathlon***, ***Herbalife LA 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 individuals and families 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 UAE-USA United

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 of 50 years, with historical and present-day shared security and economic interests. The UAE and the US share a future-oriented outlook based on inclusion, gender equality, diversity, educational advancement and the promotion of arts and culture. Cultural, educational and medical exchanges between the UAE and the US are spurring innovation and inspiring creativity while connecting the people of both countries. For more information, visit www.uaeusaunited.com.

###

Media Contacts:

Kim Koury
TTLA / Spin PR
Kim@spinprgroup.com
310-497-6324

Dalal Chamas
UAE Consulate General in LA
dalal.chamas@mofaic.gov.ae
310-623-5611

Georgia Berkovich
The Midnight Mission
gberkovich@midnightmission.org
310-383-1795





