



**For Immediate Release**

Contact: Brian Ourien

(646) 634-8805

[bourien@bowery.org](mailto:bourien@bowery.org)

**The Bowery Mission Named an Official Charity Partner of the  
2021 TCS New York City Marathon**

**New York, NY, October, 29, 2021**—**The Bowery Mission** was named an Official Charity Partner for the 2021 TCS New York City Marathon, taking place on November 7. This year serves as the 50th celebratory running of the marathon. **The Bowery Mission** will be among the more than 400 official charity partners providing thousands of runners the opportunity to run in the world's most popular marathon.

The Bowery Mission team of nine brings together long-time friends and supporters of the Mission, and staff members with a goal to raise over \$50,000 for people experiencing homelessness and poverty in New York City.

“I run because I believe that we all can do something, even something small, for the sisters and brothers around us who are homeless,” says Alain Bernard, a leader in global luxury markets, while Donald Boller, a staff member of The Bowery Mission says, “Running a marathon has been a life's dream. Running the TCS New York City Marathon as a fundraiser for The Bowery Mission makes it far better.”

Learn more about our runners [here](#).

“Beyond the obvious benefit of empowering fundraisers to support our programs, the marathon is an integral part of our city and friends of the Mission have shown interest each year in joining the team. Running, as an endurance and strengthening activity, is also something our clients use on their road to recovery,” says James Winans, CEO and President of The Bowery Mission.

“Supporting charitable causes and organizations are a long-standing tradition of the TCS New York City Marathon as it serves as one of the world's largest fundraising platforms,” says Christine Burke, Senior VP of Strategic Partnerships, NYRR. “The marathon exemplifies the running community's spirit of giving back, and no group demonstrates that more than the thousands who choose to run for charity. We are proud to support the efforts of The Bowery Mission team and the positive impact they have made to their community.”

The NYRR Official Charity Partner Program offers an opportunity for nonprofit organizations to raise funds to support their missions and services. Participating charities can offer guaranteed entry to runners who fundraise on their behalf.

Over the past five years as a charity partner, The Bowery Mission has raised over \$192,000 from more than 1,000 donors. Last year, friends of the Mission ran a self-organized half-marathon during the pandemic, bringing in nearly \$220,000 from over 270 donors.

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#### **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 255,000 hot meals, 54,000 nights of shelter, 17,000 articles of clothing, and 29,000 emergency showers. Each meal and every service is an invitation to our 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 Mont Lawn 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).

#### **About New York Road Runners (NYRR)**

NYRR's mission is to help and inspire people through running. Since 1958, New York Road Runners has grown from a local running club to the world's premier community running organization. NYRR's commitment to New York City's five boroughs features races, virtual races, community events, free youth running initiatives and school programs, the NYRR *RUNCENTER* featuring the New Balance Run Hub, and training resources that provide hundreds of thousands of people each year with the motivation, know-how, and opportunity to Run for Life. NYRR's premier event, and the largest marathon in the world, is the TCS New York City Marathon. Held annually on the first Sunday in November, the race features a wide population of runners, from the world's top professional athletes to a vast range of competitive, recreational, and charity runners. To learn more, visit [www.nyrr.org](http://www.nyrr.org).

#### **Contact:**

*The Bowery Mission Media*

Brian Ourien (c): 646.634.8805 (e): [bourien@bowery.org](mailto:bourien@bowery.org)

*NYRR Media Relations*

Trina Singian (c): 646.457.8953 (e): [tsingian@nyrr.org](mailto:tsingian@nyrr.org)