

Going the Extra Mile

Company's international marathon initiative raising over \$500,000 to fight Alzheimer's.

When Ebru Canbeyli's mother, Keriman, was diagnosed with Alzheimer's in 2014 at the age of 71, the family went through three emotional stages: denial, acceptance and, finally, adaptation.

"The process took almost three years," says Ebru, 47. "I asked myself a lot about why this was happening to our family."

Ebru found solace in advancing her education — she earned a degree in philosophy in 2018 — and explored new hobbies such as painting. Through these activities, Ebru gained a fresh perspective, which helped as she became a full-time caregiver for her mom.

"My studies and my art classes changed my focus," she says. "I managed to change my outlook and found creative solutions and ideas to handle my mother's daily needs."

Any and all donations are crucial to ending the disease.

Ebru also decided to fight back against the disease. As a product manager for Houston-based Tricon Energy in the company's Istanbul, Turkey, office, Ebru jumped at the chance to join a company initiative

that raises money for the Alzheimer's Association through long-distance running events.

MARATHONS RAISING MONEY

Through its charitable organization, Tricon Cares, Tricon has committed to raising \$500,000 for the Alzheimer's Association. Employees like Ebru are running marathons or shorter affiliated races in six locations around the world where the company has a presence. Marathon runners in Zurich and Istanbul in 2019 and Mumbai in early 2020 raised more than \$355,000.

The COVID-19 pandemic resulted in the cancellations of marathons in Rio de Janeiro and Shanghai in



Ebru Canbeyli (back, far right) with her family and mother, Keriman (front, right).



2020 and in Houston earlier this year. However, Tricon employees plan to participate in these marathons once they are rescheduled, and fundraising is expected to exceed the original \$500,000 goal.

Ebru ran an 8K race as part of the Istanbul Marathon and led one of the company's fundraising teams. She has also volunteered with local Alzheimer's organizations and was interviewed for a Turkish documentary about people living with the disease and its impact on family members.

"Many people never think that they or someone in their family will be diagnosed with Alzheimer's. It always happens to someone else until we experience it," Ebru says. "I'm proud of participating in the marathon fundraising efforts, and I hope there's more awareness about Alzheimer's around the world and more people contributing to fight the disease."

BEATING THE BOSS

Tricon CEO Ignacio Torras, the guiding force behind the marathon fundraiser, is an avid runner who has finished three marathons. Traveling 200 days a year, Ignacio — who grew up in Barcelona and also plays soccer and tennis — finds running to be a good way to keep his competitive spirit alive. This comes in handy during the Tricon marathons.

"Tricon employees, they love to beat the boss," he says, laughing. "They're much younger than me. I'm 56, and I'm running with 30- or 35-year-old kids. How can I beat them? But I'm extremely proud of them. It's super cool. It's great to see how the company can be used for something other than making money."

Though he has no personal connection to Alzheimer's, Ignacio has given \$45,000 toward the marathon fundraiser in addition to spearheading his

company's efforts. He's committed to the cause and believes any and all donations are crucial to ending the disease.

"I know the difference in finding a cure is going to be the last million dollars or the last half a million dollars," Torras says. "How important is one brick to a building? Every brick is

important. I feel our contribution is going to be crucial to help find a solution." ♦

