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Go Santa Go 5K spreads holiday cheer, fights hunger in Grand Rapids, December 6



November 3, 2014 — Comstock Park, Michigan — On Dec. 6, Grand Rapids' Millennium Park will be overrun by a mob of Santa Clauses, elves and maybe a few reindeer, all in the name of hunger relief and holiday fun. Proceeds from the [Go Santa Go 5K](#) run/walk will be donated to [Feeding America West Michigan Food Bank](#) to provide food for families in need this holiday season.

"We were approached with this idea back in the spring, and we loved it," said Food Bank CEO Ken Estelle.

A combination 5K race and costume contest, Go Santa Go encourages participants to dress up in their snappiest Christmas-themed attire. Prizes will be awarded to the best-dressed individual and team.

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Registration is online at Eventbrite.com with [Striders in Grandville](#) serving as the packet pick-up location.

[NR Road Racing](#), the team behind Go Santa Go, has a knack for grabbing attention. Based in Indianapolis, they've held events like the Glow in the Night 5K and RunFoamRun (which they describe as "a bubble bath with obstacles") across the country to the benefit of organizations like the Autism Society of Alabama and Gilda's Club Louisville.



Estelle says the need for community support at Feeding America West Michigan has never been higher.

"Last year, we distributed more food than ever in our 30-plus-year history, and 2014 is going to surpass that total by a significant margin," he said. "The truth is that so many people are still struggling to make ends meet — working hard but coming up short at the end of the month.

"This is about making sure none of our neighbors go hungry this season."

About Feeding America West Michigan Food Bank. Serving local families in need since 1981, Feeding America West Michigan Food Bank reclaims safe surplus food from farmers, manufacturers, distributors and retailers. We distribute that food through a network of nearly 1,200 food pantries, soup kitchens, and shelters in 40 counties from the Indiana border through the Upper Peninsula. Each year, an estimated 492,100 people receive food from Feeding America West Michigan. For more information, visit feedingamericawestmichigan.org.