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# SILVER CIRCLE SPORTS EVENTS

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[www.silvercirclesportsevents.com](http://www.silvercirclesportsevents.com)

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Thank you for participating in a Silver Circle Sports 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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From the Race Director:

Runners, thank you for participating in our event! The City and local businesses have gone out of their way to support the event and we ask that you consider visiting our local businesses and thanking the residents you come in contact with.

Oconomowoc is in a building boom including two new condo projects across from our start line. Wisconsin Ave. is under construction where the race starts and it is the main thoroughfare. We will close Wisconsin Ave. minutes before the start of the race. The race starts with a quick right turn and quick left turn. After that, it opens up and you can set your PR pace.

Just to add to the already busy area, there is a farmers' market right next to the start line Saturday morning. Those vendors will be loading right before the start of the race. We suggest runners congregate at City Beach until 10 minutes before the start.

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## **Volunteers Needed**

If you, your group, the neighbor kid, or your mother-in-law has an interest in volunteering, we would greatly appreciate the assistance. All volunteers can run a future race for free! Sign up [HERE](#).

The Lake Country Challenge is the kickoff to our Gold in September Penny Wars. Bring your change and drop it our Penny Jars. Yes, we will gladly accept nickels, dimes, quarters, dollars, hundreds, and gold bars.



### **Bibs**

If you are running Friday and Saturday, you will receive two different bibs. The bibs for Friday are Performance Running Outfitter bibs (black & white). The bibs for Saturday are Silver Circle Sports Events Bibs (blue, white and orange).

### **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 trailer.

### **Location**

Downtown Oconomowoc

The start line Friday night and Saturday morning is located between parking lot P3 & P4. These are located west of First Bank Financial Center (155 W. Wisconsin) and the Oconomowoc Community Center (220 W. Wisconsin).

There is no parking in lot P3 on Saturday as there is a farmers' market.

### **Packet Pickup**

Thursday

Performance Running Outfitters

2566 Sun Valley Dr. Unit E, Delafield, WI 53018

10 am - 7pm

Friday

Race site

6:00 – 7:00pm

Saturday

6:00 - 7:00am

Oconomowoc Community Center

220 W. Wisconsin Ave.  
Oconomowoc, WI 53066

## Packet Pickup FAQ

- Can I pick up another person's packet? Yes
- Do I need an ID? No way
- Can I register at packet pickup? Yep
- Do you accept cash, checks, or credit cards? You betcha!

## Schedule

Please see [website for details](#).

## Awards

### Overall Male & Female

A plaque & flowers will be presented to the first place male & female.

### Age Groups

Custom medals for first – third place.  
0-14, then 5 year increments up to 90

### Average Joe & Jane Awards

At all Silver Circle Sports Events 5K races, we will award the Average Joe & Jane award. The award goes to the male and female that finish exactly in the middle of their division, who will receive a super sexy Average Joe/Average Jane shirt & flowers.



## Timing

The race is chip timed by Silver Circle Sports Events with a chip start. 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](#).

## 5K & 10K Course Info

### Course Info

There is a common start/finish line. Look for the start/finish truss. At the start of the race, you will cross over South Street and enter the tunnel under the tracks. At the entrance, there is uneven concrete, so please be careful.

### Closed course – kinda

While the course is “closed”, residents will still have access to their homes and you cross public streets. We have officers at the intersections, but please watch for traffic. The remainder of the course is on the paved lake country trail.

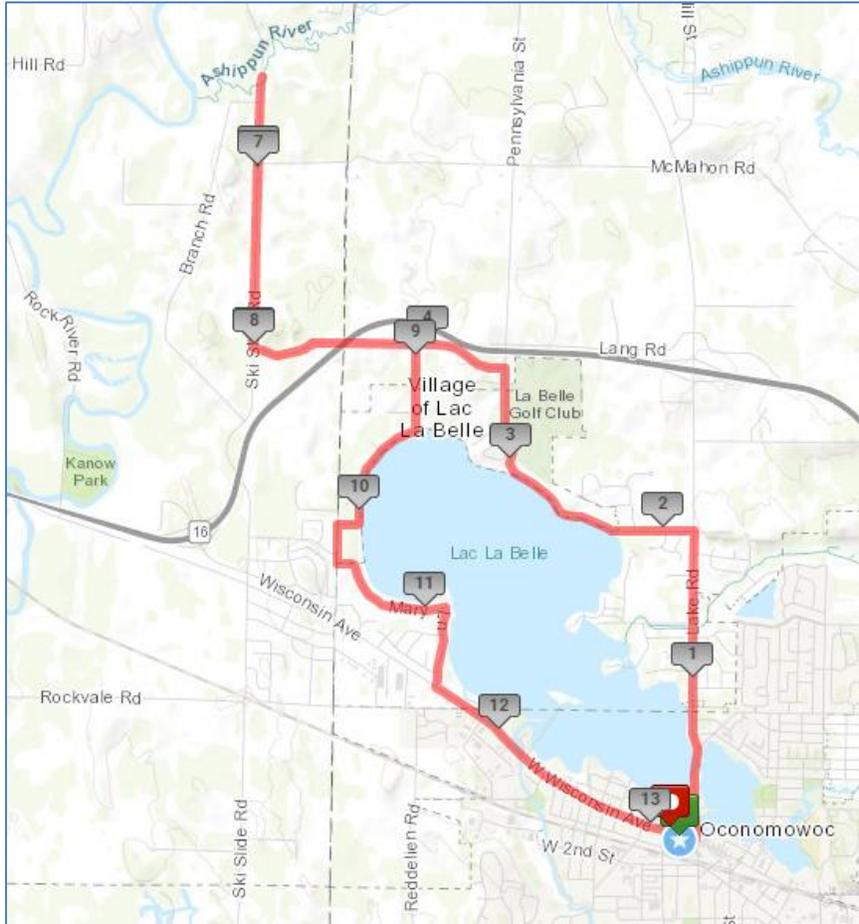
### 5K & 10K Turn



When you see the 2' X 3' **5K turn here** sign and are running the 5K, you should turn there and head back. When you see the 2' X 3' **10K turn here** sign and are running the 10K, you should turn there and head back. If you don't, we will see you in Milwaukee.

“Due to the narrow start line, walkers and slower runners should line up after the speedy runners.”

### Lake Country Half Marathon Course



### Half Marathon Turn

- Start Church Street
- East Wisconsin Avenue
- North Hwy 67
- West Lac La Belle Drive
- North Pennsylvania Street
- West Lang Road
- North Ski Slide Road to turn around
- South Ski Slide Road
- East Lang Road
- South Seeger Avenue
- West Lac La Belle
- East Mary Lane
- East Wisconsin Avenue
- Finish City Beach

## Half Marathon

This is an open course. There is a lot of construction happening in Oconomowoc, including at our start line. The road is uneven for the first 100 feet, so please watch your footing.

The start line is located between the bank and the farmers' market. Runners start with a sharp right turn onto Wisconsin Ave (watch your footing) and then a sharp left turn onto Hwy 67. Both Wisconsin Ave. and Hwy 67 will remain open to traffic until 2 minutes before the start. If you want to warm up, use the [5K course](#).

The start will be led and followed by police vehicles until runners turn onto Lac LaBelle drive (mile 2). If you are walking the course, the police may move you to the side of the road. There may be vehicles crossing during this time. Please watch for vehicles.

Mile 2: the lead police vehicle will stop and runners will turn left (west) onto Lac LaBelle drive.

Mile 2.5: the road literally ends and turns into a path for 100' and then back to a road.

Mile 11.5: runners will enter Wisconsin Ave and turn east. Runners should run against traffic.

Mile 12 (Lakeview Lane): runners should move to the sidewalk until the finish line. Wisconsin Ave. will be open during the race.

Mile 13.1: you just set a new PR. The finish line is slightly down hill and on grass. Please be prepared to stop relatively quickly or you will end up here:



## Course Marking

The entire course will be marked with arrow signs, orange tape on the road, and mile markers.

## **Aid Stations**

Mile 2	Hwy 67 & Lac LaBelle	Water	Sports Drink		
Mile 4	Lang & Seeger	Water	Sports Drink	Gel	
Mile 6/7	Ski Slide & McMahan	Water	Sports Drink	Gel	Restroom
Mile 9	Lang & Seeger	Water	Sports Drink	Gel	
Mile 11	Mary Lane & Mary Lane Ct	Water	Sports Drink	Gel	

## Restrooms

Restrooms are available at city beach for both events.

## Parking

Parking is available [throughout downtown](#). There is a farmers' market in lot P3 on Saturday morning and the lot will be closed.

## Social Media

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



## Weather

The event will be held unless severe weather occurs. In the event of severe weather, the race director may delay or cancel the event. Please watch social media for any weather notices.

## Medals

If you would like it mailed, you can order it to be [shipped here](#).

## Got questions?

Let us know at [info@silvercirclesportsevents.com](mailto:info@silvercirclesportsevents.com).

## Upcoming events:

Hard to believe, but old man winter is right around the corner. Register for all 8 races for as little as \$160! Price increase coming soon. [Register NOW](#).





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.