



Saturday, February 17, 2024

Race Day Instructions



Thank you for participating in a Silver Circle event. We know there are a lot of events in your neck of the woods and we appreciate you attending an event in our neck of the woods.

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LOCATION

Camp Pow Wow Lodge Directions: [Google Maps](#)
Menomonee Park
W220 N7884 Town Line Rd.
Menomonee Falls, WI 53051

PARK ADMISSION ****PLEASE READ****

All entrance fees to Waukesha County Parks must be paid online prior to arriving at the park – please visit the following website for more information:

<https://www.waukeshacounty.gov/landandparks/park-system/park-fees/ParkEntry/>.

PARKING

There is no parking at the Start/Finish Line, and the road to the Start/Finish Line area will be closed to vehicle traffic at 7:15 am. Parking is available in parking lots throughout the park. Parking is NOT allowed on or along the side of any roads within the park. Please plan ahead to allow time to walk to the Start/Finish Line prior to the beginning of the race.

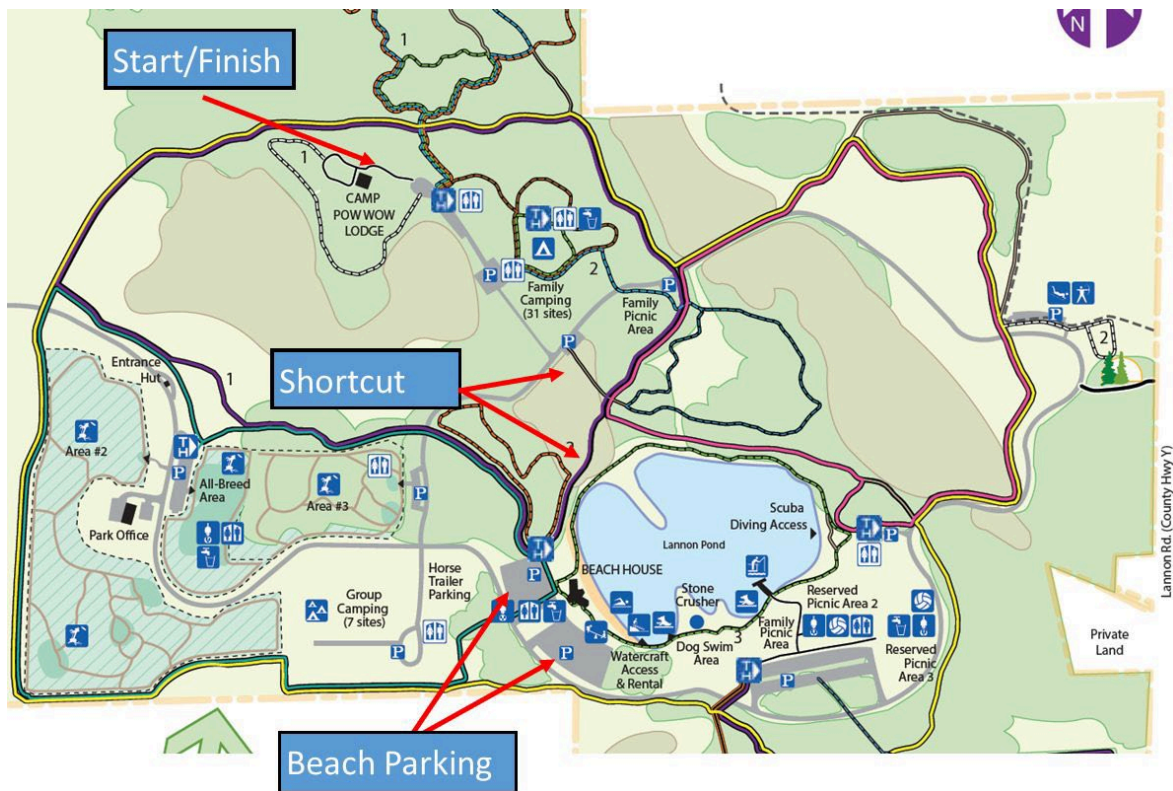
If you park at the beach house, there is a path between the parking lot (north side) and the road leading to the Start Line.

If you park near Family Picnic Area, there is a path between that parking lot and the Beach House parking lot.

It is a 0.75 mile walk from Family Picnic Area to the Start Line. Please plan accordingly.

[Parking Map](#)

There is limited parking super close to the start/finish line. If you park at the beach, there are winter paths that take you directly to the start/finish. See map on next page.



SCHEDULE

Early Packet Pickup – Friday, February 16, 2024

[Rogan's Shoes in Brookfield](#)

19770 W Bluemound Rd
Brookfield, WI 53045

11:00 am - Packet Pickup Starts

1:00 pm - Packet Pickup Ends

Runners who pick up their bibs at Rogan's on Friday will be entered into a raffle to win a \$50 Rogan's Shoes Gift cards!!

Race Day – Saturday, February 17, 2024

At Race Site: Camp Pow Wow Lodge, Menomonee Park

8:00 am Race Day Packet Pickup

8:45 am Kiddo's 1K Race Begins

9:00 am 5K/10K Races Begin

10:30 am Course Closes



PACKET PICKUP FAQs

Can I pick up another person's packet? **YES**

Do I need an ID? **NO WAY**

Can I register at packet pickup? **YEP!**

Bring your **QR CODE** (it's on your registration email receipt)

COURSE INFO

The Flannel 5K & 10K course will wind through Menomonee Park on park roads. The 5K is one lap around the park, and the 10K is two laps. This is a relatively flat course with only a few small hills -- perfect for all runners & walkers. The 10K course is about 0.1 miles short.

NOTE – the 10K turn sign is AFTER the 5K turn sign.

Course Map

Walkers – for your safety, we ask that you start once the runners have cleared the Start Line. This will help avoid any collisions. Please stay to the right as you walk, which will allow for faster runners and walkers to pass.

We will use a mass start to begin the race, but the Start Line will remain open for approximately 5 minutes after the start.

Course Markings

The course will be marked with cones, arrows, and turn signs. 10K runners will complete two laps. After the first lap around the park, 10K runners will continue straight on their second lap. 5K runners should turn right to the Finish Line after their first lap. 10K runners will turn right towards the Finish Line after their second lap.

Restrooms

Restrooms will be available in the Camp Pow Wow Lodge and we will have portos near the Start/Finish Line.

Aid Stations

There is one aid station on course at about mile 1.5 – 10K runners will pass this aid station again at about mile 4.5. The aid station will have water (Orange Jugs) and sports drink (Red Jugs). There will also be water available at the Finish Line and within the Camp Pow Wow Lodge near the Hot Chocolate Bar.

While we strive to have volunteers at all of our aid stations, we cannot guarantee aid stations will be staffed. ***Runners should assume that aid stations will be self-serve.***

Garbage

There will be garbage cans on course. Please help us keep our courses beautiful and place all trash in a garbage can.

KIDDO'S 1K RACE

We will start the Kiddo's 1K race at 8:45 am. The race is free, but ALL kids must be registered and wearing a Kiddo's 1K race bib. If your child is not yet registered for the Kiddo's 1K race, please be sure to get them registered BEFORE race day morning. You can pick up your Kiddo's 1K race bib at the same time you pick up your race bib.

Parents! Please write this information on your child's bib BEFORE the event.

o Child's Name o
Emergency Contact Name
(This person should be at the event)
Emergency Contact Phone Number o

RESULTS & AWARDS

Results will be live and available on the [race website](#) shortly after you cross the Finish Line. Age group award medals for first – third place. Age groups are 0-14, then 5-year increments. We will have an awards ceremony for the 5K runners at about 9:50 am inside the Camp Pow Wow Building.

We will also have a short 10K awards ceremony after the 5K awards for the overall 10K winners. All runners should check the results when they finish their race, and anyone who wins an age group award can pick up their award in the Camp Pow Wow Building at any time after their race.

Miss Your Award?

Medals can be picked up at the Silver Circle Global Headquarters the Wednesday following the race. They are located in front of the north entrance door in a black bin. If you would like it mailed, you can order it to be shipped [here](#).

Silver Circle Global Headquarters Address:
1327 Wall Street, Suite B
Oconomowoc, WI 53066

AVERAGE JOE & JANE AWARDS

The Average Joe & Jane Awards are back for the Chilly Willy Series 5K Runs and are presented to the male and female runner who finish in the exact middle of all runners. Winners will receive a t-shirt and custom medal!



FINISH LINE HOT CHOCOLATE

Meet your friends after the race for a quick warm up at our hot chocolate bar! Complete with a huge selection of the tastiest treats, you'll find all you need to make a great cup of hot chocolate after a cold run. The hot chocolate bar will be located inside the Camp Pow Wow Building.



TIMING

This is a Chip Start race, timed by Silver Circle. 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.](#)



SPONSORS

The Flannel 5K/10K is presented by the sponsors listed below. Please help us say thank you to our sponsors by checking out their websites:





CHARITY PARTNER



[Silver Circle Foundation, Inc 501\(c\)3](#) is dedicated to supporting the needs of our firefighters, police officers, veterans, and troops serving overseas through charitable giving, care packages, and fundraising.

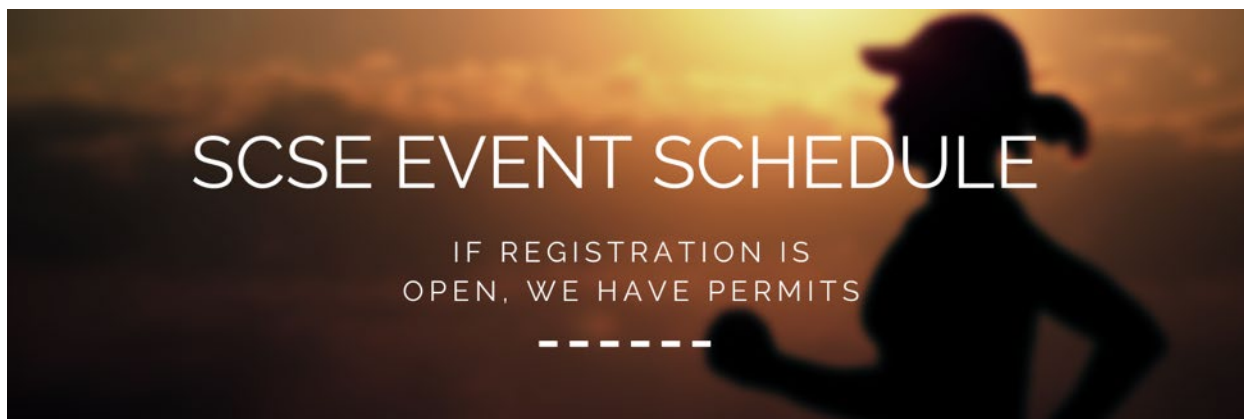
UPCOMING CW RACES

Checkout all our upcoming Chilly Willy Winter Run Series races by clicking on the logos below:



2024 RACE SCHEDULE!

We have a super busy 2024 with a lot of fun new races in some awesome new locations. Check out our entire 2024 race schedule by clicking on the image below:



MEDICAL EMERGENCIES

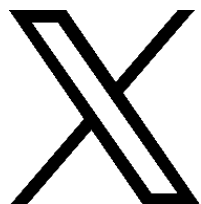
If you see a medical emergency, call 911. If an athlete needs basic medical care, proceed to the nearest aid station and a staff member will assist. There is an automated external defibrillator (AED) and first aid kit located on the timing van.

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.

SOCIAL MEDIA

Last minute updates, photos, videos, and results all get posted here first:



REFERRALS, DEFERRALS, AND EXCHANGES

At registration checkout, you will be given the option to share to Facebook that you've registered for a super fun event with SCSE! For every 3 people you get to register for the same event using your unique link, you'll get \$10 back from your registration.

On your emailed registration receipt, there will be a registration link that you can forward to your friends to let them know they should join you on your next adventure! For every 3 friends you get to register for the event using your unique email link, you'll get \$10 back on your registration!

More info about [referrals, deferrals, and exchanges](#).

QUESTIONS?

Let us know at info@silvercirclesportsevents.com.



Are you involved with an event and need help with management, equipment rental, timing, or marketing? If it is event related, we do it!

[Contact us](#) to discuss your event or obtain a quote.