



# PINK CUPCAKE WALK



SATURDAY, OCT 1 ~ 10:00 AM - 11:00 AM

Walk & Eat! Taste of Charlotte's Pink Cupcake Walk is back for our 2nd year! You'll enjoy mini cupcakes from four bakeries while walking laps around Truist Field, home of the Charlotte Knights baseball team. This year we've partnered with WBTV News and Go Jen Go, a non profit that provides financial assistance to families in the greater Charlotte area who are battling breast cancer. The Pink Cupcake Walk starts at 10am, before the Taste of Charlotte festival opens, giving participants a peek inside before the general public arrives. Register, then grab your friends and join us at the baseball stadium in uptown for a fun 1 mile run/walk/jog/eat around the Charlotte Knight's field.

## Start times

Pink Cupcake Walk begins at 10:00 am - with laps around the Baseball Field. Every lap earns a delicious cupcake to eat!

## Post Walk Recognition

Located at the Taste of Charlotte Festival, stick around for a Breast Cancer survivor and thriver recognition ceremony with the Go Jen Go Foundation, honoring and launching Breast Cancer Awareness Month.

## Walker Swag Bags

Making the walk more appetizing, all walkers will receive a premium Cupcake Walk shirt, a Food Lion water bottle, discounts from Taste of Charlotte Restaurant locations, and an awesome swag bag which includes fun gifts and a Taste of Charlotte Super Coin that can be used to purchase any food item from any of the participating restaurants at the festival weekend.

## Proceeds

Walk proceeds support GoJenGo.org. WBTV's Molly Grantham will be there and together we'll cheer on breast cancer Survivors, Fighters, and Thrivers as they take their own personal lap following the Pink Cupcake Walk. It will be a morning of love, support, and FUN. We'll also have a presentation after the Pink Cupcake Walk from Go Jen Go.

## Supporter Options

- Pink Cupcake Walk Presenter
- Opportunity to be onsite with your business sponsorship
- Supporter Levels: Gold, Silver, Bronze

2022 is the 2nd year of the Pink Cupcake Walk at the Knights Stadium. It is a spin off of the Race to the Taste 5K and 1-mile Cupcake Run that began as part of the Taste of Charlotte festival in 2014. On Saturday morning of the 3-day festival weekend, runners lined up at the start line ready to Race to the Taste! In 2018, over 800 Race participants along with Sponsors participation including Truliant Federal Credit Union, Corona Premier, Charlotte Fit Life, Recover, Fox 46 Charlotte, Uber Eats, Sunshine Energy, LaCroix, Aquafina, and 4 local bakeries made the Race to the Taste an overwhelming success! Now we continue the fun with the Pink Cupcake Walk at the stadium.

