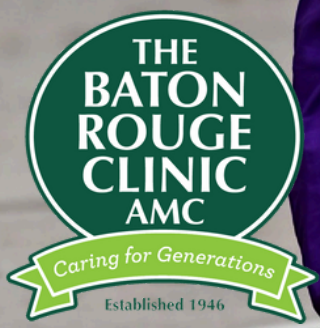




2026 OFFICIAL ATHLETE GUIDE





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Baton Rouge General



THE CARPENTER
HEALTH NETWORK



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SUBARU

BATON ROUGE



Community
Coffee



Special Thanks To Those Who Keep Us Safe

Baton Rouge Police Dept, DPS Police, EBR EMS, Mardi Gras Mambo Medical Team and all of our public safety partners.

TIME TO MAMBO WITH FJR

WELCOME TO THE 2026 BATON ROUGE GENERAL MARDI GRAS MAMBO 10K, 15K, AND RAISING CANE'S 1-MILE FUN RUN!

Get ready to let the good times roll at Louisiana's most festive race. We're thrilled to have you join us for another unforgettable celebration that blends running, community, and authentic Mardi Gras spirit.

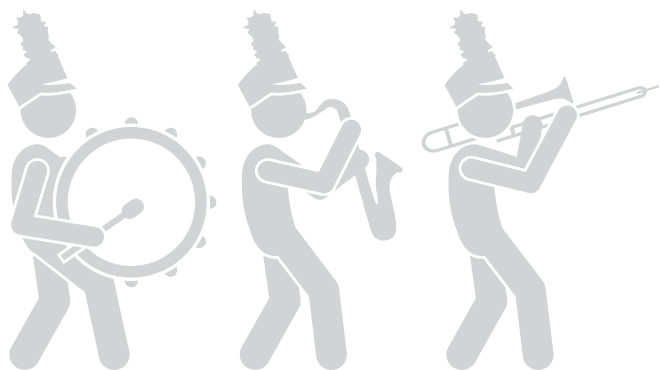
Whether you're a seasoned runner chasing a goal or stepping into your first fun run, the Baton Rouge General Mardi Gras Mambo has something for everyone. Lace up and parade through historic Baton Rouge, passing iconic landmarks and lively neighborhoods—don't be surprised if local Mardi Gras krewes cheer you on from their front lawns.

And when you cross the finish line, the party is just getting started. North Boulevard Town Square transforms into the Baton Rouge Clinic Finish Fest Carnival, featuring live music with Louisiana flair, king cake fit for royalty, and cold beer to toast your achievement.

Let's run, celebrate, and make this Mardi Gras one to remember!



Patrick O'Brien
Race Director



ABOUT THE RACE

BATON ROUGE GENERAL LEADS THE WAY TO A HEALTHY MARDI GRAS SEASON!

The Baton Rouge General Mardi Gras Mambo has a long and storied history, annually celebrating carnival season with a run through downtown Baton Rouge. Mardi Gras is all about celebrating, the Mambo is all about moving, and Baton Rouge General brings it all together to show the region that having a good time and getting healthier can go hand in hand!

The Mambo hosts Baton Rouge's best 10K and 15K presented by Core Power, and the always exciting 1 Mile Fun Run presented by Raising Cane's.

We look forward to helping everyone lead a healthier 2026 starting with the Baton Rouge General Mardi Gras Mambo all the way to the Finish Fest Carnival presented by the Baton Rouge Clinic!

MEET THE KREWE

Mardi Gras Mambo Organizing Committee:

Doug Cain : Permitting & Security Director

Audrey Floyd: Graphic Designer

Ray Castle : Medical Director

Lauren O'Brien : Volunteer & VIP Director

Julie Domma : Corporate Partnerships Director

Patrick O'Brien : Race Director

Courtney Dziuba : Timing Director

Nan Urban : Athlete Services Director

Jonathan 'Juba' Dziuba : Finance & Admin Director

Haley Wattigny : Marketing Coordinator

Eric Engemann : Sales Director

Mike Wattigny : Marketing & Creative Director

Patrick Fellows : Experiential Director

Diane Weiss : Registration Director





Fairways & Flavors

We don't do predictable in Baton Rouge. Here, you can run the lakes by morning, perfect your swing on world-class golf courses by afternoon, and toast your adventures with a killer craft cocktail by night. This is your space to explore—no rigid itineraries, just pure, unscripted excitement waiting to be experienced however and whenever you choose. Because who says heart-racing fun and soul-soothing vibes are mutually exclusive? It's all about finding your rhythm. **Find Your Pace.**

To Find Your Pace, go to [VisitBatonRouge.com](https://www.VisitBatonRouge.com)

SCHEDULE

Friday, January 30

11:00 am - 6:00 pm	Packet Pickup	Academy Sports + Outdoors 10808 Industriplex Blvd. Baton Rouge, LA 70809
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Saturday, January 31

6:30 am - 8:00 am	Race Day Packet Pickup	North Blvd. Town Square
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7:55 am	Announcements and National Anthem	North Blvd. Town Square
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8:00 am	Raising Cane's 1 Mile Fun Run Start	North Blvd. Town Square
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8:21 am	Announcements and National Anthem	North Blvd. Town Square
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8:25 am	Ainsley's Angels Start	North Blvd. Town Square
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8:30 am	10K & 15K presented by Core Power Start	North Blvd. Town Square
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9:00 am - 11:30 am	Baton Rouge Clinic Finish Fest Carnival	North Blvd. Town Square
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10:30 am - 11:30 am	Awards & Shirt Exchange Open	North Blvd. Town Square
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of Associated Grocers, Inc.

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CRAWL**



agbr.com/king-cake-crawl

PACKET PICK UP

WHEN AND WHERE

WHEN: Friday, January 30th - 11:00 am - 6:00 pm

WHERE: Academy Sports + Outdoors - 10808 Industriplex Blvd., Baton Rouge, LA 70809

WHEN: Saturday, January 31st - 6:30 am - 8:00 am

WHERE: North Blvd. Town Square

*While we are offering race day packet pickup, we **STRONGLY** encourage you to have your packet picked up **BEFORE** race day. The races will start on time regardless of lines still at Packet Pickup.

WHAT TO BRING

Confirmation email (sent race week or original) **OR** Photo ID. *Digital copies (your cell phone screen) are allowed.*

PROXY PICKUP

Proxy pickup available with a copy of your photo ID or a copy of your registration confirmation. *Digital copies (your cell phone screen) are allowed.*

LATE REGISTRATION

Late registration is available during Packet Pickup unless the race sells out. The Mardi Gras Mambo will post a notice regarding closed races on our website and Facebook page. Participants can register online at www.RunMambo.com.

PARKING

*Free parking available at Academy Sports + Outdoors.

*Street parking in downtown Baton Rouge is limited. Nearby garage parking is located one block north of North Boulevard Town Square at the corner of Third Street and Convention Street.

*Additional garage parking is available at the Raising Cane's River Center parking garages on St. Louis Street, about two blocks south of North Boulevard Town Square. See map and/or visit www.downtownbatonrouge.org for complete information regarding visiting downtown Baton Rouge.

Please DO NOT park on North Blvd., this is part of the Race Course.



MAIL MY BIB - SWAG PICK UP

SWAG PICK UP OPTIONS

*Pick up event SWAG (event shirt, bag, etc.) pre-race at any scheduled Packet Pickup.

*Pick up event SWAG (event shirt, bag, etc.) post-race at the Mail My Bib SWAG Pickup Tent.

WHAT TO DO IF YOU DID NOT RECEIVE YOUR BIB

*Bibs are mailed via USPS 2+ weeks prior to race day to the SHIPPING ADDRESS provided when you registered.

*If you paid for bib mailing, but did not receive it, please report to a pre-race Packet Pickup and a staff member will be able to rectify the situation.

VENUE MAP



Connect To Care



• • •
Immediate

Baton Rouge General Hospitals & Emergency Rooms

 **Open 24/7**
365 days a year

Ascension
14105 Highway 73
Prairieville, LA 70769
(225) 402-2600

Bluebonnet
8585 Picardy Avenue
Baton Rouge, LA 70809
(225) 763-4000

Mid City
3600 Florida Boulevard
Baton Rouge, LA 70806
(225) 387-7000

• • •
Urgent

Baton Rouge General ExpressCare Urgent Care Clinics

- Dutchtown
- Highland
- Walker
- Goodwood
- Perkins

• • •
Moderate

Baton Rouge General Primary Care Clinics

- BRGP Ascension
- Baton Rouge Family Medical Center
- BRGP Bella Family Medical
- Bluebonnet Family Clinic
- BRGP Brusly
- BRGP Central
- BRGP Denham Springs
- BRGP Livingston
- BRGP Medical Associates of BR
- BRGP O'Neal
- BRGP Port Allen
- BRGP Primary Care Group
- BRGP Shenandoah
- BRGP Zachary
- Family Health Center
- Mid City Medicine Clinic



For more information scan the QR code or visit us online at BRGeneral.org

PHOTOGRAPHY TIPS

Did you know that you will receive FREE digital photography at all FRESHJUNKIE Racing events? Want to make the best possible photos? Follow these simple tips for great pics!

- **Clearly display your bib number at all times.** This means having it on the center of your torso on your outermost garment. It doesn't help if it's under a sweatshirt or on your back.
- Look up. Keep an eye out for our Official Race Photographers. They will be on course and at the Finish Line capturing images of you.
- Thumbs up, arms above your head, peace signs, V for victory...whatever it is, have fun!
- Most importantly, **Smile!**

(Remember you paid to do this!)



COURSE SAFETY

AID STATIONS AND EMS

Medical personnel will be stationed along the race course to monitor and treat any athlete who is injured or in distress. Aid stations also offer water, Powerade, and portable toilet facilities. Local EMS will also be providing medical support throughout the race course.

MEDICAL SUPPORT

Each medical tent will be staffed with teams of medical professionals and equipped with emergency equipment and supplies. The Main Medical Tent is located just past the Finish Line.



1 MILE FUN RUN

1 MILE FUN RUN PRESENTED BY RAISING CANE'S

START TIME: 8:00 am @ NORTH BOULEVARD TOWN SQUARE

The best way to get your family interested in health is to approach it together. Kick off your family's Mardi Gras Season Mambo-style with the Raising Cane's 1 Mile Fun Run! Welcome to children, adults, runners and walkers, alike. The 1-Mile course is an out and back on North Blvd. from Town Square to the interstate and back. Be sure to stop by the Raising Cane's tent at the BR Clinic Finish Fest Carnival. Kids who finish the 1 Mile Fun Run will receive a Raising Cane's Achievement Award - good for discounts at any Cane's locations!



HAPPY MARDI GRAS

FROM OUR KREWE TO YOURS



Visit one of our 19 Greater Baton Rouge Area Restaurants

[f](#) [t](#) [i](#) [d](#) [raisingcanes](#)



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OF THE



Baton Rouge General
MARDI GRAS MAMBO

10K AND 15K INFO



[Link to the online 15K course map](#)

[Link to the online 10K course map](#)

*All courses are very well marked. There are mile markers for each distance event, directional signs for course splits and TURNAROUND signs for course turnarounds. Course splits and course turnarounds will be manned with an operations staff member who will typically be making announcements on a megaphone. Course turns are indicated with traffic cones and usually (not always) have police units, volunteers and/or staff members. Traffic on courses is managed by our law enforcement partners, but no roads are promised to be closed to all traffic. Runners should be aware of their surroundings: the course, applicable signage, vehicles, staff, volunteers, and police officers. All 15K & 10K runners must maintain a pace of 18:00 min/mile to be allowed to continue on the course. If any runner falls behind this pace, they will be picked up by a race vehicle and either moved ahead on the course or brought to the finish line.



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BIBS & FOOD/BEVERAGE TICKETS

We do our best to ensure there is adequate sustenance for participants. Please understand that food and drinks are for event participants only. Encourage any friends or family coming to spectate to pack some snacks and drinks for themselves. All participants will have **FOOD/BEVERAGE TICKETS** attached to their race bib. Do not remove these. A staff member or volunteer will collect a ticket when you pick up a food or beverage item in the post-race party area.



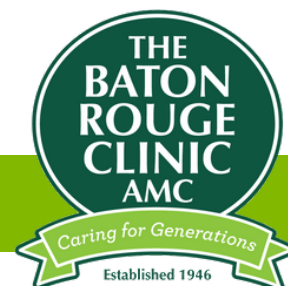
TIMING & SCORING

RESULTS

Results will be posted on our website immediately following the race at:
<https://www.runmambo.com/Race/Results/101567>

Want to find your results as soon as possible? Scan the QR code on signs around the venue to jump right to the results. Remember to select the distance/event that you participated in under the 'Result Set' dropdown.

AWARDS PRESENTED BY



Awards categories can be found on the "Awards" page of our website. Awards will be available for pick up starting at 10:30 am. Awards will not be issued until they are verified by our timers. Awards are not shipped post-race and must be claimed at the event. There is no award ceremony for Age Group winners.

The redesigned 2026 SUBARU OUTBACK



SubaruBR.com



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PEDIATRICS AT INDUSTRIPLEX
12351 INDUSTRIPLEX BLVD.

PSYCHIATRY
7473 PERKINS RD

EYE CARE
7479 PERKINS RD

THE BATON ROUGE CLINIC UROLOGY
LOCATED IN BATON ROUGE, LIVINGSTON,
PLAQUEMINE, ZACHARY, & NEW ROADS

**THE BATON ROUGE CLINIC
IN PRAIRIEVILLE**
14153 HWY. 73

ZACHARY INTERNAL MEDICINE CLINIC
1169 HWY 19, SUITE B | SLAUGHTER, LA

THE FAMILY CLINIC OPELOUSAS
3921 I-49 S. SERVICE RD. | OPELOUSAS, LA

**THE BATON ROUGE CLINIC
IN NEW ROADS**
230 ROBERTS DR., SUITE 1

URGENT CARE 7473 Perkins Road | (225) 246-9997 *Open 7 Days a week, not appointment necessary*

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Feb 28 - March 1, 2026

Visit Tuscaloosa Half Marathon Tuscaloosa, AL

March 28, 2026

**FMOL Health Our Lady of the Lake
Tiger 10K** Baton Rouge, LA

April 19, 2026

Huey P. Long Bridge Run Elmwood, LA

May 9, 2026

Northshore Half Marathon Mandeville, LA

October 11, 2026

Publix Battleship 12K Mobile, AL

November 15, 2026

Baton Rouge & Tammany Turkey Trot
Baton Rouge, LA and Covington, LA

November 26, 2026

Keesler Federal Mississippi Gulf Coast Marathon
Biloxi, MS

December 12-13, 2026

Louisiana Marathon Baton Rouge, LA

January 16-17, 2027





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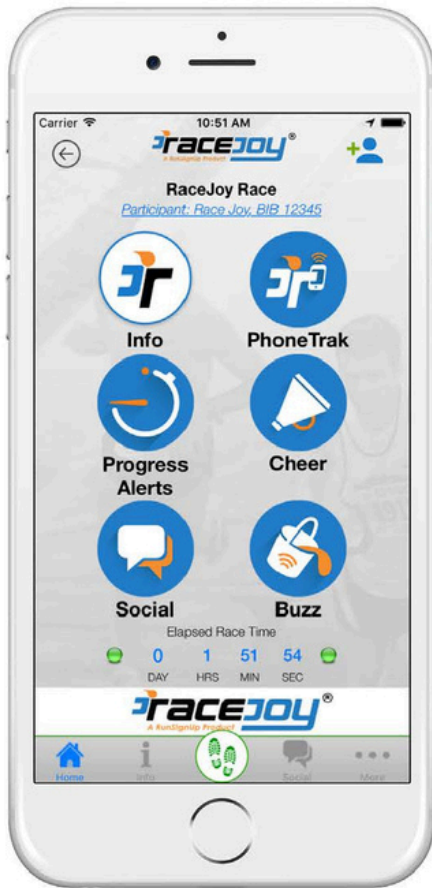
FOUNDATION



Run Gulf Coast Foundation believes that everyone deserves the opportunity to lead an active lifestyle, regardless of age, background, or ability. We recognize that cost, access to facilities, and lack of awareness can create significant barriers to participation.

RunGulfCoast.org

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GPS Progress Alerts!
Send-a-Cheer!



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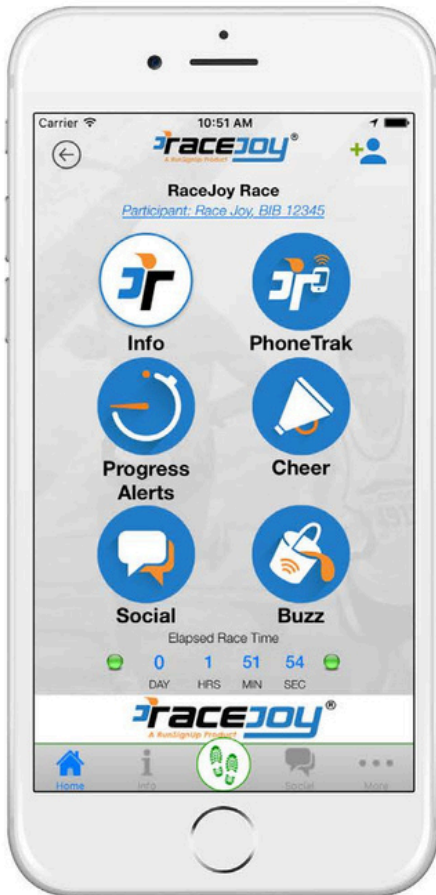
Website: racejoy.com

See RaceJoy Buzz Alerts or FAQ in App

Like us on Facebook to see what
races are offering RaceJoy!



Key RaceJoy Features!



Live Tracking

Live phone tracking of up to 50 participants moving along the official course map. Receive NearMe alerts as a participants draws near and use the MeetUp feature to find one another.



Progress Alerts

GPS-based progress alerts are issued continuously in audio format. Typically these are sent every mile and include pace and estimated finish time.



Send-a-Cheer

Send entertaining, motivational audio cheer clips or custom personal messages with text-to-cheer.

The race participant must carry their phone and enable tracking on race day.

Note: Make sure the spectator logs in as themselves or RaceJoy will track their phone and not yours.

Start My Race
Click When Crossing the Start Line

Participants! Come back on race day and click the Start My Race button as you cross the start line.

Be sure to follow the in-app prompts to ensure proper setup of the various features available to you on race day.

If you have any questions about RaceJoy for this race, contact support@racejoy.com. We're happy to help!