

# SEVATHON

## Walk For “Seva” To Benefit Over 30 Bay-Area Non Profits

5K/10K/Half Marathon, July 18 @ Sunnyvale Baylands Park

Get ready for a day of fun in the sun on July 18 as Sevathon 2010 kicks off at Sunnyvale’s Baylands Park at 7:30 am. The premier walkathon, which derives its name from the Hindi word “seva” or service, is an initiative to bring the community together for a common cause—supporting those in need of our service.

In its second year, Sevathon is the combined effort of over 35 Bay Area non-profits and their thousands of members. Sevathon registrants can choose to support the non-profit they believe in.

This year, Sevathon also has a pre-event torch that is travelling across Bay Area cities bring the event to the people and putting the spotlight on the work that all the Sevathon partners are doing. The first passing of the torch is on Sunday June 27th at the India Community Center in Milpitas.

“It is a unique event that brings together over 30 of the largest and most vibrant non-profits in the Bay Area. We are embodying the spirit of Mahatma Gandhi—he inspired an entire nation via his walk and selfless “seva” to his nation. That’s our cause “seva” in whatever form, manner or spirit and wherever on the planet. The Sevathon non-profits are working across the globe...from village in Africa to the rural heartlands of India. We are simply bringing their work and their passion to the people. We are providing a common platform to our local communities to learn about the amazing work these organizations are doing and choose to help a cause they feel close to,” said Raju Reddy, co-chair of Sevathon 2010.

Over 2000 people are expected to walk/run in the 5k/10k/half marathon and attend the cultural extravaganza, the food fair and a health screening program, which will run simultaneously to the walkathon.

The South Asian Heart Center, a Sevathon partner, is providing free cholesterol/glucose testing, blood pressure and physical exam, stroke screening/education, breast health education, nutrition education and a series of other services to all attending the event.

Sevathon has received huge support from youth and children who are volunteering and participating in the fundraising in record numbers.

“It’s great that via this event I can share with my children so many real-life examples of what “seva” can do. I registered to walk and raise pledge for literacy projects in India my children are helping me in it. It’s a great feeling that we’re helping bring education to someone. Even if it’s just a small number of children or even one child who benefits from my efforts, it’s worth it. My humble attempt at seva has inspired my young children and this is a reward I cannot explain in words,” Monika Venkateshmurthy, Sevathon volunteer, said.

Learn more at [www.indiacc.org/sevathon](http://www.indiacc.org/sevathon)

### Media Enquiries

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