



*For Immediate Release*

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***Despite the Cancelled New York City Marathon, Bowery Mission Supporters  
Hit the Streets for a Half-Marathon to Support Those Living in the Streets***

**NEW YORK** – October 14, 2020 – While New Yorkers and the world have faced shutdowns and cancellations, efforts to support New York’s most vulnerable population cannot be cancelled. At a time when the typical fundraising galas and gatherings are prohibited, a group of Bowery Mission supporters have come together to organize a half marathon to raise money for The Bowery Mission.

On Sunday, November 1, 2020, Alain Bernard, President & CEO of Richemont North America, Marie de Foucaud and Agathe Louvet, along with 22 friends, will run a half marathon across Manhattan to raise \$50,000 to support The Bowery Mission’s efforts to help people experiencing homelessness and poverty during the COVID-19 pandemic.

The group originally planned to run on the same date with The Bowery Mission’s charity team to raise funds in the TCS New York City Marathon, but when the race was understandably cancelled due to the COVID-19 pandemic, the trio knew they still wanted to support The Bowery Mission. “The idea of forming a group of friends to go and run for The Bowery Mission came naturally. We wanted to take charge of our running and fundraising even though the NYC marathon was cancelled,” said Bernard. “The 25 runners enthusiastically and immediately gathered to serve others and have fun along the way.”

“We are incredibly grateful for our long friendships with partners like Alain, Marie and Agathe – and for their determination and creativity in the face of the initial setback,” says James Winans, President & CEO of The Bowery Mission. “They know the critical needs that The Bowery Mission meets, using the donations raised during the marathon. The funds raised by the team of 25 runners will allow us to continue to provide services to men and women experiencing homelessness, including our neighbors displaced since the pandemic began.”

Since the 1870s, The Bowery Mission has stood with New Yorkers who are unhoused, food insecure, unemployed, and economically marginalized or displaced. During times of crisis, from the 1918 flu pandemic to the Great Depression to Hurricane Sandy, The Bowery Mission's work becomes even more critical. Since the COVID-19 shutdown in March, The Bowery Mission has provided more than 213,000 life-sustaining meals and 55,000 nights of safe shelter to New York's most vulnerable, along with critically-needed hygiene and other services. For more information about how to support, please visit [www.my.bowery.org/halfmarathon2020](http://www.my.bowery.org/halfmarathon2020).

### **About The Bowery Mission**

The Bowery Mission has served New Yorkers experiencing homelessness and hunger since the 1870s. Last year, The Bowery Mission provided more than 558,000 hot meals, 140,000 nights of shelter, 100,000 articles of clothing and 2,400 onsite medical and optometry exams. Each meal and every service is an invitation to residential and community programs that help clients make progress toward a transformed life of faith, community, sobriety, sustainable income and independent living. To empower children to thrive and succeed, The Bowery Mission also offers year-round opportunities for enrichment through City Camp, culminating in summer camp for hundreds of children in the Poconos Region of Pennsylvania. To learn more, visit [www.bowery.org](http://www.bowery.org).

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