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RACE LOCATION

City Beach

324 W. Wisconsin Avenue
Oconomowoc, WI 53066

Parking & Wisconsin Ave. Road Closure

Parking is available in the downtown Oconomowoc area. Please do **NOT** park in any areas marked **NO PARKING** or specifically reserved for area businesses – you will be ticketed and towed! There is plenty of parking in downtown Oconomowoc, but you may need to walk a few blocks to the race. Please plan and allow time for a short walk to the event location. Please also refer to the City of Oconomowoc [Parking map](#) for locations of all downtown parking lots.

West Wisconsin Avenue, which runs adjacent to City Beach will be closed for the event. Eastbound and westbound Wisconsin Avenue detours will be posted to allow vehicles to travel east-west past the event. Please visit our [Traffic Impact Website](#) for more details.



SCHEDULE

MONDAY, JULY 20 – THURSDAY, JULY 23, 2026

Start	End	Event	Location
Specific Times TBD – Check the LOT Facebook page for more details on race week.		Athlete Check-In	SCSE Global Headquarters (1327 Wall Street, Oconomowoc, WI 53066)

FRIDAY, JULY 24, 2026

Start	End	Event	Location
4:00 pm	7:00 pm	Athlete Check-In	Cornerstone Sports Pub and Eatery (24 S Main Street, Oconomowoc, WI 53066 – See Map)
4:00 pm	7:00 pm	Bike Check-In	Transition – Community Center Parking Lot You must be checked in to enter. Friends and family are not permitted in transition.
NA	NA	Athlete Briefing	NA – Virtual Overview (the race director/or designee will be available during packet pickup for questions)

Saturday, July 25, 2026 – Race Day!

Start	End	Event	Location
5:00 am	6:15 am	Athlete Check-In	Finish Line Corral (City Beach)
5:00 am	6:30 am	Bike Check-In / Transition Open	Transition – Community Center Parking Lot
5:00 am	6:30 am	Body Marking	City Beach – Near Band Shell
5:45 am	6:05 am	Swim Warmup	City Beach
6:15 am		Sprint Swim Starts	City Beach
6:40 am		Half Swim Starts	City Beach
6:50 am		Olympic Swim Starts	City Beach
12:00 pm		Bike Support Ends	Bike Course
8:30 am*	3:00 pm	Bike Check-Out / Transition Open	Transition – Community Center Parking Lot
*Bike check-out will be available for SPRINT athletes once all Olympic and Half Iron athletes have left transition for the bike leg of the race. While we will work with athletes to remove their bikes & gear from transition once they finish, our priority is those athletes still on course and we may close transition if needed to ensure the integrity of the race for those athletes still on course.			
2:30 pm		Run Course Closes / Course Support Ends	Run Course

The race will officially end 7 hours and 30 minutes after the last athlete starts the race

Please note that while we will do everything in our power to keep this schedule, there may be some slight changes that occur before race day. If any timeline changes do occur, we will update the schedule and send direct communications to athletes about those changes.

ATHLETE & BIKE CHECK-IN

We will offer **Race Week Check-in Monday, July 20 – Thursday, July 23**. Specific times for each day of the week will depend on our availability as our staff prepares for the race. Please keep an eye on our [Lake Country Triathlon Facebook Page](#) for more specific on these early pickup opportunities. Race week check will take place at the Silver Circle Sports Events Global Headquarters. The address is: **1327 Wall Street, Oconomowoc, WI 53066**. Athletes who check-in prior to Friday evening will still need to rack their bikes before the race, either on Friday evening or Saturday morning.

Friday Athlete Check-In will take place at the Cornerstone Sports Pub and Eatery (24 S Main Street, Oconomowoc, WI 53066). Check-in will be upstairs and athletes should follow flags and signs for easy access to the check-in area. Please do not bring your bikes and gear into the check in line. Please leave your bike and equipment in your vehicle while checking in. The check-in process should take less than 5 minutes!

There is a rehearsal dinner scheduled for the adjacent room. Please keep your voice at the level you would ask others to do at your rehearsal dinner.

After you have checked in and received your race packet, t-shirt, and swim cap, please proceed to checking in your bike in transition. Your wristband and your bike tag should be affixed to you and your bike respectively before entering transition. The transition area will be monitored by security during the night. Once in transition, bikes may not be removed until race day.

NO GEAR is allowed to stay in transition overnight, other than that which attaches directly to your bike (i.e., water bottles, repair kits, clipped in shoes, etc...). No helmets, bags, towels, etc... If you have questions on what is allowed and not allowed, please check with our transition staff before assuming you are all good.

Race Day Athlete Check-In will take place within the finish line corral at City Beach. Like early athlete check-in, once you have received all your race material, you may head to transition to rack your bike.

You do not need anything other than yourself and your registration QR code to check in. That's right, no IDs, just the QR code you find on the top of race week emails or in your registration receipt.



ATHLETE PACKET CONTENTS

Your athlete packet will contain the following items.

- **Ankle Strap Timing Chip** — This must be worn throughout the entirety of the race! You get one chance to place your timing chip. Once on, it cannot be removed until after the race. We recommend attaching it to your ankle with some space (maybe 1 finger width) because ankles can swell during the race. The chip should be snug, but not too tight! We also recommend your left ankle to avoid contact with bike components.

Do not get the adhesive wet or dirty before affixing your ankle strap!

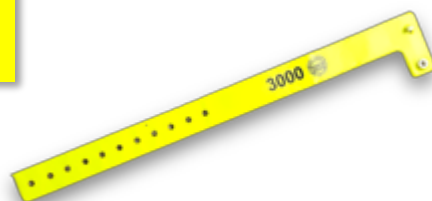
It is okay for your wetsuit to cover your ankle strap but be careful when removing your wetsuit so you don't tear off your timing chip.



- **Wrist Bands/Bike Tag** — You will receive 2 yellow vinyl wristbands. One should be attached to you, the other to your bike. Both tags must be attached before you are allowed to rack your bike in transition. You may attach the bike tag to any part of your bike that makes sense, but please make sure it's visible to race staff for bike check-in and check-out. Check-in/Transition staff will have scissors available to trim your bike tag if needed.

****IMPORTANT** Your wristband and bike tag are how we match you to your bike. Both wristbands must be attached to you and your bike before bike check-in and remain attached until after the race.**

- **Race Bib** — Your race bib must be worn for the entire run portion of the triathlon. You may wear it on the bike, but it is not required for the bike leg. Bibs must always face forward during the run.



Swim Caps

Your swim cap is not included in your packet. You will be given a swim cap during athlete check-in that corresponds to the event you are competing in. We recommend you place your swim cap in this packet, so you don't lose it. Swim caps must be worn throughout the entire swim portion of the race. You are welcome to write your chip number on your cap to help identify you during the swim, but it is not required.

Swim Cap Colors:

Sprint: Green

Olympic: Pink

Half Iron: Orange



COURSE INFORMATION

Thank you to all the municipalities and sponsors who have helped make the Lake Country Tri course one-of-a-kind! In particular, we'd like to acknowledge A3 Performance Swimwear, Ridgeway Woodworks, and VisitOcon.com for sponsoring our course this year.

It is the responsibility of ALL ATHLETES to know and understand the triathlon course, including the routes, rules, and cut-off times. Cutting the course, even if unintentional, may result in a disqualification from the race.

A3 Performance Swim Course

The Sprint swim course consists of a 400 m swim. The Olympic and Half Iron swim course consist of a 1,500 m and 1,800 m swim, respectively, in Lac La Belle. Swimmers will enter the swim course on the west side of City Beach and exit the swim course on the east side of City Beach.

The Sprint swim course uses the 2 nearest to shore orange buoys. Sprint athletes will start their swim and turn right after the first orange buoy, they will swim east to the second orange buoy, where they will turn right again, to head to the swim exit. Swimmers must stay to the **LEFT** of all turn buoys.

The Half Iron course is marked with 4 large orange turn buoys. Swimmers must stay to the **LEFT** of these turn buoys. The Olympic swim course uses the same course, but Olympic athletes will turn at the **YELLOW** turn buoys at the far end of the course (they will use the same orange buoys at the near end of the course as Half Iron athletes). Orange intermediate sighting buoys will be placed along the route to help with sighting the course during the swim.

Both Olympic and Half Iron athletes will complete TWO laps of the swim course.

Swim Start

Sprint athletes will start the race at 6:15 am. Once the last Sprint athlete has cleared the course, we will start Half Iron athletes. Olympic athletes will then follow the same procedure to enter the water when the majority of Half Iron athletes have cleared several buoys. **To accommodate the sprint distance, race this year, we will not have an elite athlete wave – please self-seed accordingly.**

Starting Chutes

We have taken additional steps this year to ensure that the swim start remains orderly and safe. As swimmers stage at the beach, they will be funneled into starting chutes between barricades that will limit the total number of athletes that can enter the water at the same time. Athletes may only leave the starting chutes when released by race staff. Remember, all swimmers, regardless of when they start will get the same amount of time to complete the swim portion of the course. Starting at the front so you have “more time to swim” will not benefit you – it will hurt your time because you'll be dodging faster swimmers most of the race – so don't do it!

Wetsuit Rules

As of the publication of this guide, the water temperature of Lac La Belle is 72° F, which means wetsuits are legal for the swim. A final temperature determination will be made on Saturday AM and an update will be posted on the [Lake Country Triathlon Facebook Page](#).

A3 PERFORMANCE SWIM COURSE

Half Iron: 2 Laps | 1900 m Olympic: 2 Laps | 1500 m Sprint: 1 Laps | 400 m



LEGEND

 Half Iron Course
(1900 m, 1.2 miles)
Orange Buoys

 Olympic Course
(1500 m, 0.93 miles)
Orange/Yellow Buoys

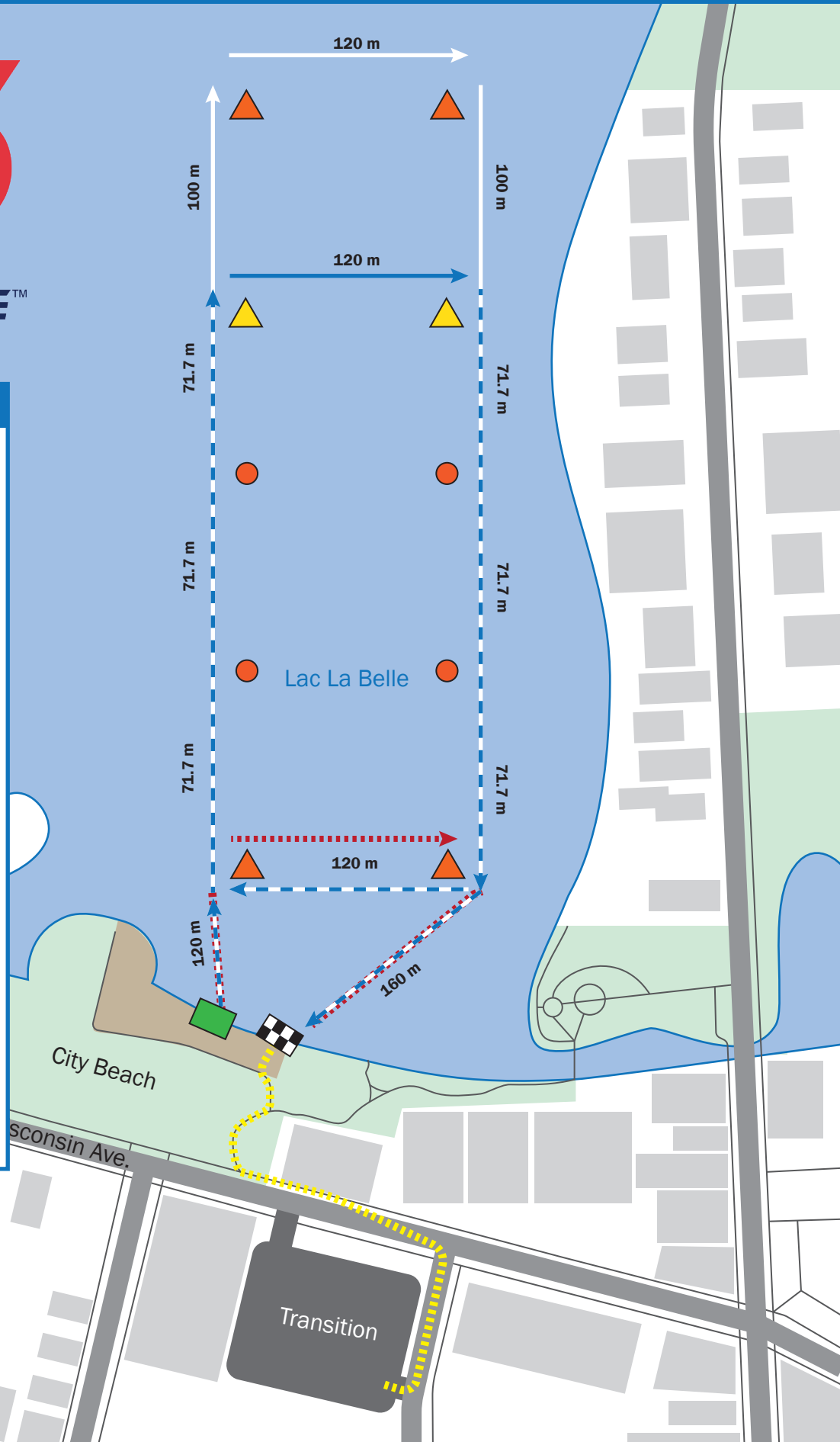
 Sprint Course
(400 m, 0.25 miles)
Southernmost
Orange Buoys

 Intermediate
Buoys

 Swim Start

 Swim Exit

 To Transition



Tow-Behind Swim Buoys

Swimmers who feel it necessary to swim with a tow-behind swim buoy may do so providing they start at the end of their respective swim waves (to minimize impact to other swimmers). The buoy may be used to assist swimmers in need or rest but may **NOT** be used to aid in swimming. Lake Country Tri has a few swim buoys available for purchase. Contact us if you would like to purchase one.

General Swim Course Rules

- Swimmers must wear their caps throughout the entire portion of the swim course.
- Swimmers must swim to the **LEFT (OUTSIDE)** of all turn buoys. Swimmers may swim to any side of the intermediate sighting buoys.
- Swimmers in distress or in need of assistance should stop and wave their hands to get the attention of lifeguards or support crew on the water. Swimmers may hold on to guard boats and kayaks while on the swim, but they may **NOT** advance their position.

Swim Cutoff Times

All Sprint distance athletes will have 25 minutes to complete the swim portion of the course.

All Olympic and Half athletes will have 70 minutes to complete the swim portion of the course. That means that a swimmer who enters the water at 6:45 am must have exited the water by 7:55 am. A swimmer who enters the water at 6:55 am must be out of the water by 8:05 am. The swim course will clear when the last swimmer who is within the cutoff time exits the water. Any remaining swimmers on course will be removed and not allowed to finish the race.

Please refer to our swim removal policy on the next page for additional details.

Swim cutoff times are necessary to maintain a safe race environment for our athletes and staff. Cutoff times will be strictly enforced!

SWIM REMOVAL POLICY

Triathlon Safety Protocol

The safety of all participants is our top priority. To help protect athletes during the swim portion of the Lake Country Triathlon, the following policy outlines when and how a swimmer may be removed from the water. Athletes who have concerns about open-water swimming are strongly encouraged to use an approved swim buoy for added visibility and safety, provided it does not interfere with other swimmers or violate event rules.

1. Authority to Remove a Swimmer

A swimmer may be removed from the water at the discretion of any of the following:

- Certified lifeguards or designated water safety personnel.
- On-water support staff, including kayak, paddleboard, or boat crews.
- Race director and/or their designees.
- Medical or emergency personnel.

2. Reasons for Removal

A swimmer may be removed from the course for any of the following reasons:

- The swimmer appears to be in distress or is visibly struggling.
- The swimmer requests assistance or asks to be removed.
- The swimmer is not making forward progress within a reasonable amount of time.
- The swimmer shows signs of disorientation, fatigue, panic, injury, illness, or another medical concern.
- The swimmer violates course rules or disregards instructions from safety personnel.
- The swimmer fails to meet the designated swim cutoff, if applicable.
- Race officials determine that continuing would create an unsafe situation for the swimmer, other athletes, volunteers, or safety personnel.

3. Removal Process

If a swimmer is removed from the course:

- Water safety personnel will assist the swimmer safely out of the water.
- The swimmer may be transferred to a rescue boat, safety craft, shoreline location, or medical area, depending on the circumstances.
- The swimmer will be evaluated by medical personnel if needed.
- The swimmer's timing chip may be removed.
- The swimmer will not be permitted to continue the triathlon unless specifically cleared by the Race Director and medical personnel.

4. Re-Entry Policy

Participants removed from the swim portion may not re-enter the swim course. Any participant who attempts to continue after being removed from the swim course, or who disregards instructions from race officials, water safety personnel, or medical personnel, may be disqualified and may be prohibited from participating in future Silver Circle Sports Events, LLC events.

5. Athlete Responsibility

All athletes are responsible for honestly assessing their own swim ability and race-day condition. Participants should not enter the swim if they are injured, ill, unprepared, or uncomfortable with open-water conditions. Athletes are expected to follow all instructions from race officials, lifeguards, water safety personnel, law enforcement, and medical staff.

The decision to remove a swimmer is final and will be made in the interest of athlete safety.

Ridgeway Woodworks Bike Course

The Ridgeway Woodworks Bike Course will take athletes northwest of Oconomowoc through the rural glacial landscape of SE Wisconsin. The bike course roads are **OPEN** to traffic, and you **MUST OBEY ALL TRAFFIC LAWS** unless otherwise directed by race staff or law enforcement officers. While we will have law enforcement and race staff at intersections, we cannot guarantee their presence (for example, they may have to leave their location for emergencies). It is your sole responsibility to ride safely and smartly.

The bike course is OPEN to traffic, and you MUST OBEY ALL TRAFFIC LAWS unless otherwise directed by race staff or law enforcement officers.

Please keep an eye on our [Lake Country Triathlon Facebook](#) page for any last minute changes to the course. Race staff will sweep gravel from the corners of intersections and turns, but we cannot guarantee a gravel free road as the roads are open to traffic. Please use caution if you encounter gravel on the roadway. The course will be marked with tape on the roadway and arrows at the turns. Large sandwich board signs will be used to mark important turnarounds and intersections (listed below):

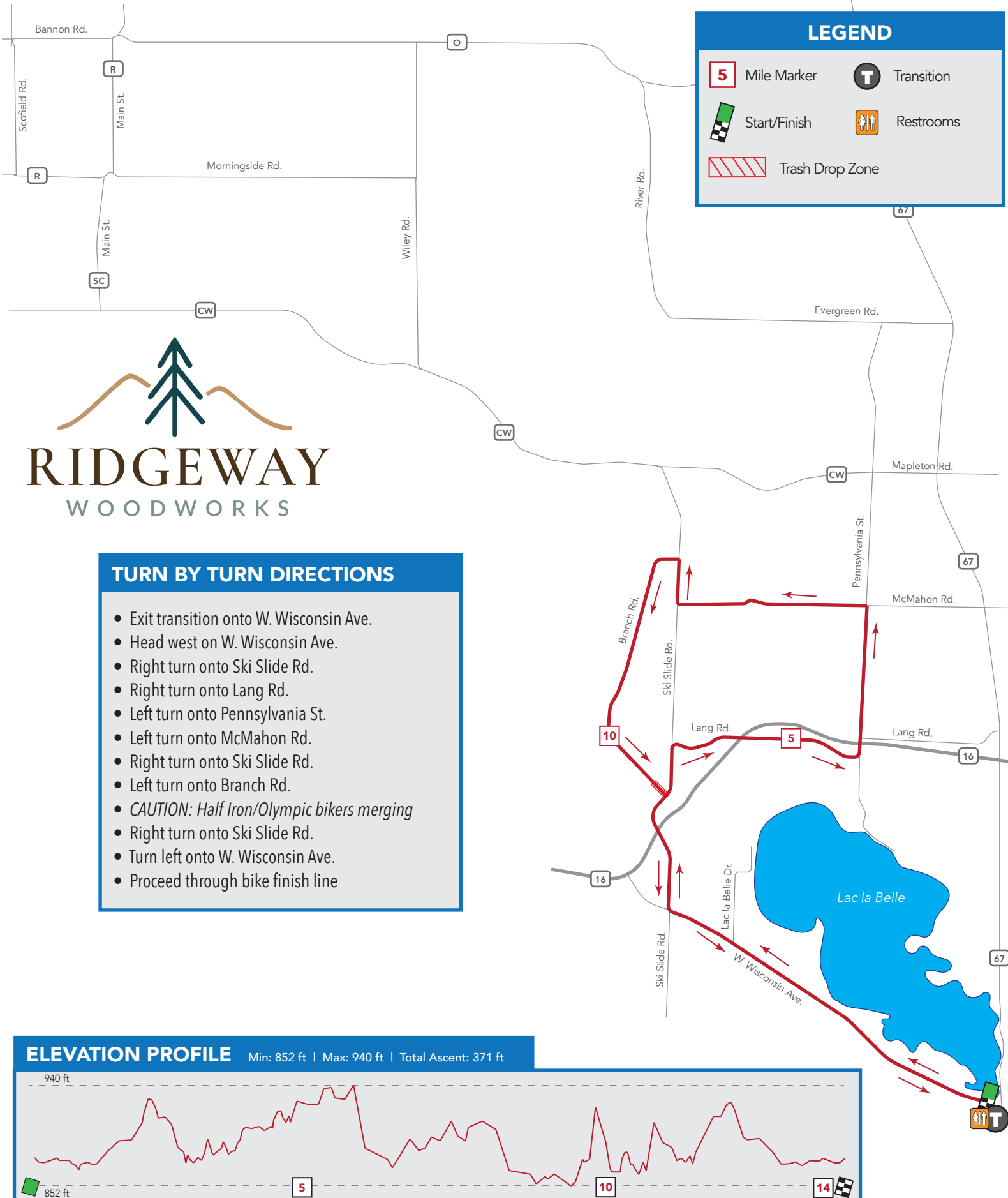
Sprint & Half/Olympic Split Point (Penn & McMahon)

All **SPRINT** athletes will turn **LEFT** on McMahon Road. All **HALF & OLYMPIC** athletes should continue **STRAIGHT** on Pennsylvania. Race staff and or law enforcement will be present at this intersection to help direct bike and vehicle traffic.



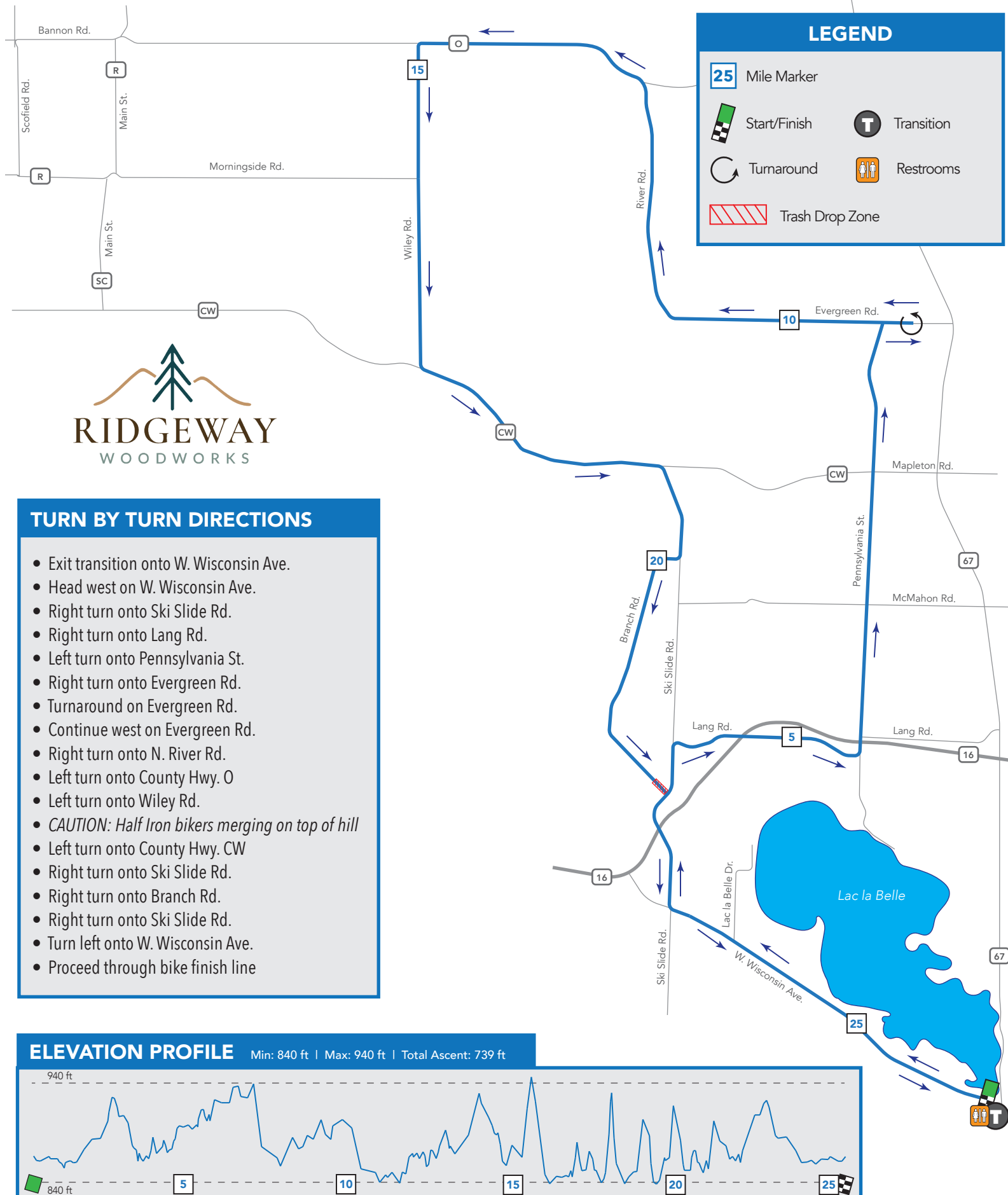
SPRINT BIKE COURSE

1 Loop | 14.3 Miles | 371 ft Ascent



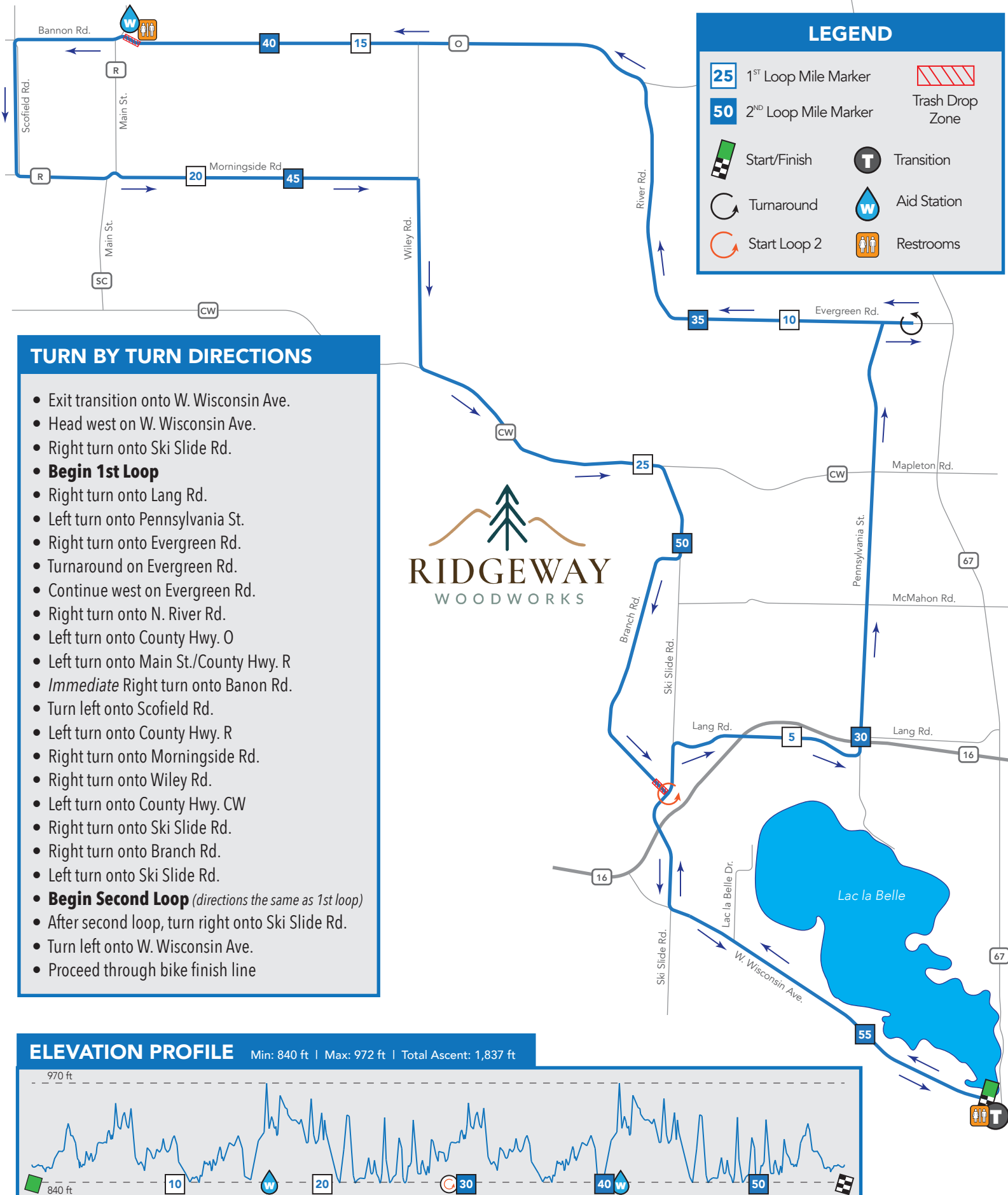
OLYMPIC BIKE COURSE

1 Loop | 25.6 Miles | 739 ft Ascent



HALF IRON BIKE COURSE

2 Loops | 56 Miles | 1,837 ft Ascent



Turnaround on Evergreen Road

All athletes will turn **RIGHT** on Evergreen Road and complete a short ¼ mile ride before making a U-Turn and continuing west on Evergreen Road and the rest of the bike course. Race staff will be present at this intersection to help direct bike and vehicle traffic. **Rushing through this section of the course is very dangerous.** Riders who do not maintain safe speed and riding behaviors will be pulled from the course.

PLEASE SLOW! This is a sharp turn and dangerous intersection!



Olympic & Half Iron Split

At the west end of Sugar Island, all Olympic riders will turn **LEFT** on Wiley Road. Half Iron riders will continue **STRAIGHT** on Hwy O.



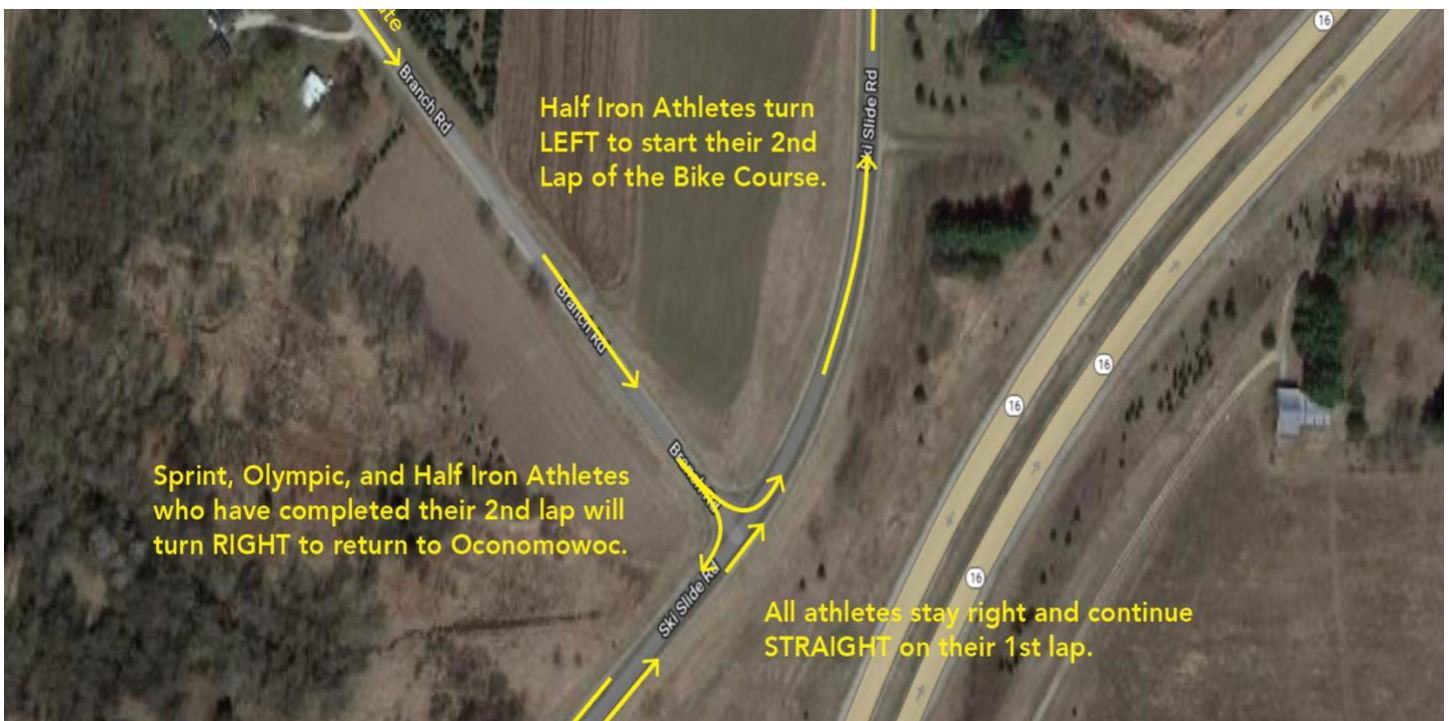
Olympic & Half Iron Merge

Olympic and Half Iron athletes will merge near the top of the hill on Wiley Road. Because of the location of the merger point near the top of the hill, athletes should not be riding very fast when they are merging. Nevertheless, at this point, all Olympic athletes should stay left of the cones until safe to merge. Half Iron athletes should stay right of the cones. Olympic athletes **MUST** yield to Half Iron athletes.



Half Iron Start of Lap #2

Half Iron athletes will turn **LEFT** at this intersection to start lap 2 of the bike course. All Olympic athletes, and any Half Iron athletes who have completed two laps of the bike course will turn **RIGHT** and return to Oconomowoc and transition.



Aid Station

There is one aid station on the Half Iron bike course that all athletes will pass twice (one on each lap). The aid station will have Gatorade (in water bottles) and water (bottles). Volunteers may not be handing aid directly to riders. Riders who want aid should prepare to slow and safely enter the aid station. Bathrooms are also located at the aid station.

Trash Zone

There are two trash zones on the bike course. Riders may dispose of trash in these zones along the side of the road. Please do your best to hit our trash collection containers. Disposing of any trash outside of these zones can result in disqualification from the race. The first trash zone is near the aid station on the Half Iron course and the 2nd trash zone is on Branch Rd. before the intersection with Ski Slide Rd.

SAG Support

As of right now, we are unable to provide professional SAG support on the bike course. Like many area business, local bike shops have a worker shortage and are unable to commit to sending staff to the event this year. While we continue to try and get someone to help us for the race, all athletes should plan to repair their own flats. Any athlete who wants to remove themselves from the race should do so at the aid station or at an intersection with race staff and/or police. From these locations, we will work with athletes to transport them safely back to transition.

General Bike Course Rules

- Athletes are responsible for knowing the route. Times will not be adjusted for any athlete that does not follow the prescribed route.
- Riders must obey **ALL** traffic laws unless otherwise directed by race staff or law enforcement.
- A bike helmet must be always worn on the bike course. The chin strap must be always secured.
- Absolutely **NO HEADPHONES** on the bike course!
- No drafting is allowed on the bike course. Please maintain 6 bike lengths between you and the rider in front of you. If you pass, you must complete your pass within 25 seconds. A rider being passed should drop back by 6 bike lengths. Failure to follow these rules may result in time penalties and/or disqualification from the race.
- No rider may dispose of trash on the bike course outside of designated trash zones!
- The Race Director and/or their designees may remove any rider from the course if they deem it medically necessary, or they deem that a rider is riding in way that presents a danger to themselves or other riders.

Bike Cutoff Times

All athletes must be off the bike course by noon (5 hours and 30 minutes) from the start of the swim. Half Iron distance athletes must have completed their first lap by 9:45 am.

Bike helmets must be worn with chin strap always secured on the bike course. No headphones are allowed on the bike course! Don't draft, don't block, and remain in control. Do NOT dispose of trash outside designated trash zones!

VisitOcon.com Run Course

The VisitOcon.com Course is an out and back course. Runners will share one traffic lane for most of the run course. When sharing the course, runners should stay **LEFT**. The course will be marked with tape, arrows, and turnaround signs. Half Iron athletes will complete two out and back laps. Sprint and Olympic athletes will complete one out and back lap. All athletes should turn at their respective turn signs on course. Once you complete your run, you will enter the finish line chute at City Beach.

You will likely see many residents out on the course cheering you on. Please smile and thank them as you run by! We couldn't put on this race without the support of the community.

Mary Lane

The run course turns off Wisconsin Avenue onto Mary Lane at about mile 1.5. While on Mary Lane, all athletes will need to run in the **RIGHT** traffic lane (right of the cones). The left traffic lane needs to stay open to local resident vehicle traffic during the race. While running you should still stay **LEFT** within your lane.



Aid Stations

There are three aid stations on the run course that runners will pass twice on each lap. The table below summarizes their approximate mileage location. Aid stations will have water, Gatorade, and energy gels. Ice will also be available if expecting hot and humid conditions. Runners should dispose of trash in the trash containers on course.

Aid Station	Location	Sprint Mile	Olympic Mile	Half Iron Mile
#1	Transition	0	0	0
#2	Bridge Church (on Wisconsin Ave)	0.7, 2.4	0.7, 5.6	0.7, 6.5, 13.0
#3	Wisconsin Ave. & Lakeview Lane	1.4, 1.7	1.4, 4.8	1.4, 5.3, 7.8, 11.7
#4	Wisconsin Ave. & Mary Ln.	-	1.7, 5.1	1.7, 6.5, 8.1, 12.0
#5	Lakeview Rd. & Hillendale Dr.	-	3.0, 3.3	3.0, 3.7, 9.3, 10
#6	Finish Line	3.1	6.2	13.1

SPRINT RUN COURSE

1 Out & Back | 3.1 Miles | 30 ft Ascent

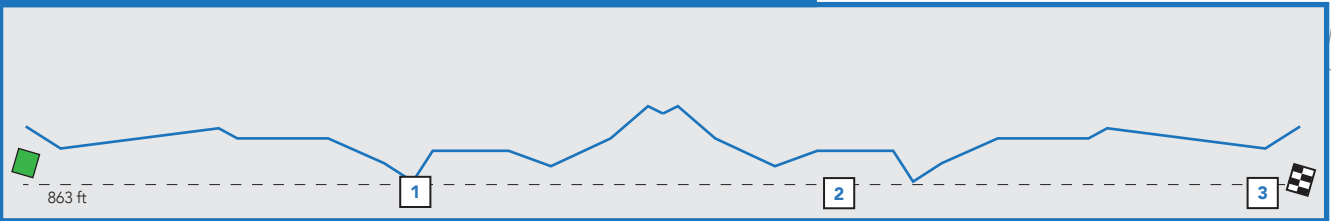


TURN BY TURN DIRECTIONS

- Exit transition onto W. Wisconsin Ave.
- Head west on W. Wisconsin Ave.
- **Turnaround at Mary Ln.**
- Return on W. Wisconsin Ave.
- Left turn to finish line.

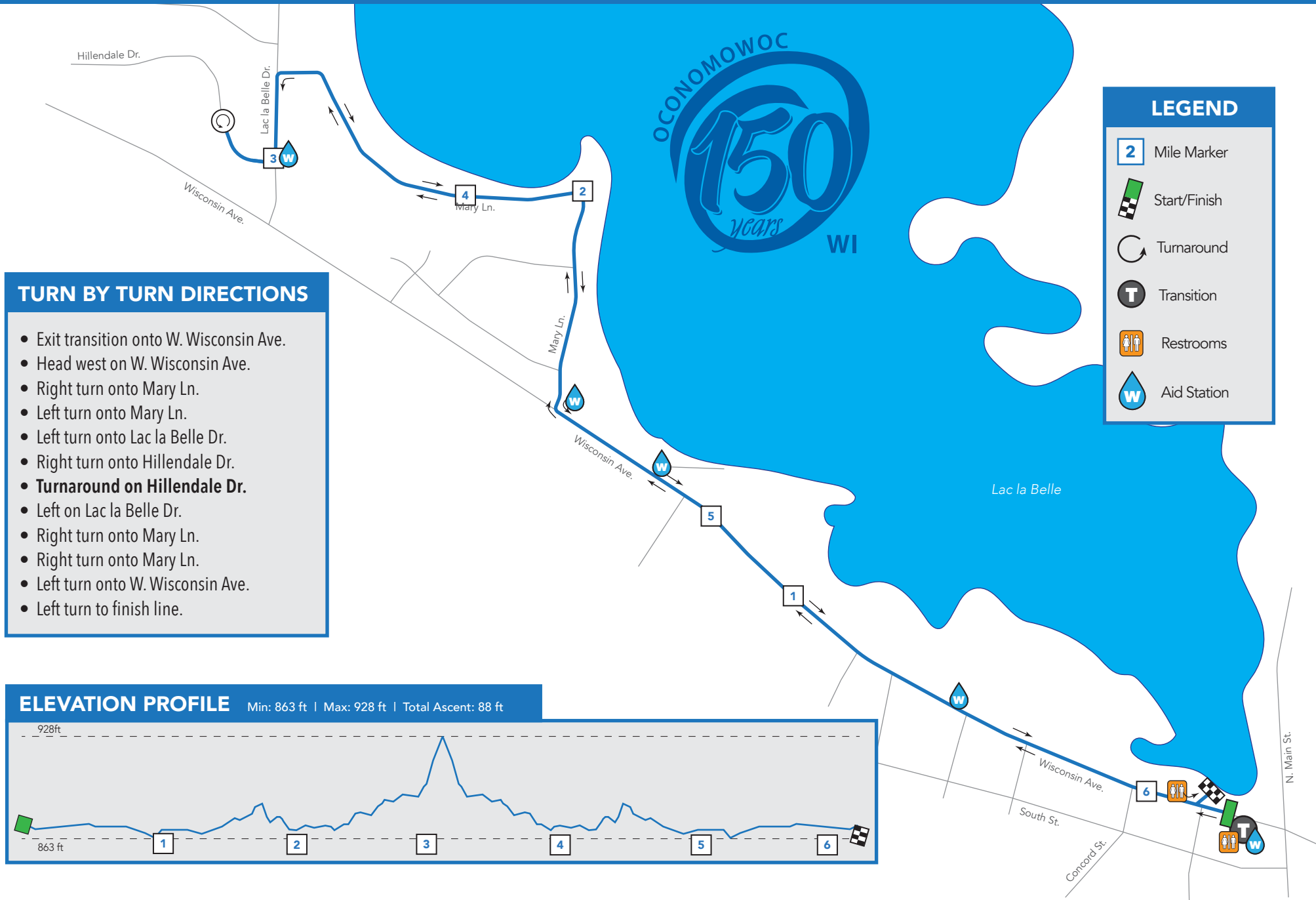
ELEVATION PROFILE

Min: 863 ft | Max: 877 ft | Total Ascent: 30 ft

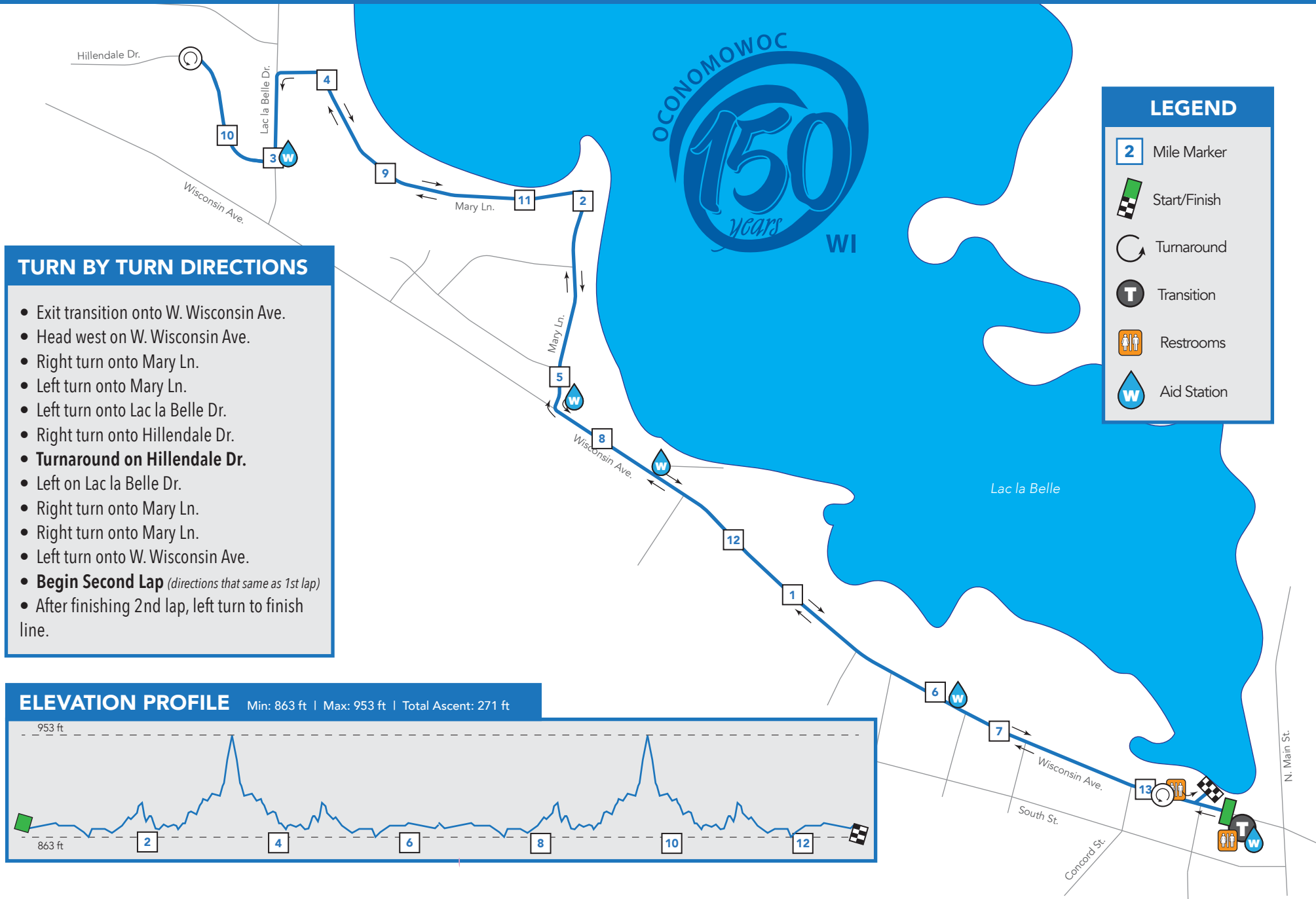


OLYMPIC RUN COURSE

1 Out & Back | 6.2 Miles | 88 ft Ascent



2 Out & Backs | 13.1 Miles | 271 ft Ascent



Restrooms

Restrooms are available in the boat launch parking lot at the Half Iron turn around. Athletes that need to use the restroom should run down the launch to use the restrooms.

General Run Course Rules

- Athletes are responsible for knowing the route.
- Please follow all directions from staff or law enforcement while out on course.
- Your bib must be worn throughout the entire run course and must be facing forward.
- Headphones are allowed on the run course, but you must also be able to listen to instructions from staff.
- Run **LEFT** whenever possible. Slower runners/walkers should stay **LEFT** to let others pass.

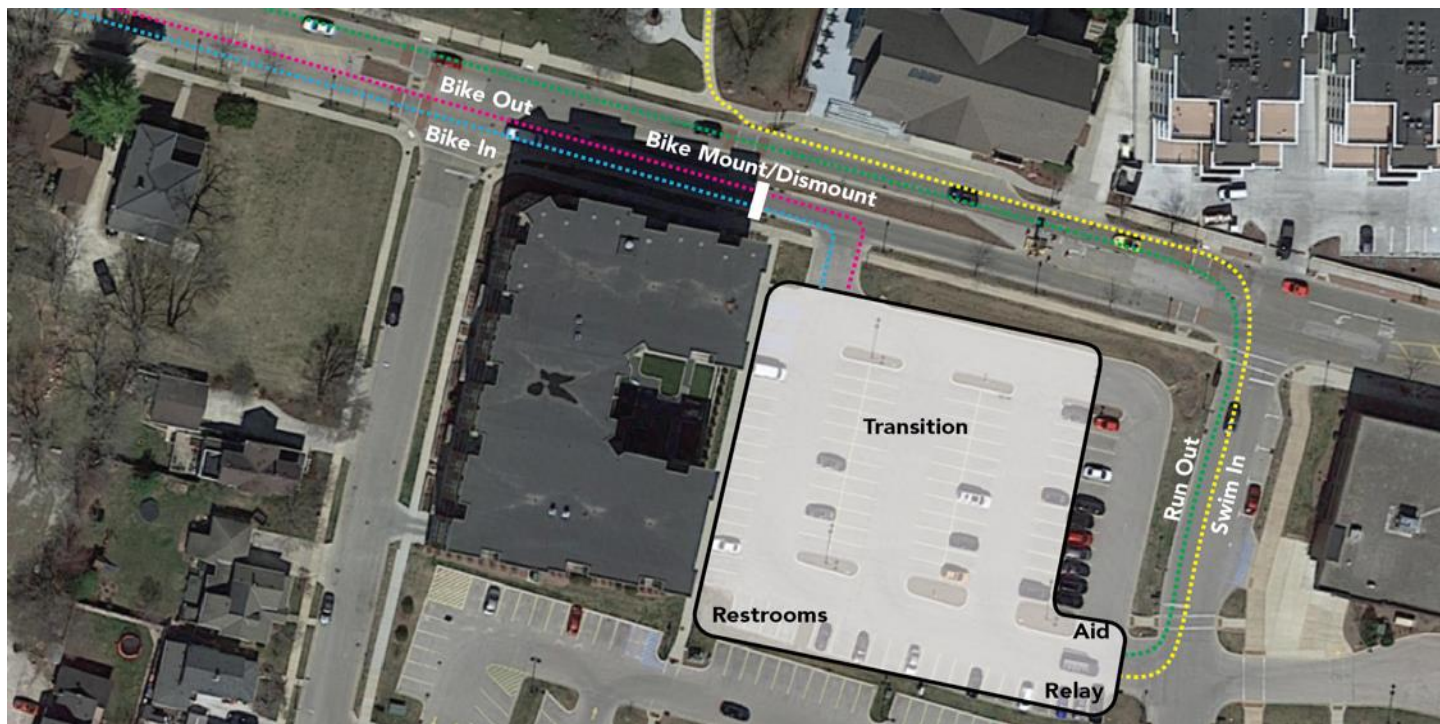
Run Cutoff Times

All athletes must be done with the run by 2:30 pm. The race director may begin moving runners to the sidewalk at 1:00 pm, but athletes will still be allowed to finish.

Please always run LEFT while on the run course. Your race bib must be worn at all times facing forward.

THE BANK FIVE NINE TRANSITION

The Bank Five Nine transition is a secure area where only registered athletes may enter. No athlete may remove bikes/gear from transition without first being checked by staff. Staff will check to make sure your bike tag matches your wristband. The run in from the swim course and the run out will occur on the EAST entrance to transition. The bike out and bike in will occur at the NORTH entrance to transition. Athletes will find restrooms and an aid station within transition. The relay staging station is located with transition at the EAST entrance.



RELAYS

After completing the swim, all relay teams must report to the designated Relay Chip Exchange Corral located near the entrance to the transition area. Timing chips must be exchanged only within this corral. Relay participants may not enter the general transition area to exchange timing chips.

The relay timing chips will be distributed during registration and are NOT disposable and must be returned. Failure to return the chip will result in a \$35 fee.

FRESH FRUIT BAR

There will be a fresh fruit bar with snacks and drinks available to registered athletes after the finish of the race, however, you must be wearing a matching chip and body marking. Please note that only athletes are permitted in the athlete zone.

AWARDS

Overall awards will be presented to the first-place male and female athletes in the Sprint, Olympic, and Half Iron Distance. The top 3 male and female age group winners will also receive a custom Woodle from our partners at Ridgway Woodworks. Age groups are 0-14, then 5 year increments up to 90. **Relay teams are not eligible for overall or age group awards.**

THANK YOU TO OUR RACE SPONSORS!





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