

Former Georgia Tech quarterback Donnie Davis to kick off 19th annual Run for the Reason

Employees invited to run first two miles of relay

To donate to Run for the Reason, click [here](#).

Tuesday, April 5, 2016 — Georgia Power runners are preparing to hit the pavement April 20 for the 19th annual Run for the Reason, benefitting the American Cancer Society.



Runners in the 2015 edition of Run For the Reason.

New this year, the three-day, 400-mile run, will begin at the company's 241 Ralph McGill headquarters and end on the coast in St. Simons.

Also new this year, employees are invited to run or walk the first two miles of the relay or to just come out and cheer on the runners. Participation qualifies

as a fitness event as part of the SouthernLifeStyle Rewards Program and employees are eligible to receive a \$10 credit on their Health Reimbursement or Tax Saver Account.

The send-off event will be held April 20 at 9 a.m., outside the former Piedmont entrance behind the fitness center. Breakfast will be served on a first-come, first-serve basis. Donnie Davis, past Georgia Tech quarterback and current metro area sales executive, will be the featured speaker, along with Latanza Adjei, Georgia Power's vice president of sales.

Bruce Feiman and Jimmy Zerkus, both customer choice project managers and co-organizers of Run for the Reason, said each year participants run for the memory of people who have died of cancer, those currently fighting the battle and for the survivors, but this year holds a very special meaning.

"This year we are running for our own," said Feiman. "Over the last year, two of our original runners have been fighting the cancer battle. We feel like we have been fighting with them. They are now survivors and we are dedicating this year's run to Britt Fleck and Bert Davis, along with all other survivors."

Zerkus said Run for the Reason would very much like to honor all of the cancer survivors within the Georgia Power family at the send-off event.

“We would love to send all cancer survivors, who are Georgia Power employees, a special Run for the Reason t-shirt to let you know that we have been running for you for all these years and we are still running for you,” he said. “We would also like for you to wear this t-shirt and come join us for our send-off event or along the route, so we can honor you. Please let Carrie Kimmel know who you are, so we can send you a shirt.”

Eighteen runners will participate in this year’s run, with each one running 40-minute legs before handing the baton to the next. Employees can follow the progress of the runners who plan to record videos of each other and post messages on the [Georgia Power Run for the Reason Facebook page](#).

Since the inception of Run for the Reason, Georgia Power runners have logged more than 7,000 miles and raised more than \$1.6 million to aid cancer research.

To donate to Run for the Reason, click [here](#).

For more details on participating in the first 2 miles at the 241 send-off event on April 20 or if you are a Georgia Power cancer survivor, please contact [Carrie Kimmel](#).