



MEDIA RELEASE

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Fort Lauderdale Turkey Trot Announces 2016 Grand Marshal Ellen Latham, Founder of Orangetheory Fitness

Fort Lauderdale, Fla. – (November 4, 2016) – Dust off your sneakers, put on your craziest Thanksgiving-themed attire and get ready to join the more than 3,000 participants who will run or walk in the [6th Annual Fort Lauderdale Turkey Trot](#). The Turkey Trot will kick off at 7:30 a.m. on Thursday, November 24, 2016 at [D.C. Alexander Park](#) located on A1A, one block south of Las Olas Boulevard. The 5k race route extends north along A1A to Sunrise Boulevard and finishes back DC Alexander Park.

Hosted by two local nonprofits, [iTRACE Foundation, Inc.](#) and [Leadership Broward Foundation, Inc.](#), this year's Turkey Trot is focused on two main themes, fitness and food bank replenishment.

"We are excited to have Ellen Latham, the Founder of Orangetheory Fitness, as this year's Grand Marshal," said Jonathan Schwartz, Event Co-Chair. "She has so much energy and passion and is deeply committed to encouraging healthy living and fitness here in South Florida – we know she will do a phenomenal job leading this year's Turkey Trot."

[Ellen Latham](#), a staple in the South Florida fitness community, designed "The Ultimate Workout," which became the foundation for [Orangetheory Fitness](#). Today, Ellen is a Partner and Founder of Orangetheory Fitness, and Owner of Ellen's Ultimate Workout gym in Florida.

"This event is really about coming together, having fun, and making an impact on our community," said Schwartz.

In the spirit of holiday giving, the Fort Lauderdale Turkey Trot has also teamed up

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with [Feeding South Florida](#), the leading domestic hunger-relief organization in the state. Turkey Trot participants are asked to please bring non-perishable food items with them on the day of the race.

"Feeding South Florida is dedicated to providing immediate access to nutritious food and improving the overall health of our community, with the support of neighborhoods and organizations," says Paco Vélez, CEO of Feeding South Florida. "We enjoy working with our community partners and are grateful for all donations we receive."

[Registration](#) for the 2016 Fort Lauderdale Turkey Trot can be completed online or in person at The Galleria at Fort Lauderdale during [packet pickup](#), or on-site on race day. The deadline for online registration is November 20, 2016. Online Registration ranges from \$30 - \$40 for adults and children, 12 years old and under are \$25.

Fort Lauderdale's Annual Turkey Trot has become a staple event in South Florida. The 2016 Turkey Trot is sponsored in part by Memorial Cardiac & Vascular Institute, MedPro Healthcare Staffing, Orangetheory Fitness, The Galleria at Fort Lauderdale, Cycleward, and City & Shore Magazine. Event sponsorships and raffle items are still being accepted and are encouraged.

If you are unavailable to participate in the 5k, there are [volunteer](#) and [sponsorship opportunities](#), and even opportunities to become a [virtual walker](#). To find out more about the 6th Annual Fort Lauderdale Turkey Trot, visit <http://www.turkeytrotftl.com>.

About iTRACE Foundation, Inc.

iTRACE Foundation, Inc. (iTRACE) is a not for profit preventative health and wellness research foundation. Founded in 2009 by a small group of community conscious individuals, iTRACE is dedicated to improving the quality of living in the community. They work to achieve the following goals: to decrease childhood overweight and obesity, to increase physical activity across the lifespan, and to promote life-saving, low-cost preventive health measures.

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About Leadership Broward Foundation, Inc.

Founded 33 years ago, Leadership Broward Foundation is the exclusive leadership organization offering youth and local business and community leaders at all levels the opportunity to connect to each other, develop valuable skills and make a positive impact on their organizations and community. The Foundation's programs and initiatives provide leadership skills development and increase awareness about local economic, political and social issues. Leadership Broward Foundation Alumni gain access to a diverse network of leaders and enjoy the opportunity to become strong leaders building great companies and a strong community.

About Orangetheory Fitness

Orangetheory® Fitness (www.orangetheoryfitness.com) is a scientifically designed, one-of-a-kind, group personal training workout broken into intervals of cardiovascular and strength training. Backed by the science of excess post-exercise oxygen consumption (EPOC), Orangetheory's heart-rate-monitored workouts are designed to get participants within the target-training zone of 84 percent to 91 percent of their heart rate, which stimulates metabolism and increases energy. Led by highly skilled coaches, each Orangetheory Fitness workout incorporates endurance, strength and power elements through a variety of equipment including treadmills, rowing machines, TRX® suspension training and free weights. The end result is more energy, visible toning and the 'Orange Effect' – where participants keep burning calories for up to 36 hours post-workout (the Orangetheory Fitness 'afterburn') for an average of 500+ total calories burned per every 60 minute workout. The company was ranked #60 in *Inc.* magazine's Fastest Growing Private Companies List and #255 in *Entrepreneur's* 2016 Franchise 500® list of the top franchises in the world. Visit www.otffranchise.com for area developer and franchise opportunities.

About Feeding South Florida

Feeding South Florida® is a member of the Feeding America® network of food banks and the leading domestic hunger-relief organization serving Palm Beach, Broward, Miami-Dade, and Monroe Counties. Our mission is to end hunger in South Florida by providing immediate access to nutritious food, leading hunger

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and poverty advocacy efforts, and transforming lives through innovative programming and education. Feeding South Florida rescues 44 million pounds of food annually, serving 784,110 individuals in need of food assistance - 264,280 of whom are children and 130,000 are older adults. Feeding South Florida is the largest and most efficient food bank in each county it serves, providing for 25% of the state's food insecure population, through a local network of more than 400 nonprofit partner agencies and direct service programs. For more information, visit www.feedingsouthflorida.org or call 954.518.1818.

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