



FOR IMMEDIATE RELEASE

Global Teams Run for The Bowery Mission in the 2025 TCS New York City Marathon

New York, NY, November 3, 2025 — In the dynamic 2025 TCS New York City Marathon, two international teams, French and Australian, joined together with New Yorkers and supporters from around the world to raise funds for The Bowery Mission. For over 150 years, The Bowery Mission has been at the heart of New York City's response to homelessness, providing meals, shelter, and life-transforming services.

The two running teams, made up of longtime friends, Mission advocates, and senior executives from many of New York's primary sectors, united around the goal of supporting New Yorkers facing hunger and homelessness. The marathon campaign has raised more than \$220,000 to support The Bowery Mission's comprehensive programs this year alone, thanks to over 550 generous donors.

"This year's team included 30 runners from across the globe, joined by a shared commitment to New York City and to supporting our neighbors who face daily hardship," said Alain Bernard, Founder and CEO of Abbey Road Advisory and CEO of Messika Americas. "Running my 10th NYC marathon, I have never been more honored to wear the red colors of The Bowery Mission. Each stride carries hope for our city."

Steve Brooks, Partner at J.F. Lehman & Co., added "Running the marathon alongside such talented and dedicated Bowery Mission supporters is a privilege. We are thrilled to help expand the positive impact of the New York City marathon for the Mission's guests."

Both Alain Bernard and Steve Brooks have previously been honorees at The Bowery Mission's annual gala.

James Winans, CEO and President of The Bowery Mission, shared: "We are so grateful for our international teams, competitive runners, and every individual who turned their marathon effort into a lifeline for our clients and guests. The marathon is a signature event for our city, and our partnership with New York Road Runners expands our capacity to serve more New Yorkers each year."

Karl Chan, Team Australia member and Chief Development Officer for The Bowery Mission, added: “The partnership between The Bowery Mission, the marathon, and NYRR is crucial. Funds raised go directly to meals, shelter, clothing, and a continuum of care that brings hope and real change to our city’s most vulnerable.”

Since 2017, Teams running for The Bowery Mission have raised more than \$1.2 million from thousands of donors. In 2025, the race team achieved another tremendous year — empowering the Mission to continue offering vital resources to neighbors experiencing crisis.

About The Bowery Mission

Serving New Yorkers in need since the 1870s, The Bowery Mission provided more than 430,000 meals, 78,000 nights of shelter, 55,000 emergency showers and 25,000 articles of clothing in the last year alone. Every service is an invitation to join holistic residential and community programs that help clients recover, rebuild, and lead independent lives. Learn more at <https://www.bowery.org/>.