

Strain For The Brain

Saturday, May 30, 2026



Race Day Instructions

Contents

Location	3
Parking.....	4
Schedule & Packet Pickup	4
Early Packet Pickup - Friday, May 29 th	4
Race Day – Saturday, May 30 th	4
Packet Pickup FAQs.....	6
Changing Distances	6
Pets	6
Course Info	6
Restrooms.....	6
Course Marking and Closures	6
Please run/walk to the right at all times.....	7
Course Maps.....	7
Aid Stations	8
Awards.....	8
Timing.....	8
Medical Emergencies.....	8
Weather	8
Volunteers Needed!	9
Got Questions?.....	9
Silver Circle Sports Events.....	9

Strain for the Brain is an annual event held to honor individuals diagnosed with a brain tumor and to celebrate the family and friends there to support them. Brain tumors are a devastating disease that affects 80,000 people and their families each year.

The funds raised through Strain for the Brain will directly contribute to advancements in research, medical treatments, and support programs for individuals and families impacted by this life-changing condition. By participating in Strain for the Brain, you will not only contribute to the fight against brain tumors but also showcase your dedication to making a positive impact on the lives of those affected by this disease.



Strain for the Brain is a Milwaukee based 501(c) (3) not-for-profit organization started in 2010 by a brain tumor survivor. It is an annual event held to honor individuals diagnosed with a brain tumor and to celebrate the family and friends there to support them. The funds raised through SFTB will directly contribute to advancements in research, medical treatments, and support programs for individuals and families impacted by this life-changing condition.

Since 2010, SFTB has donated over \$750,000 to the brain tumor program at Froedtert & the Medical College of Wisconsin.

Please consider a [donation](#) today. We are on pace to reach \$200,000 this year in donations!

Location

Veterans Park
1010 N. Lincoln Memorial Drive
Milwaukee, WI 53202

Parking

Parking is available on-site and along Lincoln Memorial Drive.

As this is a very large event, we strongly encourage all participants to carpool whenever possible.



Schedule & Packet Pickup

Early Packet Pickup - Friday, May 29th

11:00am-1:00pm

Schuetze Building

Riverview Room
1120 Baxter St
Waukesha, WI 53186

Race Day – Saturday, May 30th

7:30am-9:00am Packet Pickup on site
8:30am Froedtert/MCW photo at Start Line
8:40am Survivor photo at Start Line
8:50am Tristan Jass opening comments

8:55am Moment of silence
9:00am Run starts
9:05am Walk starts

The walk will start after the run participants clear the Start Line. This will allow for a clear course for the walkers.

10:00am Awards
10:00am Silent Auction Closes

PLEASE BRING YOUR RECEIPT WITH YOU!

You do not need to print your receipt. However, we will need to scan the QR code, so please have your email accessible on your mobile device or save a screenshot of the receipt with the QR code to your image library **before** getting in the packet pickup line.



If you are picking up for multiple participants, please have all their QR codes on a single sheet of paper or saved together on your device. This will help speed up the packet pickup process.

Team Packet Pickup

We're making race day even easier for teams! Here's how it works:

If your team has 4 or more members by Monday, May 24th at noon, we'll preassemble your entire team's packets—including:

Race shirts

Bibs labeled with each runner's name, shirt size, bib number, gender, age, and event.

Any purchased item

These will be ready in one convenient bundle for pickup. We encourage you to pick up your team's packet at early packet pickup.

Important:

One person (Team Captain or designee) should pick up the entire team's packets. Make sure you tell your team where you are going to meet them to distribute packets.

No individual pickups will be allowed for qualifying teams.

Teams with fewer than 4 members can still pick up individually.

Heads-up for Captains:

If you registered team members using your own email address, they won't receive race communications. Be sure to forward this info so everyone is in the loop!

If you have any questions, feel free to reach out. We're here to help!

Packet Pickup FAQs

Can I pick up another person's packet?

Yes.

Do I need an ID?

No.

What do I need to bring?

Please bring the QR code found on your registration receipt.

Changing Distances

How to [Transfer, Defer, Change Shirt Size, or Change Distances](#)

Follow these steps to make changes to your race registration:

1. Go to RunSignUp.com and log in to your account.
2. Select your **Profile**.
3. Scroll down to the race you wish to modify.
4. Click on "**Manage Registration**".
5. Choose from the available options in the menu, including:
 - **Transfers** (to another participant or race)
 - **Change Shirt Size**
 - **Modify Team**
 - **Change Distances**
 - **Resend Confirmation/QR Code**
 - **Deferrals**

Make your adjustments quickly and easily online! 😊

If you registered for the 5K but decide to do the 1-mile walk instead and have not made the change online before the event, please let a Silver Circle Sports Events staff member know. Staff will be wearing yellow safety vests for easy identification.

Pets

For safety reasons, pets are not permitted at this event. The course is very crowded and includes narrow paths, making it unsafe for animals and participants alike.

Course Info

Restrooms

Portlets are available at the Start/Finish Line.

Course Marking and Closures

The entire course will be marked with directional signs and arrows. All turns are clearly indicated with signs. **Please keep to the right side of the path and pass on the left.**



Please run/walk to the right at all times.



Course Maps

Please note that the walk course and run course are NOT the same course.

5K course map



Walk course map



Aid Stations

There will be two aid stations on the course at approximately miles 0.75, 2.25, and the Finish Line.

Awards

Top 3 male & female run finishers in 5-year age groups will receive a custom medal. The awards ceremony will take place near the Finish Line.

Timing



The run is chip timed by [Silver Circle Sports Events](#) with a chip start. Your time will begin when you cross the Start Line and conclude when you cross the Finish Line. Please make sure your bib is on the front of your body and visible to our staff.

[Instructions on bib placement.](#)

Medical Emergencies

If you see a medical emergency, call 911. If an athlete needs basic medical care, proceed to the nearest aid station and a staff member will assist.

There is an automated external defibrillator (AED) and first aid kit located on the timing van.

Weather

The event will be held unless severe weather occurs. In the event of severe weather, we will make an announcement to seek shelter and clear the area. All staff will also evacuate the area and will not return until the weather clears. We ask that you not return until we have made an all-clear announcement. Weather updates will be posted on [Facebook](#).

Volunteers Needed!

Sign up [HERE](#).



Got Questions?

Let us know at info@silvercirclesportsevents.com.

Silver Circle Sports Events

This event is professionally produced, timed, and managed by [Silver Circle Sports Events, LLC](#).



Silent Auction is Open for Bidding!

Auction Rules

- The silent auction is open virtually to all bidders
- Minimum and bid increments apply
- Auction closes at 10:00am May 30, 2026
- At the close of the auction winning bidders will receive a text notifying you of your winning bid
- You must be present at Veterans Park May 30, 2026 at 10:00 am to collect winning bid items (Items cannot be delivered after the race)

Thank you for your support!

Happy Bidding!