



# MEDIA ADVISORY

\*\*\*\* IMMEDIATE RELEASE \*\*\*\*

**Contact:** Harbir Kaur Bhatia, Sevathon Marketing & PR Chair 408 459 9945 [oooneestudios@gmail.com](mailto:oooneestudios@gmail.com)

**Attn:** News and Press Outlets: Event 8/19 in San Jose, CA

**Subject:** Silicon Valley is Nonprofit Culture too! Run Walk Yoga for "A Cause of Causes" at SEVATHON. Benefited over 500,000 locally and globally in the last 10 years

Come and cover the event & the nonprofits changing the world from Silicon Valley. *The Valley is not only an innovation and startup culture for tech companies but for nonprofits, too! A one of a kind event making social impact to 500,000 in the last ~10 years locally and globally. One event for many causes, "The Cause of Causes", by Grand Sponsor SiliconSage Homes.*

SiliconSage Homes ICC Sevathon is celebrating their 10th Anniversary. A major event in the Bay Area that brings multiple nonprofits together on a common platform for fundraising and creating awareness by walking, running, and doing yoga. A half day of a half marathon, 10K, 5K, Yogathan, and a festival of family fun. Participants choose a nonprofit to support. No other event that impacts so many! Over 80 nonprofits participating and ~4000 expected to attend.

**What:** 10th Anniversary of ICC Sevathon 2018, Run Walk Yoga

**When:** Sunday August 19th, 6:45 AM - 12:00 PM

**Where:** Arena Green East at 349 W. St. John Street, San Jose, CA 95110

**Why:** Supporting causes like poverty, homelessness, education, health care, women empowerment, environment immigration, domestic abuse and several other causes are supported through Sevathon.

**Who You'll Meet:**

Sponsors: listed on the site

Assembly Member of District 25 Ash Kalra

San Jose Mayor Sam Liccardo

San Jose Vice Mayor, Magdalena Carrasco

CEO of ICC, Raj Desai.

Grand Sponsor CEO & President of SiliconSage Homes, Sanjeev Acharya

CEO of Santa Clara Chamber of Commerce, Nick Kaspar

Event Chairs and Leaders: Sumanth Rajagopal, Satya Dixit, Anu Jagdeesh

NPOs: + 80 listed on the site

\*Santa Clara Cultural Commissioner, Library Foundation Board Vice President, Harbir Kaur Bhatia

\*Santa Clara Planning Commissioner, Raj Chahal

(\*for ID purposes only)

**Special Note:** Please send a link of news if published

**More About Sevathon**

From the Sanskrit word 'Seva' meaning service, Sevathon was born as an India Community Center initiative. It welcomes any and all nonprofits with good standing to participate in the platform for marketing, fundraising, support and more. Walkers, runners, yogis and entertainers come together to fundraise and strengthen their causes and community.

**About ICC**

The India Community Center, based out of Milpitas, was inspired by the Indian Diaspora to celebrate and practice the Indian culture and traditions. Along with welcoming all to explore and experience Indian traditions and values, while enjoying community center programs and activities. In addition to cherishing heritage, it promotes brotherhood and fraternity. Uniting the diverse community and incorporating community service as an essential pillar. UNITE. SERVE. CELEBRATE ###