



New Orleans Track Club, Inc.  
1050 South Jefferson Davis Pkwy.  
Suite 109  
New Orleans, La 70125  
504.304.2326  
NOTC.PR@runNOTC.org

**\*\*\* MEDIA ALERT \*\*\* PHOTO OPPORTUNITY \*\***

## **New Orleans Mission Hosts Big Easy, Big Heart 5K & Fest Experience**

*All proceeds benefit the women served by The New Orleans Mission*

**WHAT:**

The Big Easy, Big Heart 5K & Fest Experience benefits the New Orleans Mission in its fight to rescue sexually, physically and emotionally abused women. The 5K event starts on Canal Street and runs through the French Quarter and the Marigny, finishing on Bourbon Street.

New this year, the 1-mile Fest Experience celebrates the many festivals Louisiana has to offer. Race participants run through the streets of the French Quarter carrying their Fest Chairs in their best Fest outfits. Participants may enter both races for one price. Pre and post-race events, including an after party at the Hard Rock Cafe on Bourbon Street. There will be prizes for best Fest outfits.

Festivities will be presided over by Rockin' Dopsie Jr., Grand Marshall, and Fleurdy Girl, Master of Ceremonies, at the Big Easy, Big Heart 5K & Fest Experience.

Registration is now available at [www.BigEasyBigHeart.com](http://www.BigEasyBigHeart.com). Race day registration will be available at the Hard Rock Cafe starting at 7:30 AM.

**WHEN:**

**Saturday, April 30, 2016**

Registration: 7:30 AM

5K Start: 8:30 AM

1-Mile Fest Experience Start: 9:30 AM

**WHERE:**

**Hard Rock Cafe** 125 Bourbon St, New Orleans, LA 70130

*\*Parking: Free parking available at the Mahalia Jackson Theater at **1419 Basin Street**. Bus transportation will be provided for participants to the Hard Rock Cafe on Bourbon Street.*

**WHY:**

The New Orleans Mission is hosting its Big Easy, Big Heart 5K in support of the women served by the nonprofit. All proceeds benefit The Mission in its fight to rescue sexually, physically and emotionally abused women.

**HOW:**

Registration and sponsorship information can be found online at [www.BigEasyBigHeart.com](http://www.BigEasyBigHeart.com).

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*Established in 1989, the New Orleans Mission is a private 501(C)(3) nonprofit organization created as a service provider for a growing population of homeless men living in our city. Today, it is the largest faith based private service provider among 60 shelters catering to the homeless population of New Orleans. The New Orleans Mission overnight shelter capacity has grown from 80 to 215, including 32 women. For more information, visit <http://neworleansmission.org>*