

**On Your Mark.... Get Set...**  
**for the Holiday Inn Express Dr. Kim Armstrong Turkey Trot**

FOR IMMEDIATE RELEASE

July 9, 2018

(Pembroke) Walkers, runners, strollers and trotters are invited to take part in the 14th annual Holiday Inn Express Dr. Kim Armstrong Turkey Trot taking place September 29<sup>th</sup> in beautiful downtown Pembroke. The charity event includes the Moncion Metro 5K, the Kelly & Kelly 10K and the RY-J's Family Obstacle Course.

"The Turkey Trot has been bringing our community together in the name of local health care for over a decade – helping to support Pembroke Regional Hospital programs and services that our families rely on, like diagnostic tests, surgical procedures and maternal child care, to name a few," said Organizing Committee Chairperson Sarah Selle.

Over the past 13 years, the Turkey Trot has raised more than \$133,000 in support of bursaries and hospital programs. This year's event will support the Pembroke Regional Hospital Foundation's *Cutting Edge* campaign for Orthopaedic Program equipment and reconstruction of the circa-1950's inpatient Surgical Unit at the Pembroke Regional Hospital.

Commenting on the race route, Ms. Selle said, "Participants last year got a big kick out of taking over the entire downtown area, so runners can expect another full-out Turkey Trot invasion downtown again." This means local businesses will have the opportunity to showcase their stores, display encouraging messages in their store windows, or cheer on the racers as they pass by.

Families can also look forward to the return of the RY-J's Family Obstacle Course, led by the event's own Turkey Mascot.

To fuel the racers, there will be a pre-registration, race kit pick-up, spaghetti dinner and silent auction at the Holiday Inn Express Pembroke on September 28th between 4 p.m. and 7 p.m.

"There are some incredible prizes to give away," said Ms. Selle. Early birds who register by August 7<sup>th</sup> will be entered for a chance to win an Apple Watch Series 3, sponsored by Roy and Associates; those who raise pledges will be entered for a chance to win an Apple Watch Series 1, sponsored by CUPE Local 1502 Pembroke Regional Hospital; and the top pledge earner will win an inflatable paddle board, sponsored by The Co-operators: Perri-Rae Boell & Associates Inc.

"We are also using a new online registration platform that will make it easy for participants to create their own online fundraising page to share and raise pledges online," Ms. Selle said.

Participants can register for the Turkey Trot through the PRH Foundation website ([www.prhfoundation.com](http://www.prhfoundation.com)) where various price incentives are available. Families of four to six immediate members will receive 25% off registration; sports teams and large groups (seven to 15 people) can register for \$150 (or raise \$400 in pledges for waived registration fee); and individuals who raise over \$200 in pledges run for free.

Additionally, official Turkey Trot clothing (men's muscle shirts, women's racerbacks and unisex hooded long-sleeve shirts) are available in dark gray for purchase online.

The race organizers are also starting to recruit volunteers for race day opportunities such as helping out at the water stand, obstacle course, route marshalling, cheering, setup and teardown. All hours will count towards high school community service hours if needed.

For more information on the Turkey Trot or to find out how you can contribute to the current campaign, please contact the PRH Foundation at (613) 732-2811 extension 7408 or visit [www.prhfoundation.com](http://www.prhfoundation.com).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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