

3RD ANNUAL

RUN  WALK

CREAM PUFF 5K

WI STATE FAIR PARK

2018

athlete guide



JULY 18TH, 2018

WI STATE FAIR PARK

GENERAL RACE INFORMATION

RACE DAY SCHEDULE

4:30pm-6:00pm

Race Day Registration & Packet Pickup
U.S. Cellular Main Gate - State Fair Park

6:15pm

Runners Line up at the Starting Line

6:25pm

Pre-Race Announcements, warm up
& National Anthem

6:30pm

5k Run/Walk Starts

6:38pm

1k Walk Begins

6:45pm

Post Race Festivities | Cream Puffs will be handed out in the Cream Puff Pavilion | Post-race Beverages are available in Central Park as part of Wednesday Night Live.

7:00pm-10:30pm

Post Race Entertainment at the Bud Pavilion |
The LoveMonkeys / Wednesday Night Live

8:30pm

Award Ceremony for Top 3 Male & Female Overall Finishers
This will be conducted during the band break

PACKET PICKUP

Pre Race | Tuesday July 17, 2018



PERFORMANCE
RUNNING OUTFITTERS

11am-7pm | 2205 N Calhoun Rd, Brookfield, WI 53005

Race Day | Wednesday July 18, 2018

Race Day Packet Pickup will be available near the race start line from 4:30pm-6:00pm near the US Cellular Main Gate of the Wisconsin State Fair Park. This is located just west of the Pettit National Ice Center.

VOLUNTEERS

Please remember to thank the volunteers. The race wouldn't be possible without the help of these generous people. There are still volunteer opportunities available. Ask friends or family to help make the race a success.

Please visit:

<https://runsignup.com/Race/Volunteer/WI/Milwaukee/CreamPuff>
to sign up!

RESULTS



Results will be available at the Cream Puff 5k website
www.creampuff5k.com and www.creamcitytiming.com

PARKING & TRANSPORTATION

PARKING

Participants will park in the north parking lot of State Fair Park. Access to that lot is from either Gate 6, off of 84th Street, or Gate 8, off of 76th Street. There is no charge to park in this lot. If attendees choose to park in other lots that are closer to the finish line, associated with Wednesday Night Live (Gates 4 & 5 off of 84th Street), the parking fee is \$6.

RIDE SHARE DROP OFF

Participants who will be arriving via ride shares should use the Pettit Ice Center, 500 S 84th St, Milwaukee, WI 53214 as their destination and direct their drivers to the US Cellular Main Gate just east of the Pettit Center.

SPECTATORS

Spectators are allowed along the race course. Spectators can either park in the North Lot of State Fair Park for no fee. Spectators who want to park near the finish line should come into Gate 4 off of 84th Street, and will be charged \$6 for parking.

POST RACE PARTY | WEDNESDAY NIGHT LIVE

Wednesday Night Live is a unique, FREE, weekly summer concert series held exclusively at the Budweiser Pavilion on the Wisconsin State Fair grounds. For nearly 25 years, Milwaukee's most popular local cover bands entertain thousands of fans each week with a four-hour performance at our indoor/outdoor, family-friendly concert venue. Bring a lawn chair for a seat on State Fair's Central Park, sample craft beers at the Goose Island Ale House, enjoy unique snacks at The Grill or rock out with the band on the main Budweiser Pavilion party floor right in front of the stage! You can also help support our Charity of the Week, the Wisconsin State Fair Park Foundation, by purchasing 50/50 raffle tickets while learning about the good work different charities do for southeast Wisconsin. Attending Wednesday Night Live means you're going to have a great time - guaranteed!



MUSIC WILL BE PROVIDED BY

the Love Monkeys

<http://www.lovemonkeys.com>

COURSE SUPPORT

MEDICAL

Bell Ambulance will be on site and located near the Finish line. Participants and spectators that need medical assistance during the race may call the State Fair Park Police (414.266.7033) which will connect you directly to the dispatcher.

EMERGENCY ALERT SYSTEM

This race will employ the EAS system, comprised of color-coded indicators to reflect current event conditions. Participants will notice flags posted throughout the race course and venue to help inform athletes of any alert changes.

ALERT LEVEL	EVENT CONDITIONS	RECOMMENDED ACTIONS
EVENT CANCELLED FOLLOW OFFICIAL EVENT INSTRUCTIONS	Extreme conditions Event cancelled.	Participation stopped. Follow official event instructions.
HIGH POTENTIALLY DANGEROUS CONDITIONS FOLLOW OFFICIAL EVENT INSTRUCTIONS	Dangerous conditions.	Slow down observe course changes. Follow official event instructions. Consider stopping.
MODERATE BE AWARE OF WORSENING CONDITIONS	Use caution.	Slow down. Be prepared for worsening conditions.
LOW ENJOY THE EVENT	Good conditions.	Enjoy the event. Be alert.

CHARITY

The Cream Puff 5k raises money for the Wisconsin State Fair Park Foundation. Since 1995, they have led the effort to develop partnerships and programming to improve Wisconsin State Fair Park and Wisconsin youth.

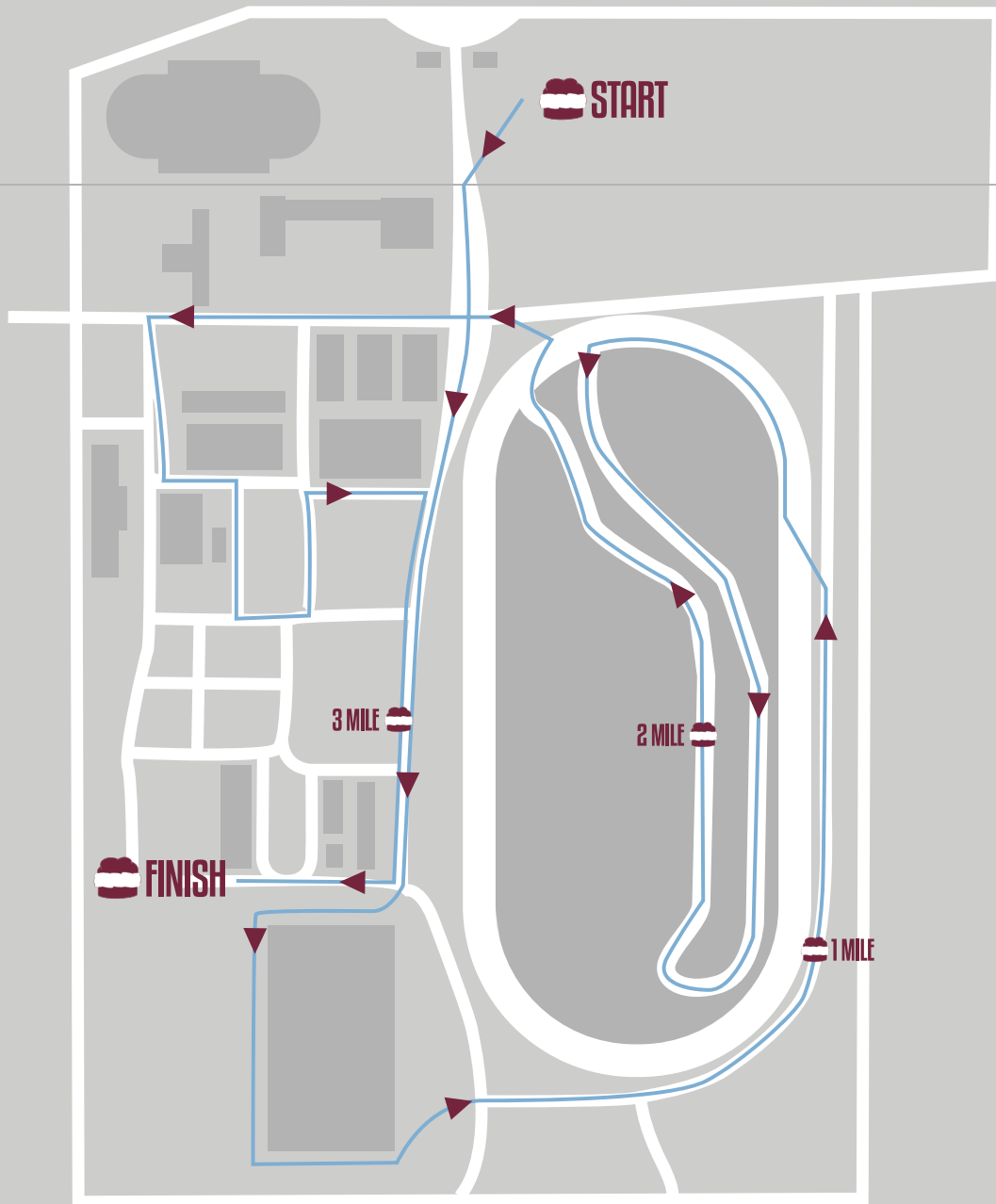
The Wisconsin State Fair Park Foundation, established in 1995, is a 501c3 non-profit corporation.

Our Mission includes:

- | Secure private and public partnerships
- | Generate resources to support Youth Program development at Wisconsin State Fair Park
- | Assist the Wisconsin State Fair Park Board with future facility planning and development







COURSE MAP



AID STATIONS

Sponsored by



-  **Pre Race** | There are drinking fountains available near the start at the US Cellular Main Gate
-  **Water Station** along the outside of the Milwaukee Mile near Mile Marker 1
-  **Water Station** inside the Milwaukee Mile near Mile Marker 2
-  **Water Station** available at the finish line

SPONSORS

The Cream Puff 5k would like to thank all of our sponsors!

WISCONSIN STATE FAIR

AUGUST 2-12  Presented By U.S. Cellular



Have a great race & race safe!

