



Fairlife 5K & 10K presented by Fleet Feet

PARTICIPANT GUIDE

Sunday, May 17



TIMELINE OF EVENTS:

- Thursday, May 14 - Saturday, May 16 packet pick up at Fleet Feet the Armory location
- Sunday, May 17:
 - 5K starts at 8:00AM
 - 10K starts at 9:30AM
 - Tim Hortons Timbits Trot starts at 11:30AM

PACKET PICK UP DETAILS

At packet pick up you will receive your event t-shirt and race bib. Medals will be received when you cross the finish line. If you ordered socks they can be picked up at packet pick up as well.

Location: Fleet Feet the Armory location - 155 Culver Road, Rochester, NY 14620 - [GPS HERE](#)

- Thursday, May 14 from 10am - 7pm
- Friday, May 15 from 10am - 7pm
- Saturday, May 16 from 10am - 4pm

Location: Lilac Festival Grounds - In the parking lot behind the Lilac Adventure Park Playground - 289 Highland Ave (in the big tent)

- Sunday, May 17 from 7am - 11:30am



5K & 10K



DOUBLE DASH

**** PLEASE TRY AND PICK UP YOUR RACE PACKET PRIOR TO RACE MORNING.**

Packet pick up is for **EVERYONE**- in person 5K & 10K participants as well as virtual participants (unless you selected to have it shipped) and the Tim Horton Timbits Trot.

Event Parking Options

Free Public parking is located throughout the Highland Neighborhood but there are also dedicated parking paid parking lots at the festival.

- **Elmwood Lot** (\$10) - This lot is south of the Lilac Festival site. The lot is located between South Clinton and South Ave on Elmwood Ave, just west of Meadowbrook Road. [GPS HERE.](#)
- **Gateway Circle Lot** (\$10) - Off of Elmwood, directly across from Azalea St. [GPS HERE](#)
- **Al Sigi lot** (\$10) – Al Sigi lot is available starting at 7am – Enter the lot via Elmwood - 1000 Elmwood Ave – google map link.

SHUTTLE OPTION:

Shuttle service is available on [Church Street](#), Downtown Rochester. This service starts at 7AM and runs every 20 min. There will be ONLY two shuttles running. Cost \$10 round-trip per person. Cash or Card accepted. Children 12 & under are free. ADA accessible. [Sister Cities Garage](#) is your closest parking- fee \$7. NO CASH/CARD ONLY. Lot open 24hrs.

PUBLIC TRANSIT:

The festival site is serviced by 2 RTS routes. Route #13 and route #41.

Visit the Guest Info page on the Rochester Lilac Festival website for more Information and options .

[Guest Info](#)



ACCESS TO THE START LINE & POST RACE PARTY:

The Rochester Lilac Festival is **CLOSED** until **10:30AM** so you will **NOT** be able to cut through the festival to access the start line. Plan accordingly! See the various options and pathways (yellow lines) to get to the start line depending on where you park on the map to the right.

Once the festival is open you will be able to pass through the festival.



****Please plan enough time (approx 45-60min) in the morning to plan for parking and to get to the start of the event in time****

FAQ

Q: Can I pick up someone else's bib?

A: Yes, you may pick up other's bib

Q: Can I switch my giveaway size?

A: No, shirts were ordered based off of the size you indicated during your registration. You may stop back after the race to see what sizes we have left and potentially swap.

Q: Can I switch races?

A: Yes, if you need to switch your race, please communicate with the race staff so they can make the change for you.

Q: I signed up to do the 5K and the 10K do I use the same bib and when do I run?

A: Yes! You will wear the one bib you are given the whole time. You will receive a medal when you finish for the 5K and a ribbon slider when you finish the 10K. Participants in the double dash - run the 5K and 10K at the designated start times.

RACE DAY

NEW THIS YEAR - The **start and finish line** has moved! It is still on Highland Ave just further east on the road near the **Lilac Adventure Zone** located at 289 Highland Ave - [GPS HERE](#)

RACE DAY PACKET PICK UP: Will be located in the **parking lot** behind the Lilac Adventure Park in the **big tent!**

- Packet Pick Up runs from 7AM - 11:30AM

POST RACE PARTY: Will be located in the **parking lot** behind the Lilac Adventure Park in the **big tent!** Inside the tent will be:

AWARDS: There will be no award ceremony. Results will be posted digitally on RunSignUp. You can check results [HERE](#).

POST RACE SNACKS:

- Coffee, hot chocolate and timbits from **Tim Hortons**
- Bananas and snacks from **Abundance Food Co-op**
- Milk and Core Life from **Fairlife**
- Non-alcoholic beer options from **Athletic Brewing**

Wildbyrd Productions will be spinning some sweet tracks and party music to enjoy after as well.

RECOVERY ZONE:

Treat your body after the event with **FREE Normatec recovery** sessions available provided by **Fleet Feet**.



GET YOUR HAIR BRAIDED! Run in style at the Lilac Run. Silk Braids will be onsite on Friday and Saturday at the Lilac Festival to get you ready for Sunday and their race morning as well from 7AM - 12PM. Register NOW to hold your spot!



[Friday, May 15](#)

[Saturday, May 16](#)

[Sunday, May 17](#)

COURSE MAPS

Course routes can be found here. The start and finish line for all three events is on Highland Ave near the Lilac Adventure Zone - 289 Highland Ave.

- [5K Course Map](#)
- [10 Course Map](#)
- [Tim Hortons Timbits Trot](#)

Follow the directional signs and listen to the road marshals on course!

RACE LOGISTICS

NEW THIS YEAR - The **start and finish line** has moved! It is still on Highland Ave just further east on the road near the **Lilac Adventure Zone** located at 289 Highland Ave - [GPS HERE](#)

NEW THIS YEAR - because of the change in the start line, **all courses** had to be **altered** slightly to make up the distance. They are subtle changes but make sure to follow road marshals and the lead vehicles.

The same start/finish is used for all three events therefore:

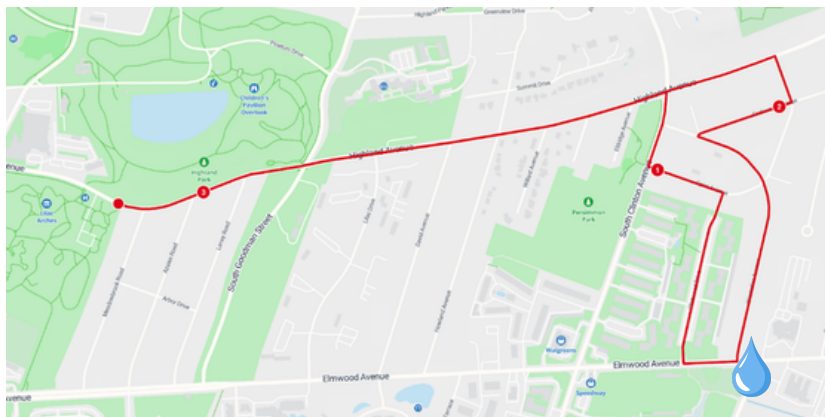
- **5K PARTICIPANTS:** You have a time cut off to complete the race in an 1 hour and 25 minutes before the 10K begins promptly at 9:30am.
- **10K PARTICIPANTS** - The 5K will be finishing into the same chute as the start line. Please do not line up and gather into the starting area until right before the race begins. We will announce when it is safe to move into the chute.
- **TIM HORTON TIMBIT TROT PARTICIPANTS:** The trot will begin after the final 10K participant finishes at 11:30AM.

For the 5K & 10K if you are running the race line up in the front based off of your planned running pace and if you are walking line up towards the back to assist with a better flow at the start line!

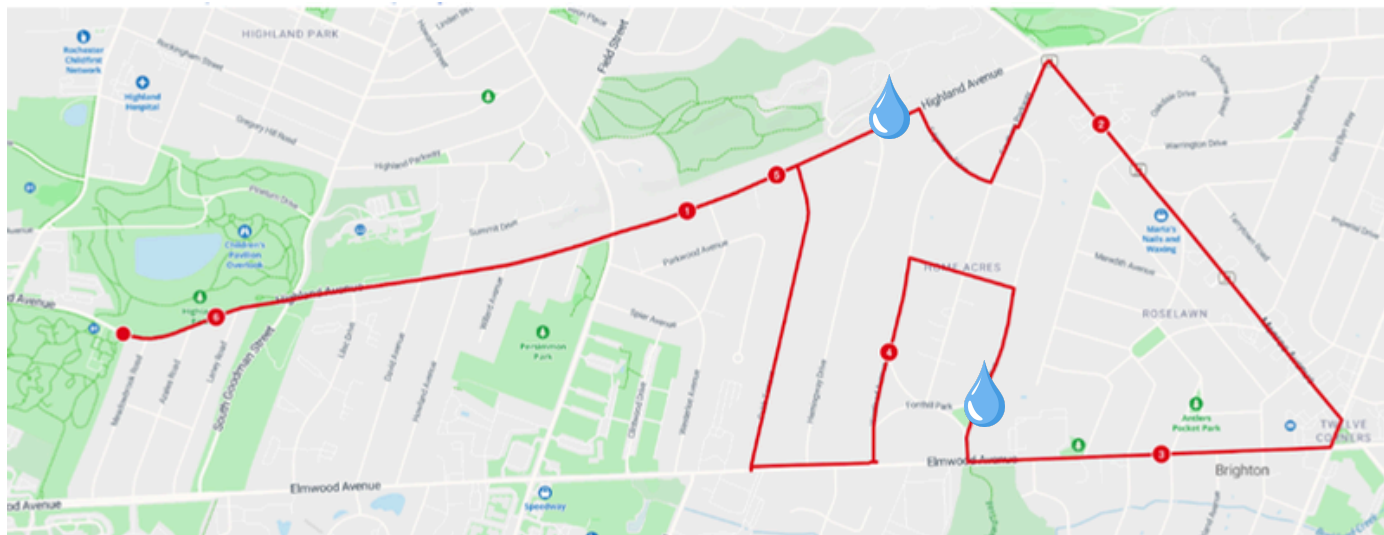
**** All races run our heading east on Highland Ave ****

WATER STOPS

5K route: There is one water stop located 1.5 miles into the race near Elmwood and Westerloe Ave.



10K route: There are three water stops on course. One of the stops you will hit on the way out and your way back to the finish line. Water stops are located at mile 1.5 (Highland and Hemmingway), 3.5 (Eastland Ave) & 4.8 (Highland and Hemmingway).



RACE AWARDS

There is no formal award ceremony. Results can be found on the **RESULTS** tab of the Lilac Run Runsignup page and QR codes will be available to scan onsite.

If you have won an award you can head to the big post race tent to get your award. Look for the awards signage.

Race prizes will be given to the **overall male and female** winners in each race. Overall winners will receive a pair of Karhu shoes.

Age group awards will be given to the **top 3 male and female** winners in each race.

- 1st place will win a pair of "Lilac It Like That" Goodr sunglasses
- 2nd and 3rd place a Fleet Feet gift card.

Age group categories:

14 & under, 15 – 19, 20 – 24, 25 – 29, 30 – 34, 35 – 39, 40 – 44, 45 – 49, 50 – 54, 55 – 59, 60 – 64, 65 – 70, 71 – 75, 76 – 79, and 80+

If you are not present to pick up your award, you have until **May 30th** to stop into Fleet Feet to claim your prize.



SCAN HERE

GIVEAWAYS

- **ONE PARTICIPANT** in the **5K & 10K** will win **ONE FREE MONTH** of coffee from our friends at Tim Hortons! Be registered by May 16th at 8pm & compete the race to be eligible!
- On the trot side, the **TOP WINNER** of the **Tim Hortons Timbits Trot** will win **ONE DONUT per week for SIX MONTHS!** That's a lot of donuts!

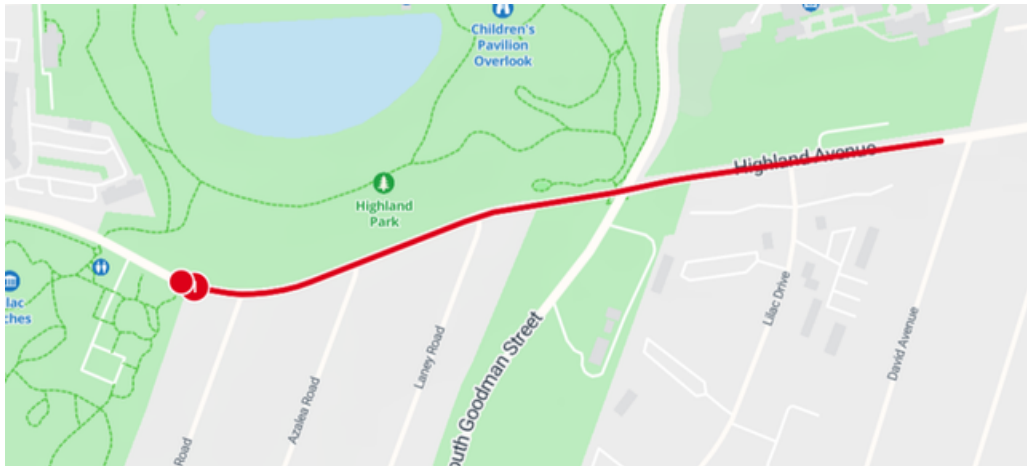
Tim Hortons



TIM HORTON TIMBITS TROT

The Tim Horton Timbits Trot will begin at 11:30AM at the start/finish line located on Highland Ave. Please check in at the packet pick up Thursday - Saturday at Fleet Feet the Armory or race morning In the Big Tent in the parking lot behind the Lilac Adventure Zone. At packet pick up you will get your wristband to wear at the race (with sweet Tim Horton coupons!) and t-shirt.

HOW IT WORKS: Participants will run a half mile down Highland Ave, grab there timbits, and then turn around and run back. A fun, family event for everyone to enjoy!



VIRTUAL PARTICIPANTS

Please make sure to enter your virtual time once you have completed the event. You have until the end of the day on May 17 to do so. Here is the link with information on how to **SUBMIT RESULTS**.

**If you did not choose to have your items shipped to you when registering, please make sure to swing by Fleet Feet to grab your items during the set packet pick up times. When you arrive make sure to state that you are with the Virtual Race.

Those that choose to get your Items shipped they will be sent out post event.

VIP PARTICIPANTS

Look for a separate email with more Information coming your way with specific details!

MEDAL MONDAY

Keep the celebration going **Monday after the race, May 18th**, with Medal Monday at Fleet Feet the Armory from 11am - 6pm . Stop in to get your medal engraved with your finish line time for FREE! What a fun keepsake! Your medal is also a magnet!



BAG POLICY

Under no circumstances will ANY BACKPACKS, DUFFEL BAGS, OR DRAWSTRING BAGS be allowed inside of the Festival. The festival does not open until 10:30am so It will not be until that time that security will take place. Participants of the 10K be ready to pass security moving Into the post race area but there will be an express lane for runners.

Bags that are accepted:

- Fannypack/Belt bags
- Photography bags (subject to search)
- Clear bags
- Small purses (under 6 H x 8 W)
- Diaper Bags
- Medical Bags

Please be prepared to leave your backpack in your vehicle during your stay. We thank you for your cooperation. Thank you for your help in ensuring the festival is a comfortable and enjoyable place for all visitors.

THANK YOU SPONSORS!



See You All On Sunday!