



2019 Fitchburg Festival of Speed Race Week Update

EVENT DETAILS

Date: Saturday, July 13, 2019

Location: Agora Pavilion, 5511 East Cheryl Parkway, Fitchburg, WI 53519

FESTIVAL DETAILS

Feel free to bring out your blankets and enjoy the day with the family! Everything is free and open to the public (aside from food and beverage costs)!

11am-5pm: Kids Zone: Inflatables, face painters & balloon twisters

11am-8pm: Food Court

- Ben's Soft Pretzels
- Just Veggiez
- Just Coffee
- Chocolate Shoppe
- Sabor Queretano

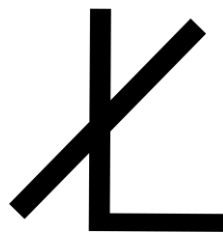
11am-10pm: Beer Service

3pm-10pm: Live Music with:

Landlines
4:30pm-5:30pm

The Rotation
6:00pm-7:00pm

Twin XL
7:30pm-8:15pm
TWIN



New Politics
8:45pm-9:45pm

NEW POLITICS

10pm: FIREWORKS by City of Fitchburg Economic Development!



SCHEDULE

<u>Event</u>	<u>Start Time</u>	<u>Distance/ Cutoff</u>	<u>Notes</u>
Packet Pick-Up	6:00am	*	*See below for end times
Fitchburg Family Pharmacy 25-Mile Ride	7:30am	25 miles/10:00am	
Donor Dash 5K	8:00am	3.1 miles	
Masters 35+ 4/5	10:30am	45min	
Masters 35+ 2/3	11:25am	60 min	
Masters 50+ 1-4	12:35pm	50 min	
Juniors Under 14	1:35pm	25 min	
Women's Cat 4/5 & Junior Girls 15-18	2:10pm	25 min	
Kids Fun Run	2:40pm		
Junior Boys 15-18	3:05pm	25 min	
Men's Cat 4/5	3:40pm	40 min	
Fixed Gear	4:30pm	20 min	
Men's Cat 3/4	5:00pm	50 min	
Women's Pro 1/2/3	6:00pm	50 min	
Kwik Trip \$1,000 Mile	7:00pm	1 mile	Top 15 M/F participants from the 5K only
Men's Pro 1/2/3	7:30pm	75 min	
Concerts (FREE!)	4:00-10:00pm		
FIREWORKS	10:00pm		

Participant PERKS:

- TREK Stores of Madison will arrive at 6:30am and be onsite until 8:00pm



- Infinite Athlete Chiropractic and Rehab will be on site to help get you ready to race!



- One (1) free beer (for registrants 21+, please have valid ID) curtesy of Wisconsin Brewing Company – Redeemable at 11am when beer service begins

PACKET PICK-UP/REGISTRATION presented by DreamLane Real Estate Re/MAX Preferred – RACE DAY ONLY!

- All packet pick-up is done on Race Day (Saturday, July 13) at Agora Pavilion (5511 E Cheryl Parkway, Fitchburg, WI 53719)

Fitchburg Family Pharmacy 25-Mile Ride	6:00am – 7:15am
Donor Dash 5K	6:00am – 7:45am
Criterium (all Categories)	6:00am – 15 mins prior to the start of category
Kids Fun Run	6:00am – 2:40pm

- Criterium Guidelines
 - Participants must pick up for themselves and bring their USAC license.
 - Participants must be wearing their bib before starting the race (on left shoulder facing outwards for timing purposes).
- Fitchburg Family Pharmacy 25-Mile Ride & Donor Dash 5K Guidelines
 - Participants must bring their QR Code (digital or paper copy).
 - Participants may pick up for someone else. Please bring their QR Code.



Yellow box indicates where registration & Packet Pickup will be!

PARKING

- Please arrive early to ensure enough time to park.
- There will be no direct parking at the Agora Pavilion. The following roads will be closed:
 - East Cheryl Parkway from Fish Hatchery Rd to Agrace Hospice
 - Woods Hollow to Fontana Court roundabout
 - Research Park Drive from Woods Hollow to UW Hospital entrance
- Please obey the “NO Parking” signs; they are posted for the athlete’s safety.
- Vehicles parked improperly or that interfere with the race **WILL** be towed.

WEATHER

- Please be prepared for any type of weather, from rain to extreme heat.
- In the event of extreme or dangerous weather, the race director has the right to alter or cancel the race to keep the participants safe.
- If the race is altered or canceled due to weather, there will be NO refunds.

PETS

Pets are allowed on site. However, please be cautious of others and make sure your pets are under control.

POST RACE MEAL

There is no post-race meal provided. However, there will be a food court with your favorite food stands opening at 11am: Just Veggies, Ben's Soft Pretzels, Sabor Queretano, Just Coffee, Jakarta Café, and Chocolate Shoppe.

Each participant that is 21+ (with valid ID) will receive a complimentary beer (Bud Light or Wisconsin Brewing Company Badger Club or Re: Fresh Radler).

ONLINE RESULTS

Results will be posted on [Online Race Results](#), the [Race Day Events app](#) -> Fitchburg Festival of Speed -> Results and on the Fitchburg Festival of Speed [home page](#).

AWARDS

- There are no awards for the Fitchburg Family Pharmacy 25-Mile Ride or Donor Dash 5K. Cash Awards as follows:

Masters 35+ 4/5

- 1st place - \$110
- 2nd place - \$90
- 3rd place - \$60
- 4th place - \$50
- 5th place - \$40

Masters 35+ 2/3

- 1st place - \$110
- 2nd place - \$90
- 3rd place - \$60
- 4th place - \$50
- 5th place - \$40

Masters 50+ 1-4

- 1st place - \$60
- 2nd place - \$50
- 3rd place - \$40
- 4th place - \$30
- 5th place - \$20

Women's Cat 4/5

- 1st place - \$200
- 2nd place - \$150
- 3rd place - \$100

Men's Cat 4/5

- 1st place - \$200
- 2nd place - \$150
- 3rd place - \$100

Fixed Gear

- 1st place - \$110
- 2nd place - \$60
- 3rd place - \$30

Men's Cat 3/4

- 1st place - \$300
- 2nd place - \$200
- 3rd place - \$100

Women's Pro 1/2/3

- 1st place - \$490
- 2nd place - \$290
- 3rd place - \$190
- 4th place - \$140
- 5th place - \$90

Men's Pro 1/2/3

- 1st place - \$490
- 2nd place - \$290
- 3rd place - \$190
- 4th place - \$140
- 5th place - \$90

Kwik Trip \$1,000 Mile

- 1st place male/female - \$300 (Awarded in Kwik Trip gift cards)
- 2nd place male/female - \$150 (Awarded in Kwik Trip gift cards)
- 3rd place male/female - \$50 (Awarded in Kwik Trip gift cards)

AID STATIONS

- The bike course has one (1) aid station at the intersection of Borchert & Sunset Dr (roughly 7 miles in). This will be stocked with water to refill bottles.
- The run course has one (1) aid station stocked with water located in the DNR turnaround.

MEDICAL SERVICES

Medical services will be provided by Fitchrona EMS. They will be located on the corner of East Cheryl Parkway and Research Park Dr. Alert any staff or volunteers if a medical situation arises. Please note that it will be left to the discretion of the medical staff whether an athlete is allowed to continue.

EVENT APP

[Download](#) the Race Day Events EventApp for real-time race updates, social shares and results! You'll also find event information, race day schedules, and more. Select "Fitchburg Festival of Speed." Be sure to allow notifications!

COURSE MAPS

Please see the maps below or click [here](#) for a larger version.

FITCHBURG FAMILY PHARMACY 25-MILE RIDE COURSE SUMMARY



The bike course is fast, hilly and scenic. This is **NOT** a closed course. Please be aware of traffic, ride to the left at all times, and obey police, volunteer and officials on the course. The course will be going with traffic.

FITCHBURG FAMILY PHARMACY 25-MILE RIDE COURSE RULES

- Athlete must wear a bike helmet at all times.
- Obey all traffic laws while on the cycling course unless otherwise specifically directed by an official or law enforcement.
- It is the responsibility of the athlete to know and follow the bike course.
- DO NOT litter or abandon equipment.

Trek Bicycle Stores of Madison will have bike mechanics available on-site from 6:30am to 7:15am. They will also be providing mechanical support on the bike course during the event.

DONOR DASH 5K COURSE SUMMARY



The run course is an out and back from the Pavilion to the DNR. There will be an aid station at the turnaround. The aid station will be stocked with water.

DONOR DASH 5K COURSE RULES

- Wear provided bib number on the front and clearly visible.
- Follow the directions of all officials, law enforcement and volunteers.
- It is the responsibility of the athlete to know and follow the prescribed run course.
- There will be no time adjustments for any reason.

CRITERIUM COURSE SUMMARY

The course is .71 miles in length. Riders will be going counter-clockwise around the loop starting at the Agora Pavillion with three (3) left turns and one (1) weave. Each category will be led by the Official Pace Vehicle provided by Evansville Ford.

Anyone participating in Criterium events **MUST** bring proof of annual license or purchase a one-day permit. Athletes who do not bring/show proof of license must purchase a one-day license OR they will not be allowed to race. If you purchased the one-day license when you registered, your name will be on a list that we have and you do not need to bring anything other than photo ID.

How to Purchase a License:

- *One Day License* - Click [here](#) and search Fitchburg Festival of Speed. Then choose "One Day License"
- *Annual License* - [Sign Up Here](#)
- *Purchase One Day License On-Site at Event*

Participants who forget their USAC membership cards will have four options:

1. Go and get your card.
 2. Print off a temporary membership card from the USAC web site, www.usacycling.org
 3. Purchase a \$10.00 one-day license on-site
 4. Renew your annual membership online and bring proof of renewal
- Please remember to pack your USAC license card. Don't leave home without it!

FIREWORKS presented by Fitchburg Economic Development

- Show starts at 10pm
- 15-minute display
- Bring out the whole family with blankets and chairs!
- See the map below for the best viewing area:



ZEROREZ CLEANING SPECIAL

Zerorez Madison is offering all Fitchburg Festival of Speed participants 15% off additional services with 3 rooms of carpet cleaned. [CLICK HERE to schedule your appointment using the promo code RDE10.](#)



THANK YOU!

Please thank our sponsors with your patronage.
Without their support, this event would not be possible.



Fitchburg Family
Pharmacy



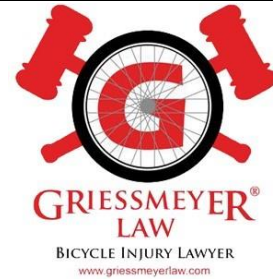
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