

## Highlights of the Beat the Heat 5K Course

### Course Features:

Start Line	Winston-Salem Fairgrounds	The race starts and finishes at the Winston-Salem Fairgrounds, directly in front of the Event Center (also known as the Education Building.). From here, the course proceeds beneath the Midway Gate arch and out the East Gate, turning left onto Shorefair Drive.
0.25 Miles	Odd Fellows Cemetery Entrance and Historical Marker	The Odd Fellows Cemetery is significant because it is a rare example (outside the Salem area) of an early African-American graveyard predating the 1913 merger of Winston and Salem. Containing the remains of many individuals who lived during the mid-19th century Civil War period, the cemetery is important to the social and cultural history of the city as the largest African-American graveyard dating from the early 20th century. More info here: <a href="https://www.cityofws.org/DocumentCenter/View/4046/19---Odd-Fellows-Cemetery-PDF">https://www.cityofws.org/DocumentCenter/View/4046/19---Odd-Fellows-Cemetery-PDF</a>
0.30 Miles	Senior Services (BTH Charity Partner)	Senior Services helps older adults remain at home for as long as possible, aging with dignity and living with purpose. In 2026, Senior Services will deliver its eight millionth meal through Meals-on-Wheels.
0.40 Mile	David Couch Ballpark	This historic ballpark serves as the home field for the Wake Forest University Baseball team. Formerly known as Ernie Shore Field, the park was home to Winston-Salem's Carolina League minor league teams when built in 1956. Couch Ballpark was known for 52 years as Ernie Shore Field, named for the former Red Sox pitcher and local baseball supporter. Wake Forest took control of the facility after the team, now known as the Winston-Salem Dash, moved into a new downtown ballpark.
0.70 Miles	Water Station - 1st pass	First of 3 passes of the central course water station and a right hand turn onto Reynolds Blvd.
0.80 Miles	Woodland Cemetery	Established in the mid-1890s, Woodland Cemetery serves as a picturesque final resting place with a mix of simple grave markers and ornate family monuments. It is one of the few city-maintained historic sites that preserves over 100 years of local history in its burials. The cemetery streets are lined with mature oaks and maples.
1.1 Miles	Turnaround Point	This point near Indiana Avenue is the highest point

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		on the course. While there are a few more minor climbs, the course is a net 25 feet downhill from here to the finish.
1.2 Miles	Lofts at Whitaker Park	The Lofts at Whitaker Park is a luxury apartment community housed in an historic former RJ Reynolds tobacco factory. The first residents moved in in June 2024.
1.40 Miles	Water Station - 2nd pass	Second of 3 passes of the central course water station
1.45 Miles	2nd Harvest Food Bank (BTH Charity Partner)	Second Harvest Food Bank of Northwest NC, based in Winston-Salem, is a major hunger-relief organization serving 18 counties. It acts as a regional hub, moving over 50 tons of food daily to 470+ partner programs, including food pantries, shelters, and kitchens. It focuses on healthy food access, culinary training, and addressing the root causes of hunger.
1.60 Miles	Reynolds Building Mural	Created by local artists Leo Rucker and Joey Allen, the 33,000-square-foot project, commissioned by Reynolds American, depicts the company's history and its connection to the community. The mural covers approximately 33,000 square feet and will be the largest in NC. More info here: <a href="https://www.youtube.com/watch?v=c9wWb20QR6Y&amp;t=2s">https://www.youtube.com/watch?v=c9wWb20QR6Y&amp;t=2s</a>
1.80 Miles	Purple Crow (BTH Race Sponsor)	Purple Crow, a leading distributor of Hispanic food products, opened its new 900,000-square-foot headquarters and logistics center in June 2025. The facility is located at the former R.J. Reynolds Tobacco Company's manufacturing plant. Recently, the company restored and reactivated the magnificent water fountains in front of the building.
1.90 Miles	Turnaround Point	This point next to the entrance to Purple Crow is one of the lowest points on the course. There are 2 climbs of 20 feet and 30 feet respectively between here and the return to the fairgrounds.
1.95 Miles	University Corporate Center	Originally the world headquarters for the R.J. Reynolds Tobacco Company, RJR Nabisco donated this more than 500,000 square foot building to Wake Forest University in 1987. Now called the University Corporate Center, current tenants include Pepsi (BTH Race Partner) and Wake Forest University.
2.1 Miles	The Grounds	To the right, runners will observe The Grounds

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		currently under construction. The Grounds will be a massive 100-acre mixed-use development and part of Wake Forest University.
2.2 Miles	Reynolds Wall Mural (2nd pass)	Runners will get a better view of the mural in this direction due to the time of day and angle of the sun.
2.4 Miles	Water Station - 3rd pass	Third of 3 passes of the central course water station and a right hand turn to head back down Shorefair Drive.
2.95 Miles	Fairgrounds Entrance	Turn right and climb up the final incline (only 10 feet!) headed toward the finish line.
3.11 Miles	Finish Line	You did it!

**Strava Route:** <https://www.strava.com/routes/3486908357048596842>

### Course Elevation Changes:

Start to 0.5 miles - 30 foot drop

0.5 miles to 1.1 mile - 50 foot climb

1.1 mile to 2 miles - 50 foot drop

2 miles to 2.4 miles - 30 foot climb

2.4 miles to 2.7 miles - 30 foot drop

2.7 miles to finish 30 foot climb