



Athlete Guide

Saturday, July 11, 2026

Olympic Distance

Triathlon : 1500M Swim, 40K Bike, 10K Run

AquaBike : 1500M Swim, 40K Bike

COMMUNICATIONS

Mark H. Wilson - Race Director ~ (914-466-9214) coachmarkwilson@gmail.com

Tonia H. Wilson - Administrator ~ (716-353-1288)WilsonEnduranceSports@gmail.com

VENUE

Brodie Park, 580 West Hill Road, New Hartford, CT 06057

- Please do not bring dogs to the race. Please see the FAQ section on our race website.
- Please make sure that your spectators are aware of this!

Friday - one day before race



- Friday, July 10th, at the race site.
- 12pm - 8pm
- **Packet pick-up**

- NOT mandatory ~ packets can be picked up on race day.
- **PLEASE NOTE - THERE IS NO BIKE DROP-OFF ON FRIDAY**

General Information



- UNLESS you hear from us directly, always assume that the race is on.
- Email notices and postings on our Facebook group page for any emergency notifications or changes.
- We will race rain or shine but will never endanger any of our athletes.
- Wetsuit legal but not mandatory. *we follow USAT wetsuit guidelines
- Parking is plentiful on-site. No charge.
- Port-a-johns will be available near the transition/finish line area.
- There will NOT be a bike shop offering bike maintenance on site. Plan accordingly.



Check-in requirements

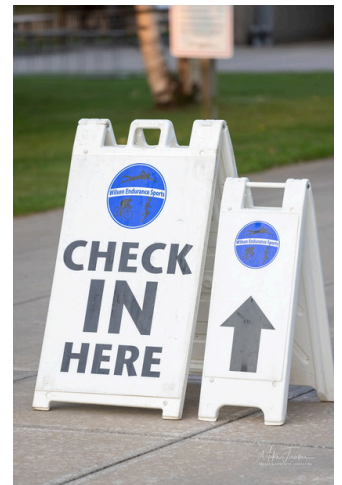


- **Pre-Registered athletes must show a photo ID.** Volunteers will require you to return to your car if you do not have this. USAT membership info was obtained at registration or purchase of one-day membership. You do not need to show anything else.
- **Absolutely NO bib transfers are allowed!!**
- Race-day registration is available unless sold out. Photo ID required. \$169 individuals, \$99pp relay teams payable with cash or Venmo or online thru RunSignUp. If you cannot produce a current USAT card you will be required to purchase one-day membership online via your phone. \$24.99 one-day membership, \$9 per person for relay teams.
- **Relay Teams** - all members must be present to check-in together and receive team instructions.

At check-in you will receive:



- **Timing Chip** - disposable, adhesive, goes on your **LEFT ANKLE, underneath your wetsuit** - \$5 replacement fee if lost before race.
- **Bike Sticker** - must remain on your bike to take it out of transition post-race.
- **Swim Cap** - silicone cap that you must wear during swim portion.
- *Please note that **your timing chip** will be required to take your bike out of transition post-race.



Race day schedule



5:30am

- Check-in opens
- Transition opens ~ Please stop at check-in BEFORE you go into transition

6:45am - 7:15am

- Pre-swim available

7:10am

- Check-in closes
- Transition closes

7:15am

- MANDATORY Pre-race meeting

7:30am

- RACE START



Be prepared:



Please note; there is a 1/4 mile distance between the end of the swim and bike transition which is a gravel roadway.

We highly recommend that you bring shoes to the swim start with you that you can run up the unpaved road back to transition.

You DO NOT want to do this barefoot!



Transition



- Bikes will be racked on a first come first serve, not associated with race numbers.
- NEVER TOUCH ANOTHER RACERS BIKE OR EQUIPMENT.
- Keep your items confined to the space next to your bike.
- Athletes ONLY will be allowed in the transition area. NO coaches, spouses, children, etc.
- Athletes ONLY will be allowed to remove bikes from transition with matching numbers on bikes and ankle timing chip.
- No glass allowed in transition.



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Pre-race meeting



- Pre-race meeting (**mandatory**) held 7:15am
- We ask that you pay attention and listen to the instructions from the Race Director. Last-minute updates and information that you need to know will be given.
- You may have heard this information before, but those around you may have not. Please be respectful and allow others to hear.



Timing chips and mats



- Timing chips are to be placed on your left ankle. **UNDER** your wetsuit, not on top of the suit as the sticker on the bracelet indicates.
- If you lose your timing chip during the race (highly unlikely as they are extremely adhesive) you must notify the timers at the table next to the finish line immediately.
- Timing mat locations will be evident; it is **YOUR** responsibility to ensure you cross the mat, not the volunteers.
- You must cross over the mats at each location to receive your finish time.
 - Swim In
 - Bike Out
 - Bike In
 - Run Out
 - Finish Line
- Your timing chip must remain on post-race until you take your bike out of transition for the final time.

Safety



- *****We cannot express enough that your safety is the most important part of your race. Your family members are counting on you to go home to them tonight. This is a race that is designed for your enjoyment, the spirit of competition, and the pursuit of fun, fitness, and well-being.
- **IF YOU ARE NOTICING ANYTHING THAT DOES NOT FEEL RIGHT TO YOU AT ANY TIME DURING YOUR RACE, PLEASE STOP AND ASK FOR ASSISTANCE**
- Certified lifeguards and volunteers will be in kayaks during the swim. If you need assistance please flip onto your back and a kayaker will come to you.
- You are allowed to hold onto a kayak for assistance but they cannot move you forward if you intend to finish your swim



- There will be small first aid kits in the following locations:
 - Finish Line
 - Run Aid Stations
- EMS Services will be available near the transition/finish line area.
- Bike and run courses are open to traffic.
 - Officers and Fire Police will be located at key intersections for your safety
- **DO NOT** ride or run into the roadway. Stay on the shoulder as much as possible.
- **NEVER** cross over the yellow line in the middle of the road!!!

Aquabike



- Your race will begin at the same time as the triathlon
- Your race will end automatically as you enter the transition area after the bike portion.
- Make your way to the Finish Line to be announced and to receive your finisher medal and refreshments.

Relay Teams



- Relay teams of 2 or 3. Instructions will be given to the entire team together at check-in.
- Each discipline cannot be broken up into parts. Meaning; one person will complete each event. Teams of 2; one person will need to complete two disciplines.
- The team will be issued one timing chip which is a velcro ankle bracelet.
- You must exchange timing chip with the next person on your team in transition before you head out on your leg of the race.
 - Swimmer must remove timing chip within transition and pass to the cyclist before bike is removed from rack.
 - Cyclist must rack bike and then remove timing chip to pass to the runner.
- All members may cross the finish line together, however, you must not impede another finisher in any way
- All relay team members must come to the finish line to receive finisher medals.



Swim



- **NO CUT-OFF TIME**
- The course will be a 750 meter triangle in a counterclockwise direction with an in water start
- Each participant will come out of the water, run around the buoy, and enter the water again for your second loop of the swim
- This is a wetsuit legal race however it is not mandatory that you wear one.
- We follow USAT rules regarding water temperature and wetsuits.
- There will be certified lifeguards and volunteers in kayaks.
- If you need assistance please flip onto your back immediately. A kayaker will approach you.
- You are permitted to use a personal swim buoy during the race if you feel it necessary. This is for your comfort and peace of mind only. If you choose to wear one we ask that you stay to the back of the swim start.



Bike



- **NO CUT-OFF TIME**

Strava bike link: <https://www.strava.com/routes/16808636>

- YOUR HELMET MUST BE SNAPPED ON BEFORE you remove your bike from the rack
- Walk/run the bike out of the transition area and mount in the designated location
- NO drafting; this means that you must keep 4 bike lengths between you and the rider in front of you. Only when you are going to pass can you call out "ON YOUR LEFT" and then pass, only on the left side, making sure that you are able to move into the roadway safely
- You must quickly pass (within 15 seconds) the other rider and then safely move back in front.
- **There is no aid station on the bike course.**



The course, turn-by-turn

- Transition: right onto West Hill Rd. – 2 miles.
- Right onto Route 183 – 2.5 miles.
- Right onto Route 44 – 10 miles.
- Right onto Route 179 – 300 yards.
- Right onto Route 202 – 5 miles.
- Right onto Carpenter Road
- Continue straight onto Dings Rd. – 0.5 miles.
- Right onto Maple Hollow Rd. – 1 mile.
- Left on Bruning Rd. – 2 miles mostly uphill.
- Left onto West Hill Rd. – 0.8 miles.
- Right into Bike Finish and Transition at Brodie Park.



- Any areas on the course that we know have potholes, etc will be marked with orange spray paint. Also you will note that there will be orange arrows marked on the pavement before each turn. If you don't see the arrows, don't turn!
- Always stay to the right-hand side of the road. Use the shoulder when available.
- **AGAIN - DO NOT** ride side by side in the road and **NEVER** cross over the yellow line in the middle of the road. The course is **NOT** closed to traffic.
- Dismount your bike in the designated area and walk/run your bike into transition.



Bike & Run



- **IT IS YOUR RESPONSIBILITY TO KNOW THE COURSES**
- There will be signs along the course, but signs can blow over or be taken.
- The course will be marked with orange arrows painted on the roadway. If you do NOT see arrows at a turn, DO NOT TURN.
- There will be law enforcement officials at major intersections; however, it is their responsibility to control traffic, not direct you.



DO NOT RIDE/RUN SIDE BY SIDE IN THE ROAD AND NEVER CROSS OVER THE YELLOW LINE IN THE MIDDLE OF THE ROAD.

THE COURSES ARE NOT CLOSED TO TRAFFIC.

DO NOT LITTER ON THE COURSES!

GARBAGE CANS ARE AVAILABLE AT EACH AID STATION ON THE RUN.

ALL ITEMS MUST BE KEPT ON YOU UNTIL YOU CAN DISCARD OF PROPERLY!

WE WILL DQ ANYONE CAUGHT LITTERING ON THE COURSES.



Run



NO CUT-OFF TIME

Strava run link:

<https://www.strava.com/routes/2788847213385538752>

- **Aid stations at every mile with water, ice, Hammer Nutrition Heed, Endurolytes & Hammer Gels**
- The 10K loop run begins as you run out of transition.
- Through park and left onto Niles Rd.
- Niles becomes West Hill Rd. at town line.
- Straight onto Bsullak Rd.
- Right onto East West Hill Rd. East West Hill becomes Tumbull Rd.
- Right onto Berkshire Dr.
- Left onto Arrowhead Dr.
- Right onto Burwell Rd.
- Left onto Niles Rd.
- Right into Brodie Park, straight to finish line.



Course Map






BROUGHT TO YOU BY

 WILSON ENDURANCE SPORTS
 COACHMARKWILSON.COM



-10K ROUTE-
 FROM TRANSITION, TURN LEFT TOWARD FLAGPOLE, THROUGH PARK AND LEFT ONTO NILES RD. NILES BECOMES WEST HILL RD AT TOWN LINE. STRAIGHT ONTO BSULLAK RD. RIGHT ONTO EAST WEST HILL RD. EAST WEST HILL BECOMES TUMBULL RD. RIGHT ONTO BERKSHIRE DR. LEFT ONTO ARROWHEAD DR. RIGHT ONTO BURWELL RD. LEFT ONTO NILES RD. RIGHT INTO BRODIE PARK, STRAIGHT TO FINISH CHUTE.

SWIM 
 BIKE 
 RUN 

-24.8 MILES BIKE COURSE-
 TRANSITION RIGHT ONTO WEST HILL RD (2 MILES)
 RIGHT ONTO 183 (2.5 MILES)
 RIGHT ONTO ROUTE 44 (10 MILES)
 RTE 44/OLD COUNTRY ROAD
 RTE 44/CENTRAL AVE
 RTE 44/RTE 219
 RIGHT ONTO ROUTE 202/179 (300 YARDS)
 RIGHT ONTO ROUTE 202 (5 MILES)
 RIGHT ONTO CARPENTER RD (0.5 MILES)
 LEFT ONTO DINGS RD (1 MILE)
 RIGHT ONTO MAPLE HOLLOW RD (1 MILE)
 LEFT ONTO BRUNING RD (2 MILES MOSTLY UPHILL)
 LEFT ONTO WEST HILL RD (0.8 MILES)
 RIGHT INTO BIKE FINISH AND TRANSITION AT BRODIE PARK
 INTERNATIONAL DISTANCE RACE: 24.8 MILE BIKE



Please note



- If at any time you abandon your race you **MUST** report to the timers located at the finish line.
- We do not have cut-off times; you finish your race when you finish.
- You cannot leave the designated courses at any time.
- We will be there to cheer you in at the Finish Line.



Divisions and awards



- We award:
 - Top 3 Male & Female ~
 - Triathlon, AquaBike, Paratriathletes, Relay Teams
 - 5-year age groups M/F for triathlon only
- Award ceremony will take place once the majority of finishers are in.
- **If you need to leave before the ceremony, please check in at the INFORMATION table to receive your award if applicable.**
- Awards will NOT be mailed.



Food & Beverages



- The food is sponsored and prepared by the **New Hartford Economic Development Commission**
- Grilled hot dogs and hamburgers and all paper products are provided.
- Spectators are welcome to eat with donations greatly appreciated
- Water is provided.
- **We invite you and your spectators to enjoy.**



- Our friends and sponsors from STBC provide our athletes with a celebratory brew after your race.
- Only available to participants and volunteers 21 and older.
- You must show your ankle timing chip to enter the STBC Beer Garden.
- Spectators are NOT permitted into the Beer Garden.
- No beer, open or closed, is permitted to leave the Beer Garden !!!
- Please be respectful and drink responsibly.



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Volunteers



- We appreciate all volunteers.
- Volunteers receive free food and entrance into the STBC Beer Garden.
- Duties and times can be found on the race website
- If you have someone that is coming with you and would be able to assist us please have them sign up at:
<https://runsignup.com/Race/Volunteer/CT/NewHartford/LitchfieldHillsTriathlon>

or contact Tonia at 716-353-1288 or WilsonEnduranceSports@gmail.com

Rules & regulations



- **Please see complete list at the end of this document.**

Thank you



Thank you for racing with us today. We know that you have many choices and we appreciate you joining us.

- We strive to plan a fun, athlete-centered event for you to test your fitness and endurance as well as leave with a new set of friends.
- Please watch our website at www.CoachMarkWilson.com for race results and future events.
- We believe in affordable racing. Early bird registrations for 2027 will open Sunday following the race and be available for one week only. If, for whatever reason, with appropriate notice, we will defer your race to the following year. Watch your emails and Facebook for announcement.
- Wilson Endurance Sports, LLC produces 13 events throughout New York State and 1 in Connecticut. We hope to see you again in the future.

Best of luck and stay safe.

~ Mark & Tonia Wilson, Wilson Endurance Sports, LLC



Thank you to our event sponsors



This event would not be possible without the support of the sponsors.

Please let them know that you appreciate them.

Follow them on social media. Shop with them. Tag them in social media posts.



**Town of New Hartford, CT
and the
New Hartford Economic Development Commission**

And a very special thank you to
John and Shelley Lloyd

Thank you to Sparrow Drone Aerial Service, Paul Sutton Photography, and Mike Frame Images & Computer Consulting for the amazing photos used in this Athlete Guide.



Rules & Regulations



WILSON ENDURANCE SPORTS

and USAT RULES AND REGULATIONS, POLICIES, AND PROCEDURES

1. This is a USAT sanctioned event. All rules and regulations apply and can be found at <https://www.teamusa.org/usa-triathlon/about/multisport/competitive-rules>
2. **There are no refunds or bib transfers for any registration.** All registrations are to be completed online through our website. Race day registration is offered and available with cash or Venmo or on your phone at our RunSignUp link.
3. To **defer** a race you must contact Tonia Wilson directly at WilsonEnduranceSports@gmail.com
 - o No charge for a deferral from the time of registration to one month from race day.
 - o If asking for a deferral beginning 30 days from race day to 8 days prior to race day, there will be a \$15 fee - paid via Venmo or check.
 - o If asking for a deferral within 7 days from race day the fee will be \$25.
 - o If payment is not received within 48 hours of request then you will be considered a NO SHOW and your registration fee is forfeited.
 - o No deferrals will be made on race day.
 - o Deferrals are valid and offered for one calendar year only.
 - o *If races are canceled due to a national pandemic or crisis we will make adjustments. We will also make case-by-case decisions when needed.
 - o NO SHOWS are forfeited.
4. **Race Transfers ~ to another Wilson Endurance Sports event**
 - Race transfers are permitted with the same outline and rate fees as the deferrals above.
The full calendar of races can be found on our website at www.CoachMarkWilson.com
 - o No refunds for going down in distance or race fee.
 - o Payment is required for going up a distance or to the current rate.
5. **Athlete Meetings** These are mandatory for the following reasons;
 - o There can always be changes in the course due to construction or local officials at the last minute that could impact your race.
 - o Weather updates and/or water quality could change the course at the last minute.
 - o Even though you may have raced with us in the past, many others have not. We ask for your attention and silence so that everyone has the opportunity to hear what is being said.



Rules & Regulations



6. Unsportsmanlike Conduct

- Foul, harsh, argumentative, or abusive language or other unsportsmanlike conduct directed at race officials, volunteers, spectators, or fellow athletes is forbidden. This applies pre-race, race day and post-race.
- This also applies to your spectators.
- You will be asked to leave. No refunds will be given.
- Depending on nature and severity you could be banned from all future Wilson Endurance Sports events.

7. **NO LITTERING** ON THE COURSES OR GROUNDS AT ANY TIME.

Use provided trash containers.

YOU WILL BE DISQUALIFIED. No refunds given.

8. **NO** urinating or relieving yourself outside of the provided port-a-johns or restroom will be tolerated.

9. **NO DOGS ALLOWED** AT THE VENUE. This includes your spectators.

10. **Helmets** must be worn at ALL times when on your bike.

Chin strap must be buckled prior to un-racking your bike and unbuckled only after you have re-racked your bike.

11. **Transition** area is for participants only! No spouses, parents, coaches, friends, or children shall be in the transition area at any time.

NO glass containers of any kind permitted.

12. **You will not touch another competitor's racing or personal items at any time.**

Anyone seen moving or touching someone else's bike, helmet, shoes, etc at any time prior to, during, or after the race will be disqualified and asked to leave immediately.

Law enforcement will be contacted if necessary.

13. **Use of headphones** is not acceptable; this is for your safety while on course.

14. **It is your responsibility** to know the courses.

- Cutting the course is an obvious violation and veering from the course at any time is a safety issue.
- Cyclists and runners must NEVER cross over the center line in a roadway!
- Fire Police are the only individuals who can stop traffic at any time.
- If found to veer from any of these rules, disqualifications will be given with no refunds.

15. **Outside assistance** (for example, pacing), meaning your family, friends, coaches, etc is prohibited.

- Only race staff and volunteers may assist you during the course of the race.



Rules & Regulations



16. No Drafting—

- keep at least four bike lengths of clear space between you and the cyclist in front.
- If you move into the passing zone, you must pass within 15 seconds.
- Position—keep to the right-hand side of the lane of travel unless passing.
- Blocking—riding on the left side of the lane without passing anyone and interfering with other cyclists attempting to pass.
- Overtaken— once passed, you must immediately exit the draft zone from the rear, before attempting to pass again.

17. **Abandoning your race:** If for any reason you decide to discontinue your race, YOU MUST inform the timers at the finish line.

18. **Beer Garden:** Having beer at our events is a privilege and a gift from Southern Tier Brewing Company and local authorities.

- You must be 21 years of age to enter the zone.
- ABSOLUTELY NO BEER, OPEN OR CLOSED CONTAINERS, IS TO BE TAKEN OUTSIDE OF THE BEER GARDEN!

19. Race T-shirts.

- Race t-shirts or other giveaways are only guaranteed to those that register prior to 30 days from race day.
- Late registrants or those seeking a size change will need to come back to the information table post-race to inquire about leftover t-shirts from no-shows.

20. **Lost & Found.** If you leave something behind please contact us within **3 days**. If we have it we will arrange to ship it to you. Otherwise, all items will be donated.

We reserve the right to ask anyone that does not follow our guidelines or makes anyone uncomfortable or feel threatened to leave. No refunds will be given.

Follow us on social media
use **#WilsonEnduranceSports** and **#LitchfieldHillsTri**
when sharing your photos

