

WAR
EAGLE



WAR EAGLE

RUN  FEST

OFFICIAL ATHLETE GUIDE 2024

WELCOME FROM AUBURN-OPELIKA TOURISM

Welcome to Auburn-Opelika! We think it's the coolest college town in the South, and we're going to do our best this weekend to make you think that too. Before or after the race, we invite you to explore the wealth of diversions available in our community. Make a trek over to Chewacla State Park and check out their 32-plus miles of versatile track, offering hiking and biking options for both mountain biking beginners and seasoned pros. Located in the last foothills of the Appalachian mountains, don't miss the Great Wall of Chewacla and the Loch Ness Cobra nestled among miles of well-groomed flow trails.

If your idea of adventure happens on your plate instead of two wheels, opportunities for indulgent dining abound in Auburn-Opelika's emerging culinary scene. With over 50 independent and chef-owned experiences to choose from, you'll see why if you haven't heard the hype yet, then you definitely will. You'll also find plenty of specialty retailers as well as a variety of activities and diversions. The community offers year-round outdoor experiences from picking your own berries or flowers at a local farm, to sipping wine produced from grapes you just tasted off the vine. Historic downtown Opelika houses its very own breweries and Alabama's first legal distillery since Prohibition.

We know you'll enjoy the warmth of our family atmosphere and genuine Southern hospitality. The team at Auburn-Opelika Tourism is proud to partner with FRESHJUNKIE Racing to welcome you, and we hope this won't be the last time we see you!



Robyn L. Bridges
President & CEO
Auburn-Opelika Tourism



AUBURN
OPELIKA
t o u r i s m

This is your PR.

T H I S I S
AUBURN
OPELIKA



JORDAN-HARE STADIUM

Meet the coolest college town in the South. And his hip older sister.

aotourism.com

LETTER FROM THE RACE DIRECTOR

Welcome to the 3rd Annual War Eagle Run Fest!

Whether you are a returning participant or joining us for the first time, we extend our heartfelt gratitude for choosing to be a part of this unique experience. At FRESHJUNKIE Racing, our commitment is to provide exceptional events that celebrate your achievements and create lasting memories. We are immensely thankful for the support of our partners at Auburn University in the Athletics Department, local municipalities, and Auburn-Opelika Tourism. Their collaboration has been instrumental in bringing this event to life.



The Half Marathon course has been redesigned to include Town Creek Park, while taking you on a scenic rolling tour of both the city and campus with a unique chance to run a lap on the Hutsell-Rosen Track on campus. Both events finishing on the 50 yard line of Jordan-Hare Stadium gives Auburn fans a truly epic way to finish your race as you "Fly Down the Field."

Stick around after the race for the post race tailgate in the Campus Green Space with live music and food to celebrate with your friends and family. We hope you enjoy the event, and we appreciate your participation in the 3rd Annual War Eagle Run Fest! We work tirelessly to bring you these experiences, and we hope your experience this weekend will encourage you to participate in some of our other events in Alabama, Mississippi, Louisiana, Georgia, and Florida! WAR EAGLE!

A handwritten signature in black ink that reads "Pat O'Brien".

Patrick O'Brien
Race Director

WAR EAGLE
RUN  FEST

WELCOME TO THE 3RD ANNUAL WAR EAGLE RUN FEST!

Thank you for joining us for the 3rd running of this incredible event. We're thrilled to welcome back familiar faces and embrace the energy of our first-time participants as they cross the Finish Line on the legendary 50-yard line of Jordan-Hare Stadium.

After a fantastic first two years, we've made some exciting tweaks and enhancements to ensure an even more remarkable experience. We've expanded our Commemorative Merchandise options, learning from last year's popularity and ensuring a deeper inventory to meet your preferences.

Again this year, we've extended the tailgate into Saturday, adding a dash of 'pre-game' excitement. Runners and walkers will still enjoy fantastic food and live music from Blackberry Breeze after the race, but now, Saturday brings additional festivities. During Packet Pickup, participants can redeem their ticket for a complimentary beer. Please note that beer will not be available on Sunday after the race. We appreciate your understanding as we navigate the War Eagle Run Fest in a way that ensures everyone's safety and enjoyment.

As we lace up our shoes and hit the pavement again for the 3rd running, we invite you to savor every step, enjoy the camaraderie, and relish the unique experiences that make the War Eagle Run Fest more than just a race—it's a celebration of community, determination, and the indomitable spirit of our participants. Here's to another incredible year of running War Eagle!

MEET THE TEAM

War Eagle Run Fest Organizing Committee:

Doug Cain : Safety Director

Caroline Cardinal : Marketing Associate

Ray Castle : Medical Director

Jonathan 'Juba' Dziuba : Managing Director

Eric Engemann : Sales Director

Patrick Fellows : Experiential Director

Lauren O'Brien : Volunteer & VIP Director

Patrick O'Brien : Race Director

Matt Peralta : Logistics Director

Nan Urban : Athlete Services Director

Haley Wattigny : Marketing Associate

Mike Wattigny : Marketing & Creative Director

Diane Weiss : Registration Director

CHARITY PARTNERS

The War Eagle Run Fest is proud to support these great Charity Partners:



Auburn Student Fund



EVENT SCHEDULE

Saturday, February 17

| | | |
|--------------------|--|--|
| 10:00 am - 5:00 pm | Packet Pickup & Official Retail Shop | East Gates of Jordan-Hare Stadium 251 S Donahue Dr. Auburn, AL 36849 |
| 10:00 am - 5:00 pm | Pre-Race Kickoff Party presented by Michelob Ultra | Outside the East Gates of Jordan-Hare Stadium |

Sunday, February 18

| | | |
|-------------------|---|--|
| 5:30 am - 6:30 am | Race Day Packet Pickup Half Marathon & 5K | East Gates of Jordan-Hare Stadium 251 S Donahue Dr. Auburn, AL 36849 |
| 5:30 am - 9:30 am | Race Day Packet Pickup Kids Mile | Jordan-Hare Stadium |
| 6:55 am | National Anthem | |
| 7:00 am | Half Marathon Race Start | Heisman Drive near East Gates Jordan-Hare Stadium |
| 7:30 am | 5K Race Start | Heisman Drive near East Gates Jordan-Hare Stadium |
| 8:30 am | War Eagle Post-Race Tailgate Party begins | Campus Green |
| 10:00 am | War Eagle Kids Mile Race Start | Heisman Drive near East Gates Jordan-Hare Stadium |
| 11:30 am | War Eagle Post-Race Tailgate Party ends | Campus Green |

OFFICIAL RETAIL SHOP



Stop by the Official Gear Shop on Race Weekend and be the first to get your hands on the Official War Eagle Run Fest merch. Lots of great hoodie tees, hats, and shirts will be available.

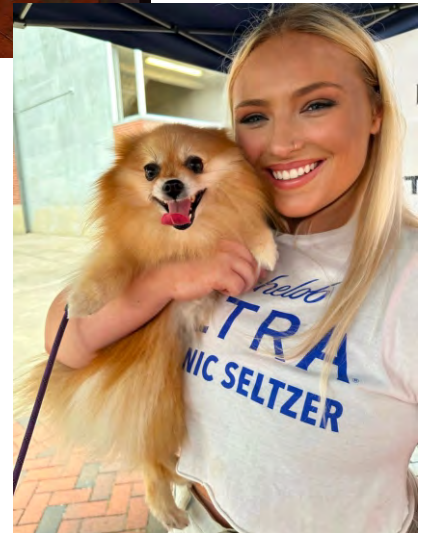
PRE-RACE KICKOFF PARTY

Join us Saturday, February 17th at Jordan-Hare Stadium for the Pre-Race Kickoff Party presented by Michelob Ultra and Adams Beverage. Runners 21+ can use one of your food/beverage tickets on your race bib for a complimentary beer. Enjoy the music, a cold beverage, and maybe play some games as you Kickoff your Race Weekend!



Michelob
ULTRA

SUPERIOR LIGHT BEER



PACKET PICKUP

PACKET PICKUP, REGISTRATION & RETAIL SHOP IN JORDAN-HARE STADIUM

The 2024 Packet Pickup and Late Registration will be held at the East Gates of Jordan-Hare Stadium, located on Heisman Drive, Auburn, AL 36849 on Saturday, February 17th from 10:00 am - 5:00 pm.

RACE DAY PACKET PICKUP HOURS

Sunday, February 18 • 5:30 am - 6:30 am (Half Marathon & 5K); 5:30 am – 9:30 am (Kids Mile) at Jordan-Hare Stadium.

*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

Every participant will receive a confirmation email the week of the race. Please bring either that email, or your original confirmation email and your photo ID to pick up your packet. Digital copies (your cell phone screen) are allowed.

PROXY PICKUP

If you are unable to get your packet, a friend can pick up your packet 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 War Eagle Run Fest will post a notice regarding closed races on our website and Facebook page. Participants can register online at www.WarEagleRunFest.com.

MAIL MY BIB - SWAG PICKUP

Participants who paid to have their bib mailed to them will be able to claim their SWAG (event shirt, bag, etc.) after they complete the race. Follow the signs to "**PACKET PICKUP**" once you finish the race and present your race bib to the staff there, they will provide your SWAG and mark the back of your bib.

You are welcome to come to any of the pre-race packet pickups to claim your SWAG if you like. Present your race bib and the staff will provide your items to you.

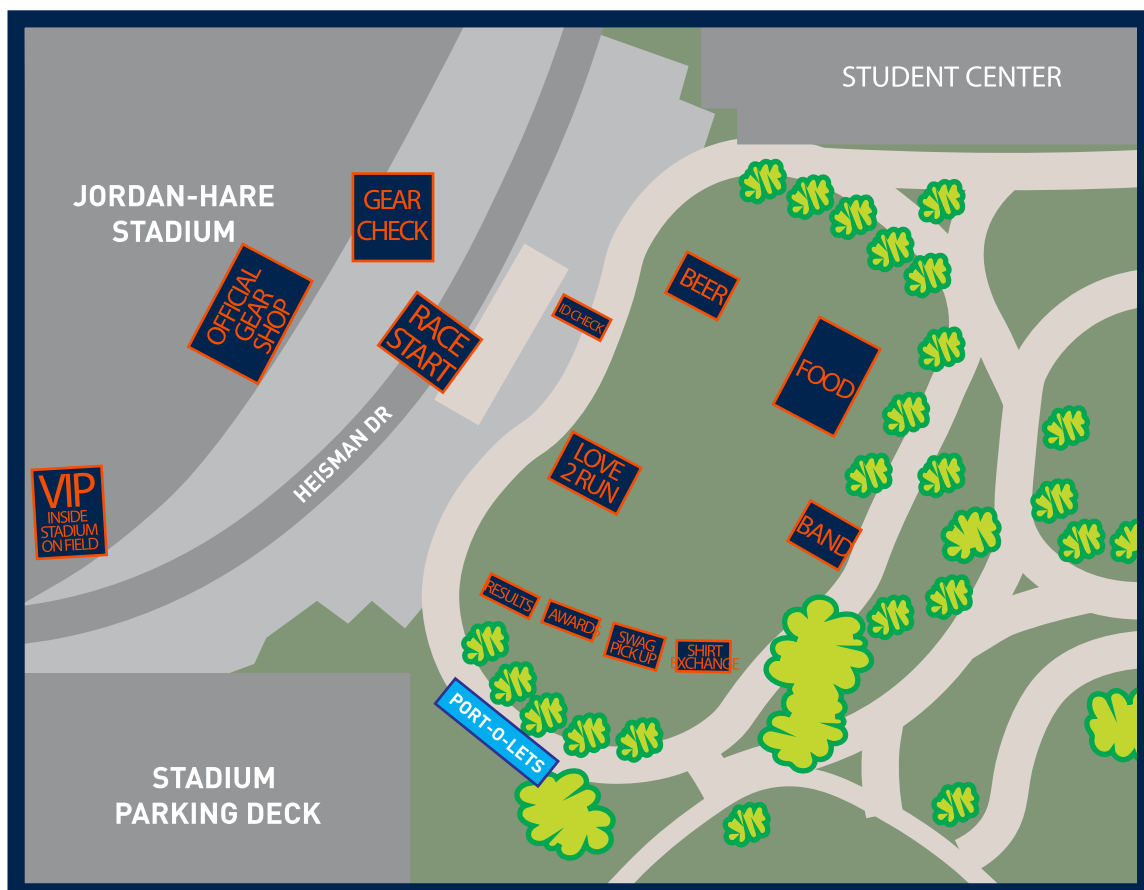
Bibs are mailed via USPS two weeks prior to race day. They are sent to the SHIPPING ADDRESS provided when you registered. If you paid to have your bib mailed and never received it, please report to a Pre-Race Packet Pickup and a staff member will be able to rectify the situation.

PARKING

There is plenty of parking for Packet Pickup and Race Day on campus. Available parking includes Campus Safety Parking, Stadium Deck Parking, and the Wright Street Parking Deck, but not allowed in Arena Parking Lot between Auburn Arena and Jordan-Hare Stadium.



START LINE/POST-RACE TAILGATE MAP



COURSE MAP - HALF MARATHON



The start line for the Half Marathon will be outside Jordan-Hare Stadium. Runners will be corralled according to expected finish times with the fastest runners in the front and walkers in the back. The Half Marathon will start at 7:00am in a wave start fashion. 150-200 runners will be allowed to start approximately every 30 seconds.

Runners will pass Toomer's Corner, the Auburn University President's House, see the Duggar Concourse, Quad Drive, Haley Concourse, and Thach Concourse. After running a lap on the Hutsell-Rosen Track, seeing the Intramural Playing Fields and Football Practice Fields, runners will pass the Coliseum and Auburn Arena before turning into Jordan-Hare Stadium to #flydownthefield and finish on the 50-yard line.

Half Marathon runners will have separate running lanes from 5K runners so that faster runners in the Half Marathon will not have to navigate around slower runners in the 5K.

*All Half Marathon runners MUST maintain a running pace of 18:20 min/mile. If runners are not able to hold this pace, they will be picked up by Race SAG vehicles and moved ahead on the course or brought to the finish line. Our event permits require the courses be reopened on this schedule. No race services: aid stations, police supervision, and medical assistance will be available beyond this pace.

**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.

COURSE MAP - WAR EAGLE 5K



The start line for the 5K will be outside Jordan-Hare Stadium. Runners will be corralled according to expected finish times with the fastest runners in the front and walkers in the back. The 5K race will start at 7:30am in a wave start fashion. 150-200 runners will be allowed to start approximately every 30 seconds.

Runners will turn onto Thach Concourse and run by the Outdoor Training Pool on Wire Road. The 5K course will take runners past the Intramural Playing Fields, Football Practice Fields, and the Coliseum before turning into Jordan-Hare Stadium to #flydownthefield and finish on the 50-yard line.

5K Runners will have separate running lanes from Half Marathon runners so that faster runners in the Half Marathon do not have to navigate around slower runners in the 5K.

*All 5K runners MUST maintain a running pace of 24:00 min/mile. If runners are not able to hold this pace, they will be picked up by Race SAG vehicles and moved ahead on the course or brought to the finish line. Our event permits require the courses be reopened on this schedule. No race services: aid stations, police supervision, and medical assistance will be available beyond this pace.

**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.

WAR EAGLE KIDS MILE presented by



Get the whole family active at the War Eagle Run Fest and have your kids join us for the War Eagle Kids Mile presented by Lynch Toyota of Auburn. Our mission is to instill running as a part of a healthy lifestyle in our kids at an early age. With your help, we can add healthy, happy and active to our unique culture. Plus, they get to run on the field too!!

FAST FACTS

What is included with a War Eagle Kids Mile registration? Each kid will receive an ATHLETE bib that includes an electronic timing chip and a matching PARENT bib to be worn by the parent or guardian responsible for checking the kid out after the race. Each kid will receive an event T-shirt (kid's sizing available) and a Finisher's Medal when he or she crosses the finish line.

Are there age limits? The War Eagle Kids Mile is for children 12 years old and under. Kids older than 12 should register for the 5K. Both distances are friendly to walking. Race staff attend a "half-mile" turnaround on the War Eagle Kids Mile to let the little kids get to the finish line quicker if they like.

Can parents run with their children? Parents are allowed to run with their children in the War Eagle Kids Mile, but are encouraged to let their little ones accomplish the race on their own. The course is closely monitored and secured by race officials and local police. Parents running the 5K with their kids need to be registered runners and have their own bib.

Finish Line & Kid Checkout: Only race personnel and kids participating in the race will be allowed in the finish chute and checkout areas. You may enter Jordan-Hare Stadium through the East Stadium gates after your kid starts the race. Once you see that your kid has crossed the finish line and entered the checkout area you can move to the exit where race officials will be checking kids out. Show your PARENT bib to the attendant and claim your child. If you have multiple kids in different waves, you will need to move away from the checkout area and return once your next kid is ready to be checked out.

If you do not have the bib that matches your kid's bib, the attendant will look to verify the information you wrote on the back of the bib with your photo ID. If you can't produce a photo ID or did not complete the information on the back of the bib, the attendant will direct you to one of our police partners who will work with you and the kid to turn over custody.

Please wear your PARENT bib and complete the information on the back of the ATHLETE bib to avoid any inconvenience on race day.

If a parent has multiple kids participating, they should wear ALL of their PARENT bibs. If a parent is planning to run with their kid, they should still wear the PARENT bib. In addition, the back of the ATHLETE bib should be filled out with all of the parent's information.

WAR EAGLE KIDS MILE

START TIME: 10:00 AM



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 **dressed in reflective vests** 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

EVENT ALERT SYSTEM (EAS)

The color-coded Event Alert System (EAS) status - ranging from Low (Green) to Extreme (Black) based primarily on weather - will be communicated by way of public address announcements, digital notifications, and color-coded signs/flags at the Start/Finish Line and Aid Stations.

AID STATIONS AND EMS

Medical personnel will be stationed at each aid station 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.

| Alert Level | Event Conditions | Recommended Actions |
|-----------------|---------------------------------------|---|
| Extreme | Event Cancelled / Extreme & Dangerous | Participation stopped / Follow event official instructions |
| High | Potentially Dangerous | Slow down / Observe course changes Follow event official instructions Consider stopping |
| Moderate | Less Than Ideal | Slow down / Be prepared for worsening conditions |
| Low | Good | Enjoy the event / Be alert |

GEAR CHECK

There will be a Gear Check located near the start line. If you bring a bag, clearly marked with your BIB NUMBER, you can drop your personal effects at the truck just before the race starts. We will bring your bag to the finish line and have your items waiting for you there. Please allow some time for us to get the bags organized and ready to be checked out at the finish line. We expect Gear Check bags to be available by 8:30 am. and will close at 11:30 am. We are not responsible for the items placed in Gear Check.

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 three 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 AND RESULTS

RESULTS

Results will be posted on our website immediately following the race on the [RESULTS](https://www.WarEagleRunFest.com) page of www.WarEagleRunFest.com.

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 PROCEDURES

In addition to Finisher Medals awarded to each finisher in each race, there will be specific overall, masters, grand masters, great grand masters, and age group awards for the Half Marathon and 5K. Overall and Age Group award winners will each receive a custom award medal engraved with the award description: 1st Place Female, Age Group 40-44 as an example. Overall award winners will ALSO receive a custom, laser-engraved slate award to commemorate their finish.

Awards categories can be found on the **AWARDS** page of our website. Awards for the 5K will be available starting at 8:30am. Awards for the Half Marathon will be available starting at 9:30am. 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.

POST RACE TAILGATE PARTY

You don't have to be in a hurry to leave after you cross the finish line. Right outside the stadium, on Campus Green, we will be hosting our War Eagle Post Race Tailgate Party. Be sure to give yourself time to enjoy the live music from Blackberry Breeze, while you are treated to traditional tailgate foods like Conecuh Sausage Dogs. The Tailgate Party goes until 11:30 am.

The post race party is open to the public, but the food and refreshments are reserved for runners who will have tickets attached to their race bibs. The Student Center will be open if friends and family want to purchase snacks or food.



LOVE 2 RUN

Swing in to Love 2 Run's newest location with your Bib Number, Monday after the race to snag a FREE War Eagle Run Fest Finisher Shirt. Located at 1957 E. Samford Ave, Suite B, Auburn, AL. Supplies are limited and when they're gone, they're gone. Don't miss out!



Love 2 Run has arrived in Auburn, AL, joining its esteemed locations in Inlet Beach, FL, and Dothan, AL. For the Wiley family, this expansion holds special significance. Scott, a member of the USAF Reserves, relies on running to maintain fitness for his duties, while their sons embraced cross country during their school years, fostering a deep love for the sport. Amie emphasizes that Love 2 Run transcends being merely a technical running store; it's a comprehensive service catering to individuals at any stage of their fitness journey.

THANK YOU SPONSORS

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Does your company want to be a partner of the 2025 War Eagle Run Fest? Email us at info@wareaglerunfest.com and we can get started now!



FRESHJUNKIE™ RACING

Skyway 10K *St. Petersburg, FL*

March 3, 2024

Tuscaloosa Half Marathon *Tuscaloosa, AL*

March 23, 2024

Nights of Thunder Cross Country

Sept 6-7, 2024

Tallahassee, FL

Northshore Half Marathon *Mandeville, LA*

October 13, 2024

Huey P. Long Bridge Run *Elmwood, LA*

October 19, 2024

Battleship 12K *Mobile, AL*

November 17, 2024

Baton Rouge & Tammany Turkey Trot

November 28, 2024

Baton Rouge, LA & Covington, LA

Tiger 10K *Baton Rouge, LA*

December 8, 2024

Mississippi Gulf Coast Marathon *Biloxi, MS*

December 14-15, 2024

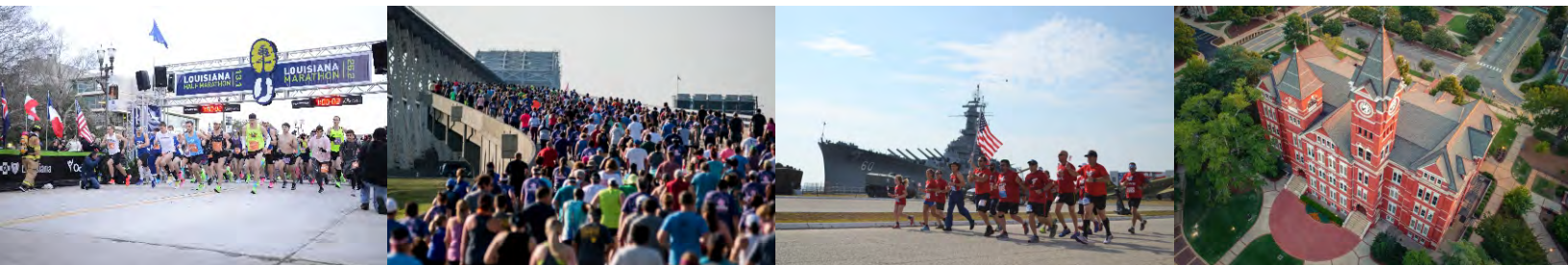
Louisiana Marathon *Baton Rouge, LA*

January 18-19, 2025

War Eagle Run Fest *Auburn, AL*

February 25, 2025

For more information about FRESHJUNKIE Racing and our other events, check out our website at www.freshjunkieracing.com.



**SAVE THE DATE - REGISTRATION OPENS FOR THE
4TH ANNUAL WAR EAGLE RUN FEST
IN LATE SUMMER 2024**