

## 15th Annual Applied Materials Silicon Valley Turkey Trot 2019 Marketing Text Examples

### Full Description

A treasured tradition, the Applied Materials Silicon Valley Turkey Trot is celebrating its 15th anniversary. From elite runners to family strolls, we have become a tradition for everyone.

Be a part of a community of over 25,000 trotters making a difference. Founded and produced by the Silicon Valley Leadership Group Foundation, the Turkey Trot has raised \$8.7 million for five local charities: Healthier Kids Foundation Santa Clara County, Housing Trust Silicon Valley, Second Harvest Food Bank of Santa Clara and San Mateo Counties, Second Harvest Food Bank of Santa Cruz County and The Health Trust. With your support, we can reach this year's goal of raising \$1 million dollars for our beneficiaries to continue in providing our community with health, hope, and a home.

This isn't your typical hometown Turkey Trot — we're the largest timed Thanksgiving race in the United States. We offer a 5K run/walk, 10K run, and a Kids Fun Run. Runners, joggers, and walkers will enjoy a flat and fast course going through the heart of Downtown San Jose. Join us in celebrating our 15th annual Silicon Valley Turkey Trot on Thursday, November 28, 2019. Register, donate, volunteer, or learn more at [svturkeytrot.com](http://svturkeytrot.com).

### Email/Newsletter/Web

Website URL: [svturkeytrot.com](http://svturkeytrot.com)

From the family-friendly 5K run/walk, 10K run and Kids Fun Run to being the largest Thanksgiving race in the United States, this is an experience you don't want to miss! The Applied Materials Silicon Valley Turkey Trot is celebrating its 15th anniversary. Come celebrate this milestone while raising funds for our five benefiting charities. Register at [svturkeytrot.com](http://svturkeytrot.com)

### Social Media

**Facebook:** Please be sure to tag us in all of your posts, like, and follow us on Facebook and ensure to use our “@” handle to correctly link your posts to our Facebook page. Also, please use our hashtag in every post relating to us.

Direct Link: <https://www.facebook.com/SVTurkeyTrot/>

Account Handle: [@SVTurkeyTrot](https://www.facebook.com/SVTurkeyTrot/)

Hashtag: #svturkeytrot

### ***Registration before September 20, 2019 price change***

Act fast — our prices are increasing on September 20! The Applied Materials Silicon Valley Turkey Trot is celebrating its 15th anniversary and has raised \$8.7 million for local charities.

Sign up today and join for our 15-year celebration of tradition, community, and giving back. For more information and to sign up visit <http://bit.ly/svturkeytrot>

### ***Registration before November 1st, 2019 price change***

Last chance to take advantage of our current entry fee before it goes up November 1st! From our family-friendly 5K run/walk and 10K run to over 25,000 happy participants, the Applied Materials Silicon Valley Turkey Trot is an experience you don't want to miss! Join us for an unforgettable experience while helping raise funds for our benefiting charities. Register by 11:59 PM PDT on Friday, November 1st to avoid the upcoming fee increase. For more information and to sign up visit <http://bit.ly/svturkeytrot>

Now's the time to sign up for the largest Turkey Trot in the United States, Applied Materials Silicon Valley Turkey Trot. This event benefits the Healthier Kids Foundation, Housing Trust, Second Harvest Food Bank Silicon Valley and Santa Cruz, and Health Trust. Join us as we celebrate 15 years of family, friends, fitness, fun, and philanthropy. Register by 11:59 PM PDT on Friday, November 1st to avoid the upcoming fee increase. For more information and to sign up visit <http://bit.ly/svturkeytrot>

### ***Regular Registration***

Start your Thanksgiving morning at the 15th annual Applied Materials Silicon Valley Turkey Trot with over 25,000 other trotters and celebrate 15 years of tradition, community, and giving back. For more information and to sign up visit <http://bit.ly/svturkeytrot>

The Applied Materials Silicon Valley Turkey Trot is the largest timed Thanksgiving race in the United States. Join us in celebrating 15 years of trotting while raising \$8.7 million for local charities! For more information and to sign up visit <http://bit.ly/svturkeytrot>

**Twitter:** Please be sure to follow our Twitter channel, retweet, and like our tweets when appropriate.

Direct Link: <https://twitter.com/TurkeyTrotSV>

Account Handle: [@turkeytrotsv](https://twitter.com/turkeytrotsv)

Hashtag: [#turkeytrotsv](https://twitter.com/turkeytrotsv)

### ***General Tweets***

Sign up for the largest Thanksgiving race in the US [@turkeytrotsv](https://twitter.com/turkeytrotsv) while raising funds for charities! [#turkeytrotsv](https://twitter.com/turkeytrotsv) <http://bit.ly/svturkeytrot>

We are proud sponsors of the 2019 [@turkeytrotsv](https://twitter.com/turkeytrotsv). Join us in celebrating 15 years of trotting. [#turkeytrotsv](https://twitter.com/turkeytrotsv) <http://bit.ly/svturkeytrot>

Thanksgiving is a day for giving back. Register for @turkeytrotsv to support local charities. #turkeytrotsv <http://bit.ly/svturkeytrot>

Run, jog, or walk for a stronger community. Join us at @turkeytrotsv to raise funds for local charities. #turkeytrotsv <http://bit.ly/svturkeytrot>

A Silicon Valley tradition, join us at @turkeytrotsv to help reach the goal of raising \$1 million for charities. #turkeytrotsv <http://bit.ly/svturkeytrot>

### *Promotional Tweets*

Save a Bundle! Register for @turkeytrotsv & @santarunsv at the same time & save up to \$10. Sign up: <http://bit.ly/svturkeytrot> #turkeytrotsv

### *Category Tweets*

Calling all families for the Kids Fun Zone 2019 @turkeytrotsv! Mascots & fun festivities for all <http://bit.ly/svturkeytrot> #turkeytrotsv

Join the Costume Contest @turkeytrotsv! Best costume will win prizes. Sign up now <http://bit.ly/svturkeytrot> #turkeytrotsv

@turkeytrotsv honors US veteran & military with a 5K/10K challenge. Thanks for your service! #turkeytrotsv <http://bit.ly/svturkeytrot>

Seeking public safety officers @turkeytrotsv! Join the Quickest Cop/Fastest Firefighter competition now #turkeytrotsv <http://bit.ly/svturkeytrot>

Why do you do the @turkeytrotsv? Sign up & share your story to win some great prizes #turkeytrotsv <http://bit.ly/svturkeytrot>

Want to see real speed @turkeytrotsv? Watch the Elite 5K Invitational & PA/USATF 5K Championship at #turkeytrotsv <http://bit.ly/svturkeytrot>

Can't make the @turkeytrotsv? Register as a Remote Runner to support #turkeytrotsv and its 5 charities! <http://bit.ly/svturkeytrot>

How fit is your company? Learn about @turkeytrotsv Fittest Firm contest – #turkeytrotsv [svturkeytrot.com/fittest-firm/](http://svturkeytrot.com/fittest-firm/)

Kids Fun Run is back for the 2019 @turkeytrotsv! Register your little turkeys today <http://bit.ly/svturkeytrot>

Fight hunger & bring canned food to @turkeytrotsv Sports Basement SV Expo! #turkeytrotsv <http://bit.ly/svturkeytrot>

**Instagram:** Be sure to follow us and like our posts. If you post to your Instagram account, you can use the Turkey Trot pictures provided on the Partner Media Kit webpage.

Direct Link: <https://www.instagram.com/svturkeytrot/>

Account Handle: [@svturkeytrot](https://www.instagram.com/svturkeytrot/)

Hashtag: #svturkeytrot

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Start your Thanksgiving morning off with a run, jog, or walk at the 15th annual Applied Materials Silicon Valley Turkey Trot with over 25,000 other trotters while raising funds for local charities. [@svturkeytrot](https://www.instagram.com/svturkeytrot/) #svturkeytrot