



RACE WEEK UPDATE

RUN SANTA RUN 5K

SCHEDULE:

Thursday, November 30th

- 3:00pm to 7:00pm - Packet Pick-Up
 - Race Day Events Headquarters
5976 Executive Drive in Fitchburg

Friday, December 1st

- 11:00am to 7:00pm - Packet Pick-Up
 - Race Day Events Headquarters
5976 Executive Drive in Fitchburg

Saturday, December 2nd

- 11:30am to 1:30pm - Packet Pick Up and Registration
 - Corner of Carroll St and W Washington Ave
- 2:00pm - **RUN SANTA RUN 5K START**
- Post 5K – Continue the party! You have your choice of 4 local establishments to receive your complimentary beverage.



BRING THE FOLLOWING:

- Picture ID (for registration and proof of drinking age)
- Proper clothing for the weather.
- Optional change of clothes for the finish line party.
- Friends, family and a fun, holiday attitude!

PACKET PICK UP:

Participants MAY pick up other participants' packets. We do NOT ship race t-shirts or other race swag.

- **EARLY PACKET PICK UP OPTIONS**

Beat the lines race morning by coming to early packet pick up! You can also register on-site while supplies last. Registration at Early Packet Pick Up is \$40.

- **THU, NOV 30 - 3-7pm** - Race Day Events HQ - 5976 Executive Dr, Fitchburg
- **FRI, DEC 1 - 11am-7pm** - Race Day Events HQ - 5976 Executive Dr, Fitchburg

- **RACE DAY REGISTRATION AND PACKET PICK UP**

- **SAT, DEC 2 – 11:30am-1:30pm** - Corner of Carroll St & W Washington Ave.
- The race starts promptly at 2:00pm. Please come early so you don't miss the start!
- Race day registration is \$50 per participant and available only while supplies last.

BEAT THE GRINCH!!

While the event is not timed, we do have a special prize from our sponsor Ian's Pizza for those runners who beat the Grinch.

COURSE DESCRIPTION:

EXERCISE CAUTION AND BE AWARE OF TRAFFIC

This is a winter run and the roads/trails may be slippery. This course will take you on paved roads and bike trails throughout downtown Madison, starting on the corner of Mifflin St. and Wisconsin Ave. There will be three (3) special stations on the course.



Station #1: Mistletoe/Kissing Station. Kiss that special person next to you or enjoy a Hershey's kiss under the Mistletoe.



Station #2: Christmas Cookie Station. Stop here and grab a cookie to help you along the way.

STAGING AND THE STARTING LINE:

We will begin staging people for the start at 1:45pm with a rolling start at 2:00pm. The start line will close at 2:15pm. Please follow the announcer's instructions.

Please stage yourself according to your abilities. Those planning to run fast should start in the front. Those planning to jog start in the middle. Those planning to walk and those with strollers, must start towards the back.

WEATHER:

We will do everything we can to make the course as safe as possible but please pay attention to the weather forecast. Be prepared for any type of weather such as snow, ice, rain, and extreme cold. The race will go on rain/snow or shine.

In the event of extreme or dangerous weather, the race director has the right to alter or cancel the race to keep the participants safe. If the race is altered or cancelled, there will be NO refunds.

RACE PERKS:

- **POST-RACE REFRESHMENTS:**

- Water and hot chocolate will be available at the finish line.
- The **post-race party** is spread out among 4 downtown Madison bars; The Great Dane - Downtown, HopCat, Wisconsin Brewing Tap Haus and Buck and Badger. [Wisconsin Brewing Company](#) beer will be on tap. All runners will receive a bib that includes a tag for a complimentary beverage.

*Must be 21 to drink alcohol. Please make sure you have ID if you plan to consume alcohol.

- **AFTER-PARTY ENTERTAINMENT:**

Entertainment will be provided by Wheelhouse from 2:30-5:30pm at The Great Dane - Downtown. This great Madison-based band delivers both original music and covers that will keep you entertained all day.

- **FREE PHOTOS:**

Run Santa Run 5K is a FocalShare event...that means that every participant will be able to download free digital images compliments of Race Day Events. Share them with friends, family, on Facebook, Twitter, Pinterest, or your blog! Check out the Run Santa Run 5K website to view and download your favorite photos.

PETS:

Pets **ARE** allowed but **MUST** be on a leash.

BABY STROLLERS:

Strollers are welcomed but **MUST** start at the back of the pack in the last wave. We want to make sure this event is safe and fun for all.

IPODS/EARPHONES:

IPods and earphones **ARE** allowed. Please remain aware of your surroundings and exercise caution when crossing streets or running in the roadway.

VOLUNTEERS:

Please be sure to thank the volunteers. With more than 70 volunteers from all over the Madison area, you are sure to be in good hands. Without their help, this event is not possible.

SPONSORS:

Please be sure to patronize our fine sponsors this event wouldn't be the same without them: Wisconsin Brewing Company, Fleet Feet Sports, Unity Point Health - Meriter, Festival Foods, Zerorez of Madison, Midwest Financial Group, Griessmeyer Law, The Cash Store, Glacier Landscape and Ian's Pizza.

COURSE CLOSURE:

Because of our agreement with the City of Madison, we must have all participants off the course by 3:30pm sharp. If you are walking and/or plan to finish after 3:30pm, you will be unsupported. While we encourage participating at any speed, we must adhere to this strict time limit and have the roads closed by 3:30pm.

REMINDERS:

- Please attach your bib number so that it is visible on your shirt. This helps with identification and making sure we get your photos labeled correctly.
- Runners keep to the left. Walkers keep to the right.
- If you are running with children, please make sure they are safe and near you at all times.
- Be courteous and respectful to Race Staff, Volunteers, Police and those around you!

We look forward to seeing you this Saturday!
-The Race Day Events Team