



FOR IMMEDIATE RELEASE

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ECHO's Annual Turkey Trot Returns to Atascadero Lake Park on Thanksgiving Morning

Atascadero, CA – November 12, 2025 – El Camino Homeless Organization (ECHO) invites the community to kick off Thanksgiving morning with purpose at the annual Turkey Trot 5K and Fun Run at Atascadero Lake Park. This cherished holiday tradition brings families, friends, and neighbors together to celebrate community, wellness, and compassion—all while fueling ECHO's mission to help individuals and families find housing and stability.

Once again, the B Loved Foundation will generously match all donations made by individuals, including ticket purchases, doubling the impact of your personal support for those experiencing homelessness right here in SLO county.

"The Turkey Trot isn't just a run—it's a reminder of what community looks like when we come together," said Wendy Lewis, CEO of ECHO. "Every step taken that morning helps someone take their next step toward stability, hope, and home."

Participants of all ages are welcome to join in the fun. The \$20 suggested donation can be made online at echoshelter.org or in person on the day of the event. All proceeds will benefit ECHO's comprehensive programs, which provide safe shelter, nutritious meals, and essential services to help individuals and families achieve housing stability.

ECHO extends heartfelt thanks to its sponsors, community partners, and volunteers whose generosity and enthusiasm make this event possible. With the B Loved Foundation's commitment to matching donations, every participant's contribution will make an even greater difference in the lives of those ECHO serves.

This holiday season, ECHO is also seeking volunteers to help create a warm, welcoming environment across its campuses. From serving meals and organizing donations to assisting with holiday events, every act of service brings hope to neighbors in need. To learn more or sign up, visit echoshelter.org.

Event Details:

What: ECHO's 7th Annual Turkey Trot

When: Thanksgiving Day, November 27th-Registration starts at 8:30am

Where: Atascadero Lake Park

Suggested Donation: \$20 per person

5k: Trophies for 1st and 2nd Place for 5k runners in Men's, Women's, and under 18.

Thanksgiving Costumes: Best Individual, Best Group, and Best Animal

About El Camino Homeless Organization (ECHO)

ECHO's mission since 2001 is to empower people in SLO County to make positive change by providing food, shelter, and supportive services. ECHO operates two facilities in Atascadero and Paso Robles with a total bed capacity of 130, including a 60-bed shelter in Atascadero and 70-bed shelter in Paso Robles, and a daily community dinner program, and shower program for individuals and families throughout San Luis Obispo County. For more information, please visit our website at www.echoshelter.org.