



RACE WEEK UPDATE

RUN SANTA RUN 5K

BENEFITING

Make-A-Wish®
WISCONSIN

SCHEDULE:

Thursday, November 29th

- 4:00pm to 9:00pm - Packet Pick-Up
 - Old Sugar Distillery
931 E. Main St, Madison WI 53703
 - *Drink Special ALERT for those 21+: \$5 Harvest Old Fashioned (Whiskey, local apple cider, Door County Cherries, bitters, and 7-Up)*

Friday, November 30th

- 4:00pm to 9:00pm - Packet Pick-Up
 - Old Sugar Distillery
931 E. Main St, Madison WI 53703
 - *Drink Special ALERT for those 21+: \$5 Harvest Old Fashioned (Whiskey, local apple cider, Door County Cherries, bitters, and 7-Up)*

Saturday, December 1st

- 12:00pm to 2:30pm - Packet Pick Up and Registration
 - Corner of Carroll St and W Washington Ave
- 3:10pm - RUN SANTA RUN 5K START

- Post 5K – Continue the party! Visit your choice of 2 local establishments:
 - Old Sugar Distillery – Turn in your beverage coupon for any beverage
 - Madison’s – Turn in your beverage coupon for a Wisconsin Brewing Company beer



BRING THE FOLLOWING:

- Your QR code (available in your Race Week Update or confirmation emails)
- Picture ID (for packet pick up/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!

- **THU, NOV 29 - 4-9pm** – Old Sugar Distillery (931 E. Main St, Madison, WI 53703)
- **FRI, NOV 30 - 4-9pm** - Old Sugar Distillery (931 E. Main St, Madison, WI 53703)
- *Be aware there is construction on Brearly St. When coming to Packet Pick Up, you will want to turn off of East Washington onto Paterson St or Livingston St.*
- *Register on-site for \$45 (\$25 for kids) while supplies last.*

• RACE DAY REGISTRATION AND PACKET PICK UP

- **SAT, DEC 1 – 12:00am-2:30pm** - Corner of Carroll St & W Washington Ave.
- The race starts promptly at 3:10pm. Please come early so you don’t miss the start!
- *Register on-site for \$45 (\$25 for kids) while supplies last.*

BEAT THE GRINCH!!

While the event is not timed, you can win a slice of Ian's Pizza by beating the Grinch! Look for him at the Start Line.

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 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: Chalmers Jewelers Mistletoe/Kissing Station. Kiss the special person with you or enjoy a Hershey's kiss under the mistletoe.



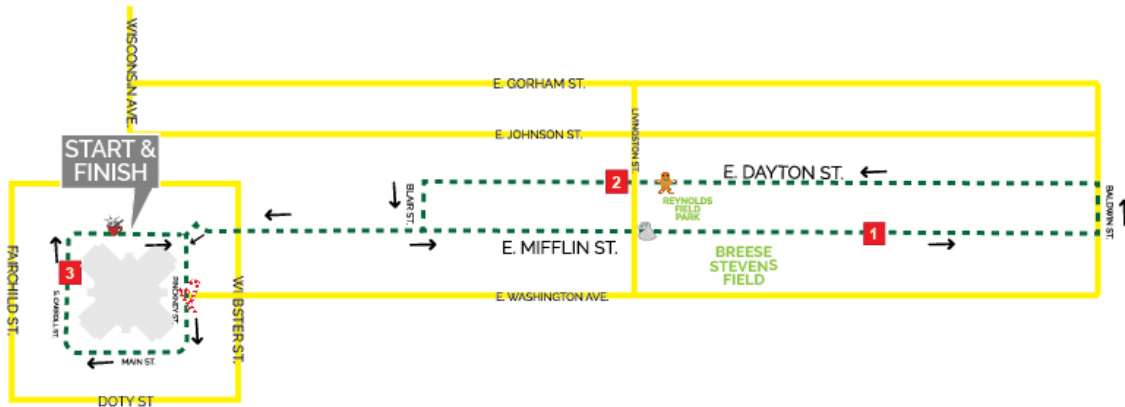
Station #2: Christmas Cookie Station. Stop here and grab a cookie to help you along the way.



Station #3: Candy Cane Station. Grab a burst of minty sweetness to finish off your run.

COURSE MAP:

Course maps can be found on the [website](#) and below:



	COOKIE STATION
	KISSING STATION
	CANDY CANE STATION
	HOT CHOCOLATE

**All courses are PRELIMINARY pending permits and approvals.
All station locations subject to change**

COURSE CLOSURE:

Because of our agreement with the City of Madison, we must have all participants off the course by 4:30pm sharp. If you are walking and/or plan to finish after 4:30pm, 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 4:30pm.

PARKING:

We suggest parking in the State Street Capitol Square Garage located at 214 N Carroll St, Madison, WI 53703 or the Capitol Square North Garage located at 218 E Mifflin St.

For more info on the Madison parking:

<http://www.cityofmadison.com/parkingutility/garagesLots/facilities/>

STAGING AND THE STARTING LINE:

We will begin staging people for the start at 2:55pm with a rolling start at 3:10pm. The start line will close at 3:25pm. 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, Dunkin' Donuts hot chocolate & donuts will be available at the finish line
- A voucher for a free oil change courtesy of Evansville Ford
- The **post-race party** takes place at the following downtown Madison bars:
 - All runners receive a beverage coupon on their bib good for a complimentary beverage (alcoholic* or soda) on Race Day
 - [Wisconsin Brewing Company](#) beer will be on tap at Madison's
 - Old Sugar Distillery will be serving their usual beverages (no beer)

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

- **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 using #runsantarun5k! Check out the Run Santa Run 5K website to view and download your favorite photos post-event. (Photos posted as soon as available.)

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:

iPod 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.

CHARITABLE BENEFACTOR:

Make-A-Wish Wisconsin is the charitable benefactor for Run Santa Run Madison! When you donate, you're giving children renewed strength to fight their illnesses, bringing families closer together and uniting entire communities. You can change lives. Donate when you register for the race or [click here](#) to make a donation!

BENEFITING



SPONSORS:

Please be sure to patronize our fine sponsors as 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, Ian's Pizza, Old Sugar Distillery, Dunkin' Donuts & the official vehicle Evansville Ford.

EVENTAPP

[Download the Run Santa Run 5K EventApp](#) for event information, race day schedules, event photo frames and more.

REMINDERS:

- Please attach your bib number so that it is visible on the front of your shirt. This helps with identification and making sure you can see your race photos!
- 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