



2025 ATHLETE GUIDE

Saturday, July 26
City Beach, Oconomowoc, Wisconsin

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RACE LOCATION

City Beach

324 W. Wisconsin Avenue
Oconomowoc, WI 53066

Parking & Wisconsin Ave. Road Closure

Parking is available in the downtown Oconomowoc area. Please do **NOT** park in any areas marked **NO PARKING** or specifically reserved for area businesses – you will be ticketed and towed! There is plenty of parking in downtown Oconomowoc, but you may need to walk a few blocks to the race. Please plan ahead and allow time for a short walk to the event location. Please also refer to the City of Oconomowoc [Parking map](#) for locations of all downtown parking lots.

West Wisconsin Avenue, which runs adjacent to City Beach will be closed for the event. Eastbound and westbound Wisconsin Avenue detours will be posted to allow vehicles to travel east-west past the event. Please visit our [Traffic Impact Website](#) for more details.



SCHEDULE

THURSDAY, JULY 24, 2025

Start	End	Event	Location
11:00 am	1:00 pm	Athlete Check-In	SCSE Global Headquarters (1327 Wall Street, Oconomowoc, WI 53066)

FRIDAY, JULY 25, 2025

Start	End	Event	Location
5:00 pm	7:00 pm	Athlete Check-In	Oconomowoc Community Center (back patio – near lake)
5:00 pm	7:00 pm	Bike Check-In	Transition – Community Center Parking Lot
NA	NA	Athlete Briefing	NA – Virtual Overview <i>(the race director/or designee will be available during packet pickup for questions)</i>

Saturday, July 26, 2025 – Race Day!

Start	End	Event	Location
5:00 am	6:30 am	Athlete Check-In	Finish Line Area (City Beach)
5:00 am	6:30 am	Bike Check-In / Transition Open	Transition – Community Center Parking Lot
5:00 am	6:30 am	Body Marking	City Beach – Near Band Shell
6:00 am	6:20 am	Swim Warmup	City Beach
6:30 am		Sprint Swim Starts	City Beach
6:35 am		Half Swim Starts	City Beach
6:40 am		Olympic Swim Starts	City Beach
11:00 am		Bike Support Ends	Bike Course
8:30 am*	3:00 pm	Bike Check-Out / Transition Open	Transition – Community Center Parking Lot

**Bike check-out will be available for SPRINT athletes once all Olympic and Half Iron athletes have left transition for the bike leg of the race. While we will work with athletes to remove their bikes & gear from transition once they finish, our priority is those athletes still on course and we may close transition if needed to ensure the integrity of the race for those athletes still on course.*

2:30 pm		Run Course Closes / Course Support Ends	Run Course
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The race will officially end 7 hours and 30 minutes after the last athlete starts the race

Please note that while we will do everything in our power to keep this schedule, there may be some slight changes that occur before race day. If any timeline changes do occur, we will update the schedule and send direct communications to athletes about those changes.

ATHLETE & BIKE CHECK-IN

Thursday Athlete Check-In will take place at the Silver Circle Sports Events Global Headquarters. The address is:

1327 Wall Street, Oconomowoc, WI 53066

Athletes who check-in on Thursday will still need to rack their bikes before the race, either on Friday evening or Saturday morning.

Friday Athlete Check-In will take place behind the Oconomowoc Community Center on the lakeside patio. Athletes who check-in on Friday should not bring their bikes and gear into the check in line. We will have bike racks outside the community center if needed, or leave your bike and equipment in your vehicle while checking in. The check-in process should take less than 5 minutes!

After you have checked in and received your race packet, t-shirt, and swim cap, please proceed to checking in your bike in transition. Your wristband and your bike tag should be affixed to you and your bike respectively before entering transition. The transition area will be monitored by security during the night. Once in transition, bikes may not be removed until race day.

NO GEAR is allowed to stay in transition overnight, other than that which attaches directly to your bike (i.e., water bottles, repair kits, clipped in shoes, etc...). No helmets, bags, towels, etc... If you have questions on what is allowed and not allowed, please check with our transition staff before assuming you are all good.

Race Day Athlete Check-In will take place within the finish line coral at City Beach. Like early athlete check-in, once you have received all your race material, you may head to transition to rack your bike.

You do not need anything other than yourself and your registration QR code to check in. That's right, no IDs, just the QR code you find on the top of race week emails or in your registration receipt.



ATHLETE PACKET CONTENTS

Your athlete packet will contain the following items.

- **Ankle Strap Timing Chip** — This must be worn throughout the entirety of the race! You get one chance to place your timing chip, once on, it cannot be removed until after the race. For those new to using ankle chips, we recommend attaching to your ankle with some space (maybe 1 finger width) because ankles can swell during the race. The chip should be snug, but not too tight! We also recommend your left ankle to avoid contact with bike components.
- **Wrist Bands/Bike Tag** — You will receive 2 yellow vinyl wristbands. One is attached to you, the other your bike. Both tags must be attached before you are allowed to rack your bike in transition. You may attach the bike tag to any part of your bike that makes sense, but please make sure it's visible to race staff for bike check-in and check-out. We recommend attaching the tag to your seat post, top tube, or handlebar stem. Check-in/Transition staff will have scissors available to trim your bike tag if needed.

****IMPORTANT**** Your wristband and bike tag are how we match you to your bike. Both wristbands must be attached to you and your bike before bike check-in and remain attached until after the race. Athletes may only remove gear from transition with matching tags.

- **Race Bib** — Your race bib must be worn for the entire run portion of the triathlon. You may wear it on the bike, but it is not required for the bike leg. Bibs must be always facing forward during the run.

Swim Caps

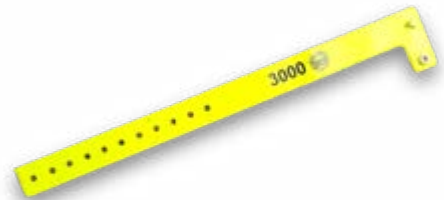
Your swim cap is not included in your packet. You will be given a swim cap during athlete check-in that corresponds to the event you are competing in. We recommend you place your swim cap in this packet so you don't lose it. Swim caps must be worn throughout the entire swim portion of the race. Swim caps do NOT need to be labeled with your bib number.

Swim Cap Colors:

Sprint: **Green**

Olympic: **Pink**

Half Iron: **Orange**



COURSE INFORMATION

Thank you to all the municipalities and sponsors who have helped make the Lake Country Tri course one-of-a-kind! In particular, we'd like to acknowledge A3 Performance Swimwear, Ridgeway Woodworks, and VisitOcon.com for sponsoring our course this year.

It is the responsibility of ALL ATHLETES to know and understand the triathlon course, including the routes, rules, and cut-off times. Cutting the course, even if unintentional, may result in a disqualification from the race.

A3 Performance Swim Course

The Sprint swim course consists of a 400 m swim. The Olympic and Half Iron swim course consist of a 1,500 m and 1,800 m swim, respectively, in Lac La Belle. Swimmers will enter the swim course on the west side of City Beach and exit the swim course on the east side of City Beach.

The Sprint swim course uses only the 2 nearest to shore orange buoys. Sprint athletes will start their swim and turn right after the first orange buoy, they will swim east to the second orange buoy, where they will turn right again, to head to the swim exit. Swimmers must stay to the **LEFT** of all turn buoys.

The Half Iron course is marked with 4 large orange turn buoys. Swimmers must stay to the **LEFT** of these turn buoys. The Olympic swim course uses the same course, but Olympic athletes will turn at the **YELLOW** turn buoys at the far end of the course (they will use the same orange buoys at the near end of the course as Half Iron athletes). Orange intermediate sighting buoys will be placed along the route to help with sighting the course during the swim.

Both Olympic and Half Iron athletes will complete TWO laps of the swim course.

Swim Start

Sprint athletes will start the race at 6:30 am. Once the last Sprint athlete has cleared the course, we will start Half Iron athletes. Olympic athletes will then follow the same procedure to enter the water when the majority of Half Iron athletes have cleared several buoys. **To accommodate the sprint distance, race this year, we will not have an elite athlete wave – please self-seed accordingly.**

Starting Chutes

We have taken additional steps this year to ensure that the swim start remains orderly and safe. As swimmers stage at the beach, they will be funneled into starting chutes between barricades that will limit the total number of athletes that can enter the water at the same time. Athletes may only leave the starting chutes when released by race staff.

While we have adjusted our swim start procedure to help with congestion, we still need your help! If you are not a fast swimmer, nor prepared to run into the water and swim right away, please stage yourself toward the back of the group. Part of the congestion issue we have is due to athletes entering the water walking and faster athletes catching up to them right at the beginning of the race. Remember, all swimmers, regardless of

when they start will get the same amount of time to complete the swim portion of the course. Starting at the front so you have “more time to swim” will not benefit you – it will hurt your time because you’ll be dodging faster swimmers most of the race – so don’t do it!

Wetsuit Rules

As of the publication of this guide, the water temperature of Lac La Belle is 70° F, which means wetsuits are legal for the swim. A final temperature determination will be made on Saturday AM and an update will be posted on the [Lake Country Triathlon Facebook Page](#).

Tow-Behind Swim Buoys

Swimmers who feel it necessary to swim with a tow-behind swim buoy may do so providing they start at the end of their respective swim waves (to minimize impact to other swimmers). The buoy may be used to assist swimmers in need or rest but may **NOT** be used to aid in swimming.

General Swim Course Rules

- Swimmers must wear their caps throughout the entire portion of the swim course.
- Swimmers must swim to the **LEFT (OUTSIDE)** of all turn buoys. Swimmers may swim to any side of the intermediate sighting buoys.
- Swimmers in distress or in need of assistance should stop and wave their hands to get the attention of lifeguards or support crew on the water. Swimmers may hold on to guard boats and kayaks while on the swim, but they may **NOT** advance their position.

Swim Cutoff Times

All athletes will have 70 minutes to complete the swim portion of the course. That means that a swimmer who enters the water at 6:45 am must have exited the water by 7:55 am. A swimmer who enters the water at 6:55 am must be out of the water by 8:05 am. The swim course will clear when the last swimmer who is within the cutoff time exits the water. Any remaining swimmers on course will be removed and not allowed to finish the race.

Swim cutoff times are necessary to maintain a safe race environment for our athletes and staff. Cutoff times will be strictly enforced!

Athlete Removal Policy for Swim Course (NEW FOR 2025)

The safety of all participants is our top priority. To ensure the well-being of athletes during the swim portion of the triathlon, the following policy outlines the circumstances and procedures for removing swimmers from the water.

Swimmers may be removed from the water at the discretion of any of the following:

- Certified lifeguards or safety personnel.
- On-water support staff (e.g., kayak, paddleboard, or boat crew).
- Race director, their designee, or the medical team.

A swimmer may be removed from the course for any of the following reasons:

- Appears to be in distress or visibly struggling.
- Requests assistance or removal.
- Fails to make progress within a reasonable time.
- Exhibits signs of disorientation, fatigue, or medical concern.
- Violates course rules or disregards safety instructions.
- Fails to meet a designated swim time cutoff (if applicable).

Removal Process

- Support staff will safely assist the swimmer out of the water and onto the dive rescue boat.
- The swimmer will remain on the boat until the swim portion of the event is complete.
- The swimmer's ankle strap (timing chip) will be removed, and they will not be permitted to continue the event.

Re-entry Policy


- Participants removed from the swim portion are not allowed to continue in the triathlon. If a removed participant attempts to rejoin the event, they will be permanently banned from all future Silver Circle Sports Events, LLC races.

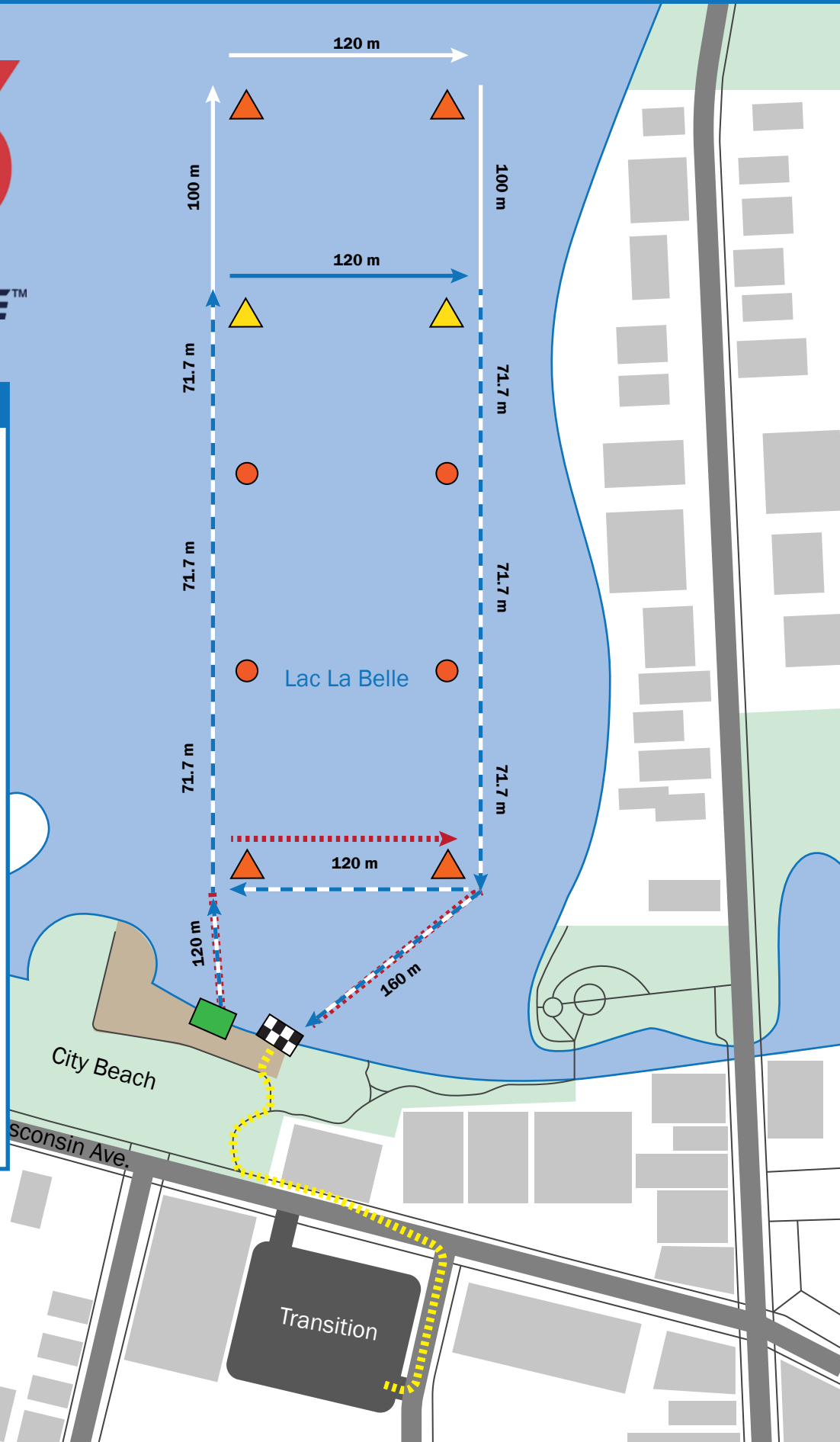
A3 PERFORMANCE SWIM COURSE

Half Iron: 2 Laps | 1900 m Olympic: 2 Laps | 1500 m Sprint: 1 Laps | 400 m



LEGEND

-  Half Iron Course
(1900 m, 1.2 miles)
Orange Buoys
-  Olympic Course
(1500 m, 0.93 miles)
Orange/Yellow Buoys
-  Sprint Course
(400 m, 0.25 miles)
Southernmost
Orange Buoys
-  Intermediate
Buoys
-  Swim Start
-  Swim Exit
-  To Transition



Ridgeway Woodworks Bike Course

The Ridgeway Woodworks Bike Course will take athletes northwest of Oconomowoc through the rural glacial landscape of SE Wisconsin. The bike course roads are **OPEN** to traffic and you **MUST OBEY ALL TRAFFIC LAWS** unless otherwise directed by race staff or law enforcement officers. While we will have law enforcement and race staff at intersections, we cannot guarantee their presence (for example, they may have to leave their location for emergencies). It is your sole responsibility to ride safely and smartly.

We are tracking road construction on Morningside Road. This section of the course only impacts Half Iron athletes. We have an alternative course available (see Alternative Route Map on the race website). Determination on what route will be used will be made on the morning of Thursday, July 24.

Please keep an eye on our [Lake Country Triathlon Facebook](#) page for any last minute changes to the course. Race staff will sweep gravel from the corners of intersections and turns, but we cannot guarantee a gravel free road as the roads are open to traffic. Please use caution if you encounter gravel on the roadway. The course will be marked with tape on the roadway and arrows at the turns. Large sandwich board signs will be used to mark important turnarounds and intersections (listed below):

The bike course is **OPEN** to traffic and you **MUST OBEY ALL TRAFFIC LAWS** unless otherwise directed by race staff or law enforcement officers.

Sprint & Half/Olympic Split Point (Penn & McMahon)

All **SPRINT** athletes will turn **LEFT** on McMahon Road. All **HALF & OLYMPIC** athletes should continue **STRAIGHT** on Pennsylvania. Race staff will be present at this intersection to help direct bike and vehicle traffic.



Turnaround on Evergreen Road

All athletes will turn **RIGHT** on Evergreen Road and complete a short ¼ mile ride before making a U-Turn and continuing west on Evergreen Road and the rest of the bike course. Race staff will be present at this intersection to help direct bike and vehicle traffic. Rushing through this section of the course is dangerous. Riders who do not maintain safe speed and riding behaviors will be pulled from the course. **IF WE NEED TO USE THE ALTERNATIVE HALF IRON ROUTE, THIS TURN AROUND POINT WILL BE MOVED ABOUT 0.2 MILES EAST.**

PLEASE SLOW! This is a sharp turn and dangerous intersection!



Olympic & Half Iron Split

At the west end of Sugar Island, all Olympic riders will turn **LEFT** on Wiley Road. Half Iron riders will continue **STRAIGHT** on Hwy O.



Olympic & Half Iron Merge

Olympic and Half Iron athletes will merge near the top of the hill on Wiley Road. Because of the location of the merger point near the top of the hill, athletes should not be riding very fast when they are merging. Nevertheless, at this point, all Olympic athletes should stay left of the cones until safe to merge. Half Iron athletes should stay right of the cones. Olympic athletes **MUST** yield to Half Iron athletes.



If Morningside Rd. remains closed for the race, the Olympic and Half Iron merge point will change from Morningside Rd. and Wiley Rd. to Wiley Rd. and County Hwy CW. Olympic Riders (who are turning left) **MUST** yield to Half Iron riders travelling east on County Hwy CW. Determination on what route will be used will be made on the morning of Thursday, July 24.

Half Iron Start of Lap #2

Half Iron athletes will turn **LEFT** at this intersection to start lap 2 of the bike course. All Olympic athletes, and any Half Iron athletes who have completed two laps of the bike course will turn **RIGHT** and return to Oconomowoc and transition.



Aid Station

There is one aid station on the Half Iron bike course that all athletes will pass twice (one on each lap). The aid station will have Gatorade (in water bottles) and water (bottles). Volunteers may not be handing aid directly to riders. Riders who want aid should prepare to slow and safely enter the aid station. Bathrooms are also located at the aid station.

Trash Zone

There are two trash zones on the bike course. Riders may dispose of trash in these zones along the side of the road. Please do your best to hit our trash collection containers. Disposing of any trash outside of these zones can result in disqualification from the race. The first trash zone is near the aid station on the Half Iron course and the 2nd trash zone is on Branch Rd. before the intersection with Ski Slide Rd.

SAG Support

As of right now, we are unable to provide professional SAG support on the bike course. Like many area business, local bike shops have a worker shortage and are unable to commit to sending staff to the event this year. While we continue to try and get someone to help us for the race, all athletes should plan to repair their own flats. Any athlete who wants to remove themselves from the race should do so at the aid station or at an intersection with race staff and/or police. From these locations, we will work with athletes to transport them safely back to transition.

General Bike Course Rules

- Athletes are responsible for knowing the route. Times will not be adjusted for any athlete that does not follow the prescribed route.
- Riders must obey **ALL** traffic laws unless otherwise directed by race staff or law enforcement.
- A bike helmet must be always worn on the bike course. The chin strap must be always secured.
- Absolutely **NO HEADPHONES** on the bike course!
- No drafting is allowed on the bike course. Please maintain 6 bike lengths between you and the rider in front of you. If you pass, you must complete your pass within 25 seconds. A rider being passed should drop back by 6 bike lengths. Failure to follow these rules may result in time penalties and/or disqualification from the race.
- No rider may dispose of trash on the bike course outside of designated trash zones!
- The Race Director and/or their designees may remove any rider from the course if they deem it medically necessary, or they deem that a rider is riding in way that presents a danger to themselves or other riders.

Bike Cutoff Times

All athletes must be off the bike course by noon (5 hours and 30 minutes) from the start of the swim. Half Iron distance athletes must have completed their first lap by 9:45 am.

Bike helmets must be worn with chin strap always secured on the bike course. No headphones are allowed on the bike course! Don't draft, don't block, and remain in control. Do NOT dispose of trash outside designated trash zones!

SPRINT BIKE COURSE

1 Loop | 14.3 Miles | 371 ft Ascent



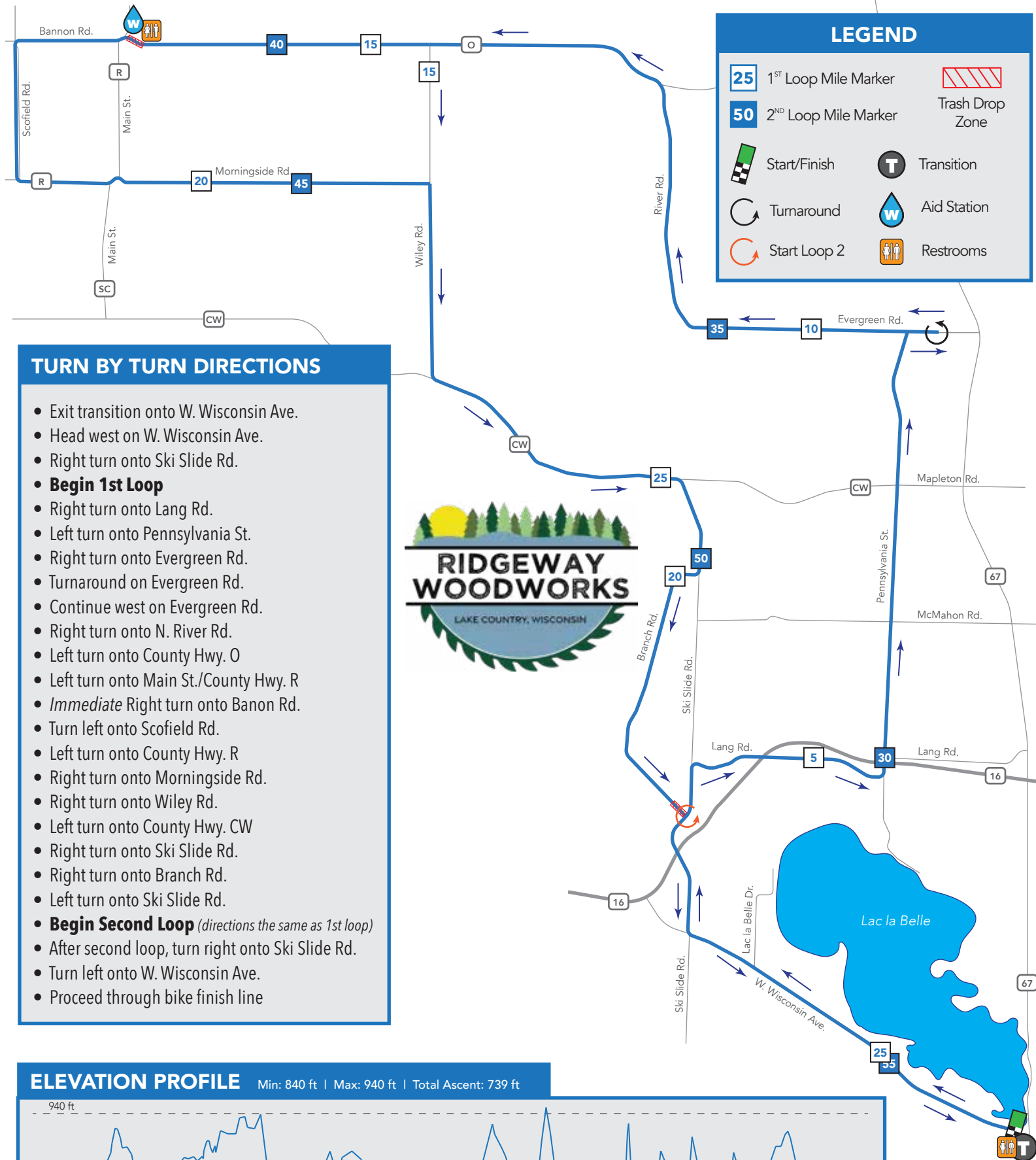
OLYMPIC BIKE COURSE

1 Loop | 25.6 Miles | 739 ft Ascent



HALF IRON BIKE COURSE

2 Loops | 56 Miles | 1,837 ft Ascent



HALF IRON BIKE COURSE (ALT COURSE)

2 Loops | 56 Miles | 1,837 ft Ascent



VisitOcon.com Run Course

The VisitOcon.com Course is an out and back course. Runners will share one traffic lane for most of the run course. When sharing the course, runners should stay **LEFT**. The course will be marked with tape, arrows, and turnaround signs. Half Iron athletes will complete two out and back laps. Sprint and Olympic athletes will complete one out and back lap. All athletes should turn at their respective turn signs on course. Once you complete your run, you will enter the finish line chute at City Beach.

You will likely see many residents out on the course cheering you on. Please smile and thank them as you run by! We couldn't put on this race without the support of the community.

Mary Lane

The run course turns off Wisconsin Avenue onto Mary Lane at about mile 1.5. While on Mary Lane, all athletes will need to run in the **RIGHT** traffic lane (right of the cones). The left traffic lane needs to stay open to local resident vehicle traffic during the race. While running you should still stay **LEFT** within your lane.



Aid Stations

There are three aid stations on the run course that runners will pass twice on each lap. The table below summarizes their approximate mileage location. Aid stations will have water, Gatorade, and energy gels. Ice will also be available if expecting hot and humid conditions. Runners should dispose of trash in the trash containers on course.

Aid Station Number	Location	Sprint Mile	Olympic Mile	Half Iron Mile
#1	Transition	0	0	0
#2	Bridge Church (on Wisconsin Ave)	0.7, 2.4	0.7, 5.6	0.7, 6.5, 13.0
#3	Wisconsin Ave. & Lakeview Lane	1.4, 1.7	1.4, 4.8	1.4, 5.3, 7.8, 11.7
#4	Wisconsin Ave. & Mary Ln.	-	1.7, 5.1	1.7, 6.5, 8.1, 12.0
#5	Lac La Belle Dr. & Hillendale Dr.	-	3.0, 3.3	3.0, 3.7, 9.3, 10
#6	Finish Line	3.1	6.2	13.1

Restrooms

Restrooms are available in the boat launch parking lot at the Half Iron turn around. Athletes that need to use the restroom should run down the launch to use the restrooms.

General Run Course Rules

- Athletes are responsible for knowing the route.
- Please follow all directions from staff or law enforcement while out on course.
- Your bib must be worn throughout the entire run course and must be facing forward.
- Headphones are allowed on the run course, but you must also be able to listen to instructions from staff.
- Run **LEFT** whenever possible. Slower runners/walkers should stay **LEFT** to let others pass.

Run Cutoff Times

All athletes must be done with the run by 2:30 pm. The race director may begin moving runners to the sidewalk at 1:00 pm, but athletes will still be allowed to finish.

Please always run LEFT while on the run course. Your race bib must be worn at all times facing forward.

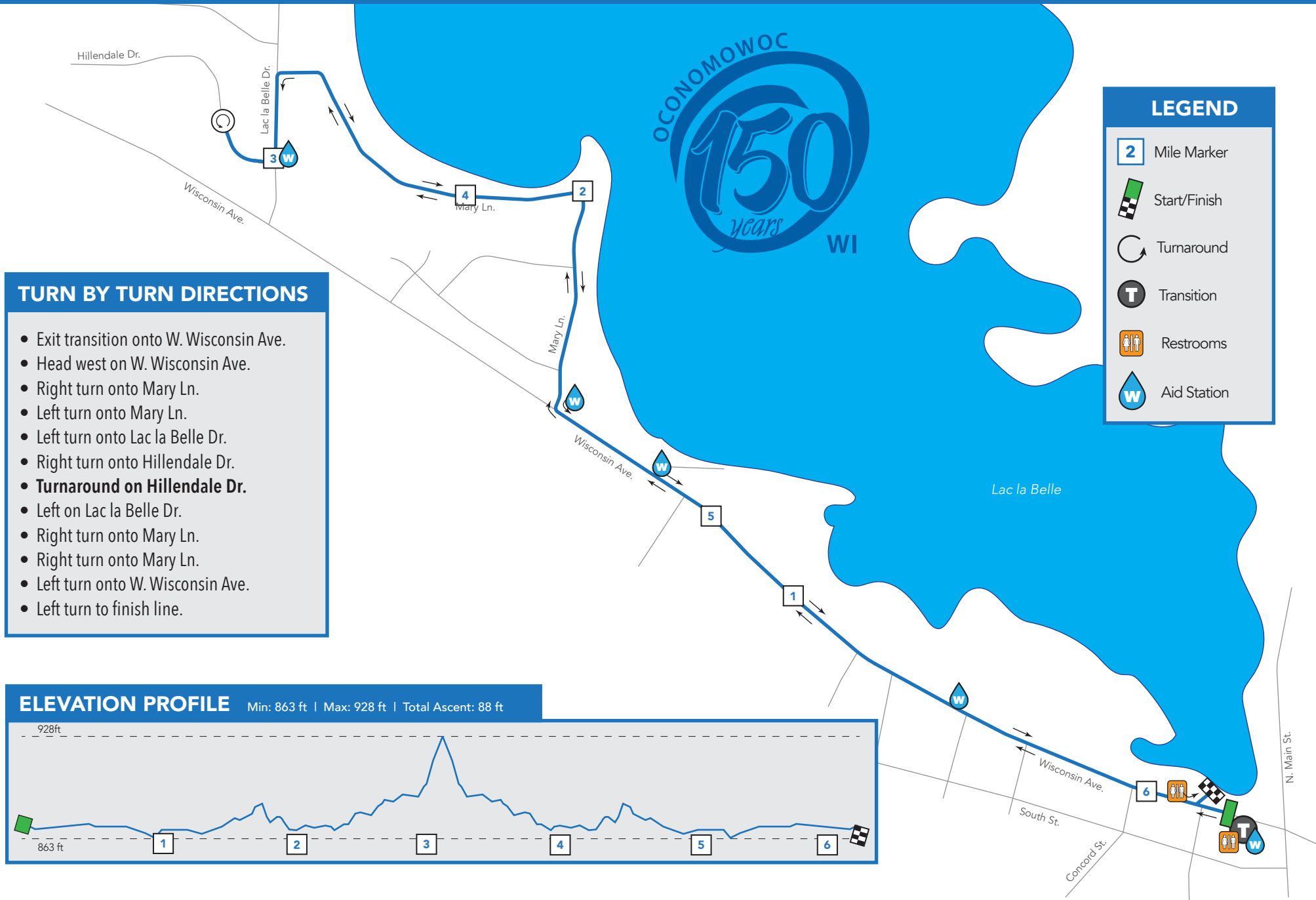
SPRINT RUN COURSE

1 Out & Back | 3.1 Miles | 30 ft Ascent



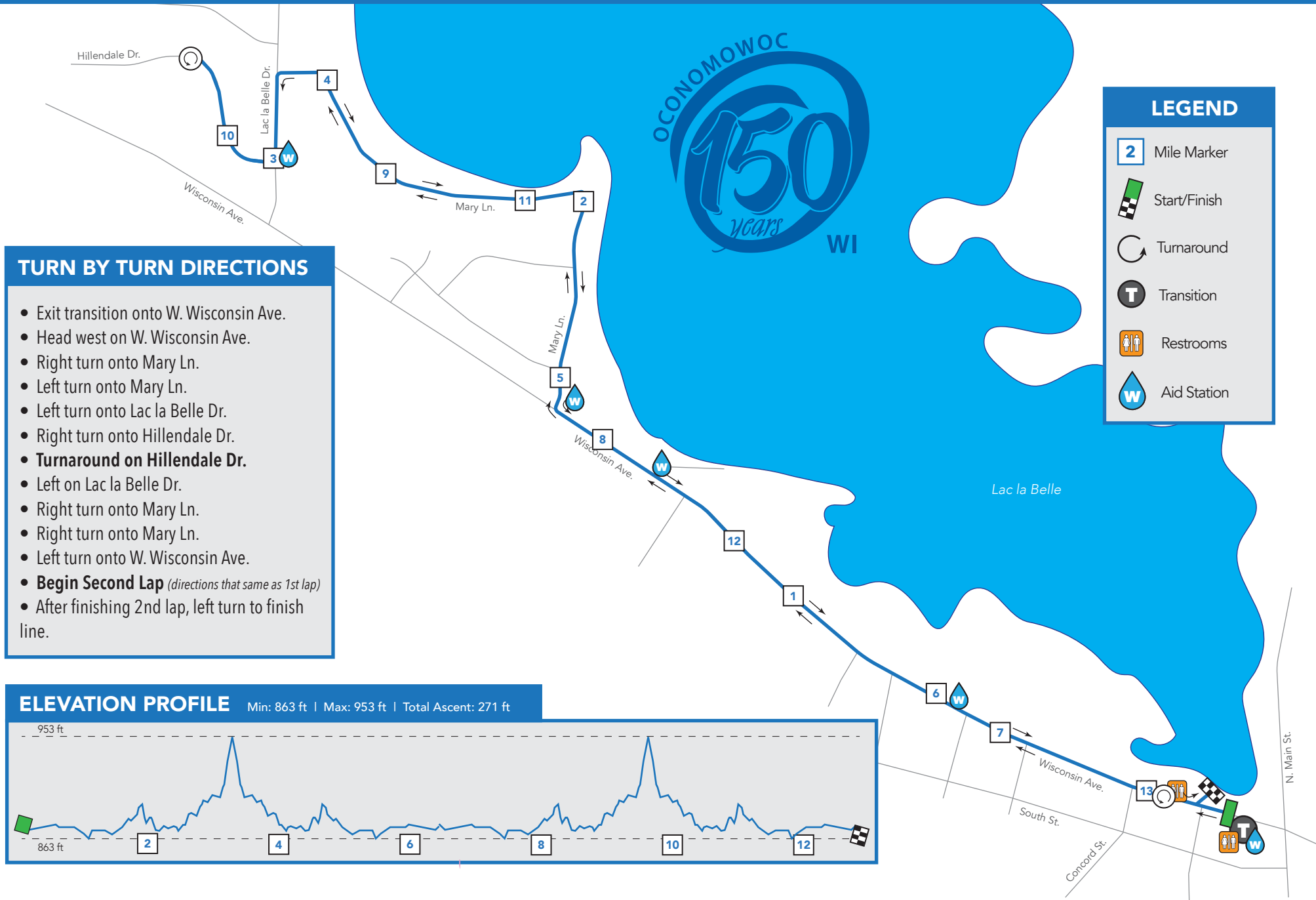
OLYMPIC RUN COURSE

1 Out & Back | 6.2 Miles | 88 ft Ascent



HALF IRON RUN COURSE

2 Out & Backs | 13.1 Miles | 271 ft Ascent



THE BANK FIVE NINE TRANSITION

The Bank Five Nine transition is a secure area where only registered athletes may enter. No athlete may remove bikes/gear from transition without first being checked by staff. Staff will check to make sure your bike tag matches your wristband. The run in from the swim course and the run out will occur on the EAST entrance to transition. The bike out and bike in will occur at the NORTH entrance to transition. Athletes will find restrooms and an aid station within transition. The relay staging station is located with transition at the EAST entrance.



RELAYS

There will be a corral near the entrance to transition after swimming. All teams must switch their timing chip in that area. Do not enter the general transition area to exchange chips. Team members will not be allowed to enter transition until the transition is open for gear checkout. If you need personal items during the race, please do not place them in transition.

The relay timing chips will be distributed during registration and are NOT disposable and must be returned. Failure to return the chip will result in a \$35 fee.

FRESH FRUIT BAR

There will be a fresh fruit bar with snacks and drinks available to registered athletes after the finish of the race, however, you must be wearing a matching chip and body marking.

AWARDS

Overall awards will be presented to the first-place male and female athletes in the Sprint, Olympic, and Half Iron Distance. The top 3 male and female age group winners will also receive a custom Woodle from our partners at Ridgway Woodworks. Age groups are 0-14, then 5 year increments up to 90.

- Relay teams are not eligible for overall or age group awards.

SPRINT ALTERNATIVE FINISHER AWARD

We have sold out of all athlete slots for the sprint triathlon this year. Our cap is associated with the number of medals we have on hand. We have opened additional Sprint Triathlon slots to accommodate athletes who still wish to race, and these athletes will receive an alternative medal at the end of their race.