

2016 Gesa Turkey Trot Benefitting the American Red Cross

Gesa once again partnered with the American Red Cross Serving Central and SE Washington to present the 13th Annual Turkey Trot. Every year, Tri-Citians come together on Thanksgiving morning to “trot” a 5K or a 1 mile track before their big meals. This family-friendly event supports the American Red Cross Serving Central and Southeastern Washington, which provides emergency assistance, disaster relief and life-saving education to the communities of Adams, Benton, Franklin, Yakima, Kittitas, Walla Walla and Columbia Counties. This event was created to:

- Generate awareness of the American Red Cross
- Promote the partnership between Gesa and the American Red Cross
- Generate donation dollars for American Red Cross
- Continue the tradition of providing a family-friendly event on Thanksgiving morning

Goals:

- To increase registrants to 3,000
- To raise \$60,000 for American Red Cross

Results:

- 3307 paid registrants
- \$72,735
 - \$8,500 sponsorship dollars
 - \$64,235.77 in registration and merchandise sales
 - Number does not include event expenses