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NEWS RELEASE

FOR IMMEDIATE RELEASE
October 29, 2020

Good Sam to Still Host 11th Annual 12Ks for the Holidays Charity Run

JACKSON, Miss. -October 29, 2020- Good Samaritan Center will host its much anticipated 11th annual 12Ks for the Holidays Charity Run for the entire month of November. The race raises money for Good Sam's various Christmas assistance programs each year. Due to the current pandemic, this year's race will be virtual.

The event is for families and friends of all ages. Individuals can participate in a 12K run, 5K run, 5K walk, and a free kids' 1 mile Fun Run anytime and anywhere. Registration is live now on Race Roster and will close November 30th.

Good Sam Executive Director, Kathy Clem, says operations have certainly not slowed down at Good Sam since March and the need for assistance is crucial now more than ever.

"While 2020 has been an extremely challenging year for Good Sam, it has brought many amazing opportunities for our organization to help. With the huge increase in need so far, we anticipate the rest of the year to be very busy for us. As we begin taking Christmas assistance applications for struggling families, we want to be prepared to help people as they continue to struggle during COVID. 12K's is particularly important to us as it financially supports our Christmas programs," Clem said.

Good Sam's food pantries have handed out an average of 5,500 meals per month since March, and the soup kitchen is serving more than 10,000 meals every month, which is nearly a three-fold increase monthly, since the beginning of the pandemic.

In addition to our regular programs, this summer, Good Samaritan has worked with other nonprofits and businesses to form Hub for Hungry, a food salvaging collaboration that saves good food products that would be thrown away, but instead can be used to feed food insecure individuals and struggling families. Over 500,000 pounds of food have been saved and rerouted to food pantries and soup kitchens throughout the state.

While 12Ks for the Holidays 2020 looks a little different compared to years' past, Good Sam is hoping to make the most of it.

“Every year, we pick a theme centered around a favorite holiday song. This year is no exception, and of course we want to make note of our current pandemic situation. "Baby, it's COVID outside" will be front and center on our amazing race shirts, unique face masks and participant medals.” Clem said.

Upon approval from Jackson city leaders, the organization hopes to host a “Clock Day” from 7 a.m. to 10 a.m. on November 21st, with MS Race Timing on location at The Cedars in Fondren so local participants can clock their own time, while running the lovely neighborhood course. Follow @holiday12k on Facebook & @12ksfortheholidays on Instagram for up-to-date information, regarding this year's event.

The Good Samaritan Center is a private, non-profit social service agency. It is funded by churches, private contributions, and fundraising. Its mission is to assist families and individuals in emergency situations and does so by working closely with other organizations to form a “network of helping hands.”

For more information about 12Ks for the Holidays, The Good Samaritan Center, or how your business can help sponsor the event, please contact Emily Beyea at 601.573.1652 or emilybeyea@goodsamaritancenter.org.

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FACT SHEET

- **Registration** is now **open** at raceroster.com It will close on November 30.
- Participants get to pick their distance as well as their swag. Individuals do their run alone or with friends (socially distanced, of course!).
 - **12K run**
 - **5K run**
 - **5K walk**
 - **Free Kids One-Mile Fun Run**
- **Swag Options:** Glow-In-The-Dark “Baby, it’s COVID outside!” themed T-shirt, matching Face Mask, Finisher Medal (2020 race ornaments may be an additional purchase, participants can buy at the store on Race Rosters 12K’s for the Holidays event.)
- Racers can complete their mileage **anytime** and **anyplace**.
- Participants are encouraged to **post their times onto Race Roster** and to **share photos** from their adventure onto the Facebook Event Page as well as **tag/mention Good Sam/12K social media**.
- **Clock Day:** If allowed by city officials, our race timing companies will be **on location (The Cedars in Fondren and in Laurel) on November 21st from 7am-10am** with a marked course to allow folks to run and clock their own time. This offers our participants some of the race feel but with a more careful, social distancing opportunity to run a lovely course.
- **Costume & Sponsor Contest:** In addition to offering prizes for extraordinary costumes, we are encouraging participants to safely visit their favorite sponsor locations, tagging us and the business in a social media post, for extra prizes.
- **Sponsorship:** Send an email to emilybeye@goodsamaritancenter.org to receive the 12Ks for the Holidays 2020 Sponsorship Packet with tiered sponsorship options.





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Media Alert

- WHO** Hosted by Good Samaritan Center for runners and walkers everywhere
- WHAT** 12Ks for the Holidays virtual charity run benefitting Good Samaritan Center
- WHEN** All November Long
Register NOW at
<https://raceroster.com/events/2020/35057/12ks-for-the-holidays>
- WHERE** Anytown, USA | virtual event
- INFO** The Good Samaritan Center is a private, non-profit social service agency. It is funded by churches, private contributions, and fundraising.
- The Center was started in 1972 under the direction and financial support of seven Jackson churches. Since that time, The Good Samaritan Center has grown to include a main office in Jackson and a branch in Laurel, Mississippi.
- The Good Samaritan Center’s mission is to assist families and individuals in emergency situations. We work closely with other organizations to form a “network of helping hands.” Our motto is “if we can’t help, we should know (or be able to find out) who can.”
- CONTACT** Emily Beyea
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