

FOR IMMEDIATE RELEASE

Martha's Village and Kitchen
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**Registration Is Open for the 10th Annual Thanksgiving Day 5K Benefiting
Martha's Village & Kitchen**

INDIO, CA—Dust off your turkey hat and put on your running shoes because the 10th Annual Fortem Financial Thanksgiving Day 5K is fast approaching! The charity race, presented by Carl's Jr. ® and KMIR, is both competitive and casual with prizes for the winners in several age categories. The race welcomes everyone to participate in the excitement of this favored event with plenty of room for joggers, walkers, strollers, and even pets. Funds raised directly benefit the programs offered by Martha's Village and Kitchen to help better the lives of the homeless and impoverished in the Coachella Valley.

"The Partners at Fortem Financial are very excited about being the Title Sponsor of the 10th annual Thanksgiving Day 5K to benefit Martha's Village and Kitchen," said Brian Amidei, MVK Board member and CEO and Founding Partner of the independent, fiduciary wealth management firm, Fortem Financial.

This year, Martha's has added several new and exciting layers to the 5K. There will be an all new Kids Zone with face painting, a hula hoop contest, coloring contest, and many other activities for children and families. The 5K will also feature a Beer Garden hosted by La Quinta Brewing Company. Each registered participant over the age of 21 may receive one free beer, with beer also available for purchase. For the first time, Martha's has also added a fundraising piece operated through GroupRev where groups and race teams can join the cause and start their own fundraising campaign.

Registration is now open and can be accessed by visiting www.marthasvillage.org/5k. The registration fee is \$40.00 for adults and \$32.00 for kids. All participants receive a long-sleeve, dri-fit shirt and a goody bag. "We recommend registering as early as possible on our registration site. Also, we recommend picking up your race day packet in advance at one of our Packet Pick-Up days to avoid long lines on race day," said Stephanie Minor, Director of Development for Martha's Village and Kitchen. The Packet Pick-Up days are scheduled for Tuesday, November 22nd at Anytime Fitness in Indio and Wednesday, November 23rd at World Gym in the Westfield Mall, both from 9:00 AM – 5:00 PM. Raffle tickets and merchandise will also be available for purchase at Packet Pick-Up.

Sponsorship opportunities for the 5K are still available, but the deadline is rapidly approaching. “We are proud to be a presenting sponsor for the 10th Annual Fortem Financial Thanksgiving Day 5K benefitting Martha’s Village and Kitchen,” said Carl Karcher, President of CLK and local Carl’s Jr.® Franchise Owner. “It only takes one day to make a lifetime difference to a family or person in need. This event has become a cherished tradition of many and we are excited to be a part of it.”

Volunteer opportunities for the 5K are also available. Please contact Myriam Rabago at (760)347-4741 ext. 128 for more information about volunteering.

- **WHAT:** Fortem Financial’s Thanksgiving Day 5K Presented by KMIR and Carl’s Jr.® will bring 4000+ Coachella Valley neighbors together for the 10th Annual running of the race benefitting Martha’s Village and Kitchen.
- **WHO:** 4,000+ fellow Valley neighbors, friends, supporters, community leaders and volunteers will be there. Dogs and strollers are allowed. There will also be plenty of Thanksgiving themed costumes, painted faces, and fun for all!
- **WHY:** Participation in the 10th Annual Thanksgiving Day 5K provides family fun, fitness and an opportunity to help the less fortunate. All proceeds go to help the homeless and impoverished children, women and men right here in the Coachella Valley.
- **WHEN:** Race day is Thursday, November 24, 2016 at 8:00 AM. The race course will begin on the corner of El Paseo and San Pablo in Palm Desert.

About the Title Sponsor – Fortem Financial

Fortem Financial is a new Registered Investment Advisory firm here in the Coachella Valley founded by experienced and award winning professionals. Fortem Financial is an independent, fiduciary wealth management firm with a dedicated team of investment experts here in the desert for more than 17 years.

Additional Race Sponsors

The 10th Annual Fortem Financial Thanksgiving Day 5K is presented by KMIR and Carl’s Jr.® Additional sponsors include Toyota of the Desert, Agua Caliente Band of Cahuilla Indians, Wells Fargo, Nestlé Waters, Maggio Marketing and Media, Burrtec, Lake Air, Four Winds Tribal Coalition, Anytime Fitness Indio, World Gym, The Gardens on El Paseo, Cinemark, Justin’s, La Quinta Brewing Company, Forest Lawn, Heimark Distributing, LLC, Fulton Distributing and Big Wheel Tours.

About Martha’s Village and Kitchen

Martha's Village and Kitchen is one of the largest providers of homeless services in the Coachella Valley and Riverside County. We serve over a quarter of a million meals each year. The founders began serving meals to their homeless neighbors in 1990. Martha's Village and Kitchen offers programs based on the nationally recognized "continuum of care model". Their programs include Residential Transitional Housing, Food Services, Children's Services, Career and Education, Healthcare, Case Management and Emergency Assistance. The organization prides itself on serving their neighbors by responding to their needs with food, clothing, shelter and an opportunity to become self-sufficient by affirming their dignity with respect, support and compassion.

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