



ROCHESTER
REGIONAL HEALTH

Rochester Regional Health **Flower City Challenge**

Half Marathon, 5K, & Kids 1/2 Mile



Race Weekend Guide
April 26th, 2026

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Weekend Schedule

Friday, April 24th

12pm - 6pm Race Expo and Packet Pickup

Saturday, April 25th

9am Fleet Feet Shakeout Run

10am - 4pm Race Expo and Packet Pickup

Sunday, April 26th

6:00am Race Day Packet Pickup Opens

7:20am National Anthem/Benediction

7:30am Half Marathon Start

7:40am 5K Start

10:30am Kids 1/2 Mile Start

11:00am Course closes

Monday, April 27th

12pm - 6pm Medal Monday & Normatec Recovery
at Fleet Feet @ The Armory



The
MERCANTILE
ON MAIN

WHERE ROCHESTER
MEETS TO EAT

Mercantile on Main 7:30am - 11am

Mercantile on Main will be open race morning for spectators to grab a snack while you run, and for you and your crew to keep the celebration going after you finish!

Plus, enjoy a FREE sample of Weekend Warrior brew to toast your accomplishment (21 and older with ID).

Planning Your Visit



Hotels

Hyatt Regency

125 East Main Street
4 min walk to the start line

Strathallan

550 East Ave
20 min walk to the start line

Hilton Garden Inn

155 East Main Street
4 min walk to the start line

George Eastman Museum

900 East Ave
Tues - Sat: 10am - 5pm
Sun: 11am - 5pm

Strong National Museum of Play

1 Manhattan Square
Sun - Thurs: 10am - 5pm
Fri - Sat: 10am - 8pm

Susan B. Anthony House

17 Madison St
Tues - Sun: 11am - 5pm

Places of Interest

Staying the weekend? Visit some of the many landmarks and museums that make Rochester a staple city in the Northeast.

This city is the birthplace of photographic film, home of the Amerks and the Red Wings, and ground zero for the critically acclaimed signature dish, the "Garbage Plate"

With over 3500 acres of parks and multiple museums and attractions, there's something here for everyone!

Restaurants

Jine's Restaurant

658 Park Avenue
Sun - Tues: 7am - 3pm
Wed - Sat: 7am - 9pm

An upscale diner with something for everyone. Located in Park Ave along the Half Marathon course



The Mercantile on Main

240 East Main Street
Hours vary

The urban eatery for both family and friends, featuring 6 different restaurants to choose from.

Village Bakery

145 Culver Road
Sun - Sat: 6:30am - 3pm

Breakfast and Lunch option located in the same plaza as the Health and Wellness Expo!

Dogtown

691 Monroe Avenue
Mon - Sat: 11am - 10:45pm
Sun: Closed

Voted one of the top 10 Hot Dog joints in America! Vegetarian and Vegan options available as well

Strangebird

62 Marshall Street
Thurs - Mon: 12pm - 11pm
Tues - Wed: Closed

Voted CITY's 2025 Best Craft Brewery in Rochester! Stop in for made-from-scratch, locally-sourced seasonal food and hand-crafted beer

Dinosaur Bar-B-Que

99 Court Street
Sun - Thurs: 11am - 9pm
Fri - Sat: 11am - 10pm

Located in Downtown Rochester, offering nationally acclaimed BBQ with a vibrant and lively setting

Jeremiah's Tavern

1104 Monroe Ave
Sun - Wed: 11am - 11pm
Thurs - Sat: 11am - Midnight

The perfect fit for any occasion. Voted Rochester's Best Wings for 21 consecutive years!

Race Expo

Fleet Feet Rochester @ The Armory
155 Culver Road, Rochester 14620

Friday, April 24th 12pm - 6pm

Saturday, April 25th 10am - 4pm

Packet pick-up for ALL events will be held at the Fleet Feet Health & Wellness Expo. Be sure to visit all our vendors and check out the great deals on running apparel, accessories, footwear, and even home services. PLUS enjoy limited edition ASICS x Flower City apparel!

DO NOT WAIT UNTIL RACE DAY! Others can pick up your packet for you



Concierge Service!

Picking up for more than 6 people?
Send an email to
katie@yellowjacketracing.com
with the names of everyone in your party and we'll prep your bag in advance!

Fleet Feet Health & Wellness Expo Vendors

ASICS ~ Balega ~ Brooks ~ CEP ~ CSL Plasma ~ Currex ~ Features
Floor Coverings International ~ HOKA ~ Karhu ~ Mercantile on Main
Mizuno ~ Nathan ~ New Balance ~ Normatec ~ Nuun ~ On ~ Puma
Rochester Regional Health ~ Saltstick ~ Saucony ~ Shokz ~ Superfeet



Shake-Out Run & Walk

FLEET FEET

Saturday Morning 9AM

With Saucony, Features, Nathan,
and Nuun

3 miles starting at Fleet Feet
@ The Armory

All paces welcome!

Post-race Recovery, We're Here for It.



Your journey isn't over once you finish your race. Recover the right way so you can come back even stronger for your next run!

Sign up for our **FREE** Post-race Recovery Email Series and get:

- ✓ A Runner's Post-Race Recovery Guide
- ✓ Tips for faster recovery & injury prevention
- ✓ Guidance on health and wellness aimed at runners
- ✓ Exclusive access to running assessments

Scan the
QR Code to
sign up!

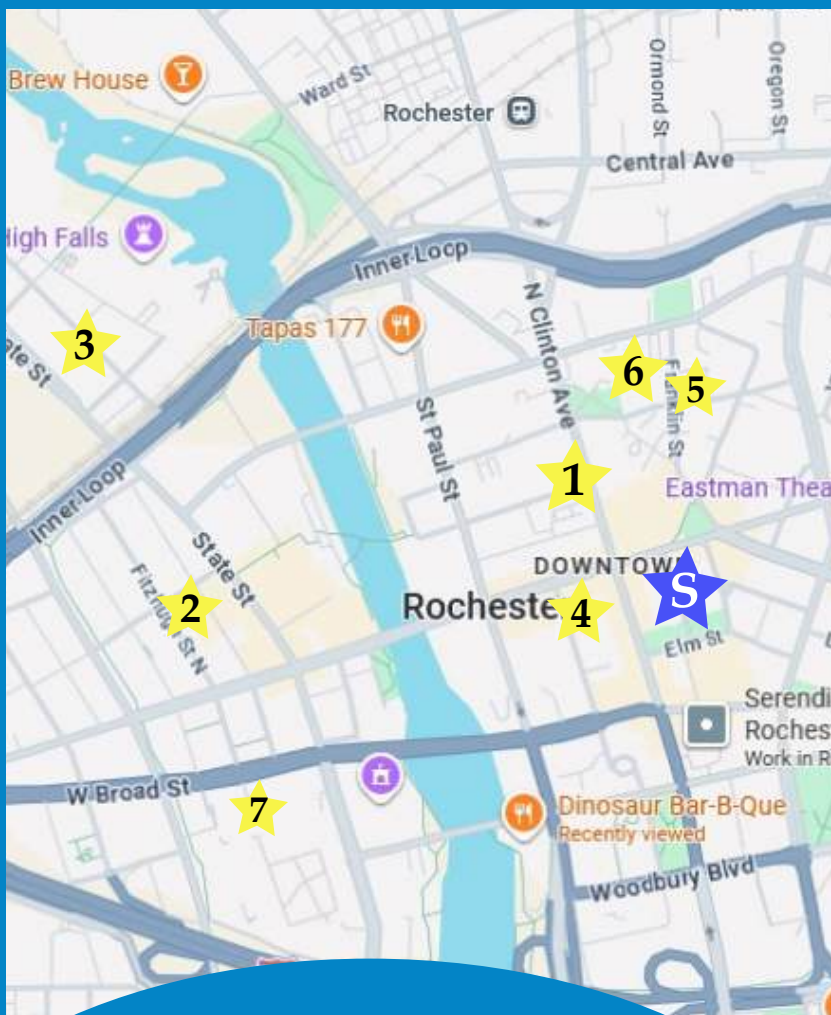


ROCHESTER
REGIONAL **HEALTH**

Parking

The Start and Finish of the Flower City Challenge are located at Parcel 5 in Downtown Rochester

There is a multitude of lots and garages within walking distance, both free and paid. We recommend arriving early to ensure you have enough time to park and find the start



1 Mortimer Street Garage
25 N. Clinton Avenue
4 min walk to Start

2 Sister Cities Garage
28 N. Fitzhugh Street
12 min walk to Start

3 High Falls Garage
240 State Street
15 min walk to Start

4 South Avenue Garage
39 Stone Street
5 min walk to Start

5 102 Franklin Lot
102 Franklin Street
6 min walk to Start

6 111 Franklin Lot
111 Franklin Street
6 min walk to Start

7 Civic Center Garage
55 Fitzhugh Street
13 min walk to Start

ROAD CLOSURES!

The following roads along course will shut down at 7:15 before the race starts

Main St from East Ave to Madison St.
Allen St.
Madison St.
Platt St.
Silver St
Morrie Silver Way
Brown St.
N Plymouth Ave

Race Morning

April 26th, 2026
Parcel 5
285 E. Main St.

Wear your bib on the **FRONT** of your body where it is **VISIBLE** to staff and volunteers. If you misplace your bib before race morning, the replacement fee is \$5

Arrive at Parcel 5 well in advance, your race will start on time with or without you

Line up based on your pace. Fastest in the front, walkers in the back. If you don't know where to start, look for a pace leader close to your projected finish time

Don't forget to thank your volunteers!

Stay upright!

And most importantly, have fun!



Race Day Packet Pickup

6:00am - 7:15am

Look for the Packet Pick Up Flags at Parcel 5

PLEASE DO NOT WAIT UNTIL RACE MORNING TO PICK UP YOUR PACKET!

DROP BAG SERVICE



All items must fit in the supplied drop bag (no valuables or keys please!). We will not accept any bags other than the ones provided

You must show your bib number to staff to retrieve your drop bag after the race

Drop bags are located in the designated area on Elm street, behind the stage

We are not responsible for any lost or stolen items.



Race Events

Parcel 5
285 E. Main St.
Rochester 14604

In Person Half Marathon

April 26th, 2026

Start Time: 7:30am

The Half Marathon and 5K Start is on Cortland Street at Parcel 5 facing Main Street. Look for the big arch. You will see pace pillars along the side of the start based on minute/mile, from 7 min pace to 15 min pace

The course will close at 11am SHARP. Anyone behind pace at 9:43AM will be redirected up the river path to the finish

Aid Stations will be placed 2-3 miles along course with porta pots at each station. They will offer water and electrolyte drink for all runners.

In Person 5K

April 26th, 2026

Start time: 7:40am

The 5K will start 10 minutes after the Half goes off, so wait until the start chute is clear to line up. There is one water stop located at the 2 mile mark of the 5K.

Please stay to the LEFT of the course on Main St. to allow Half Marathon runners to go past you. After the first mile, keep RIGHT for the rest of the course

Kids 1/2 Mile

April 26th, 2026

Start time: 10:30am

The Kids 1/2 mile will start on Elm street, look for the Kids Run Wild flags. Kids will run around the block and finish under the arch along with the 5K and Half runners.

Our volunteer pace leaders will be running with the kids to help them get to the finish. For the safety of everyone involved, we ask that parents DO NOT run with their children. Please watch and cheer them on from the sidewalks instead.

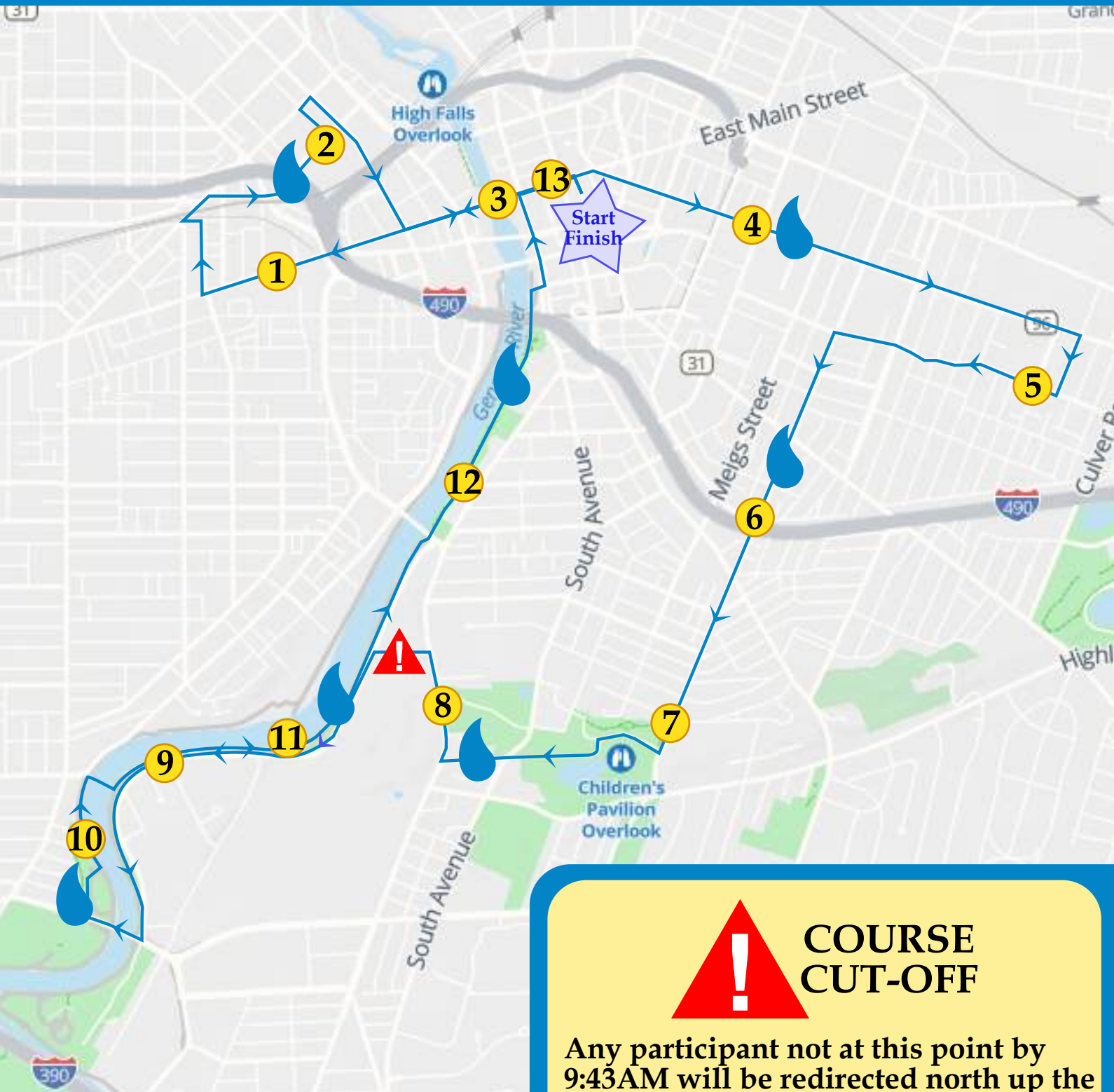
Virtual Events

April 26th, 2026 - May 3rd, 2026

Run your race wherever and whenever fits your schedule best! Once completed, submit your results online. You'll receive instructions on how to do this in an email closer to race day

You can pick up your packet at the race expo, any packets not picked up will be mailed to participants the following week

Half Marathon Course



Water Stop



Mile Marker



Course Cut-Off



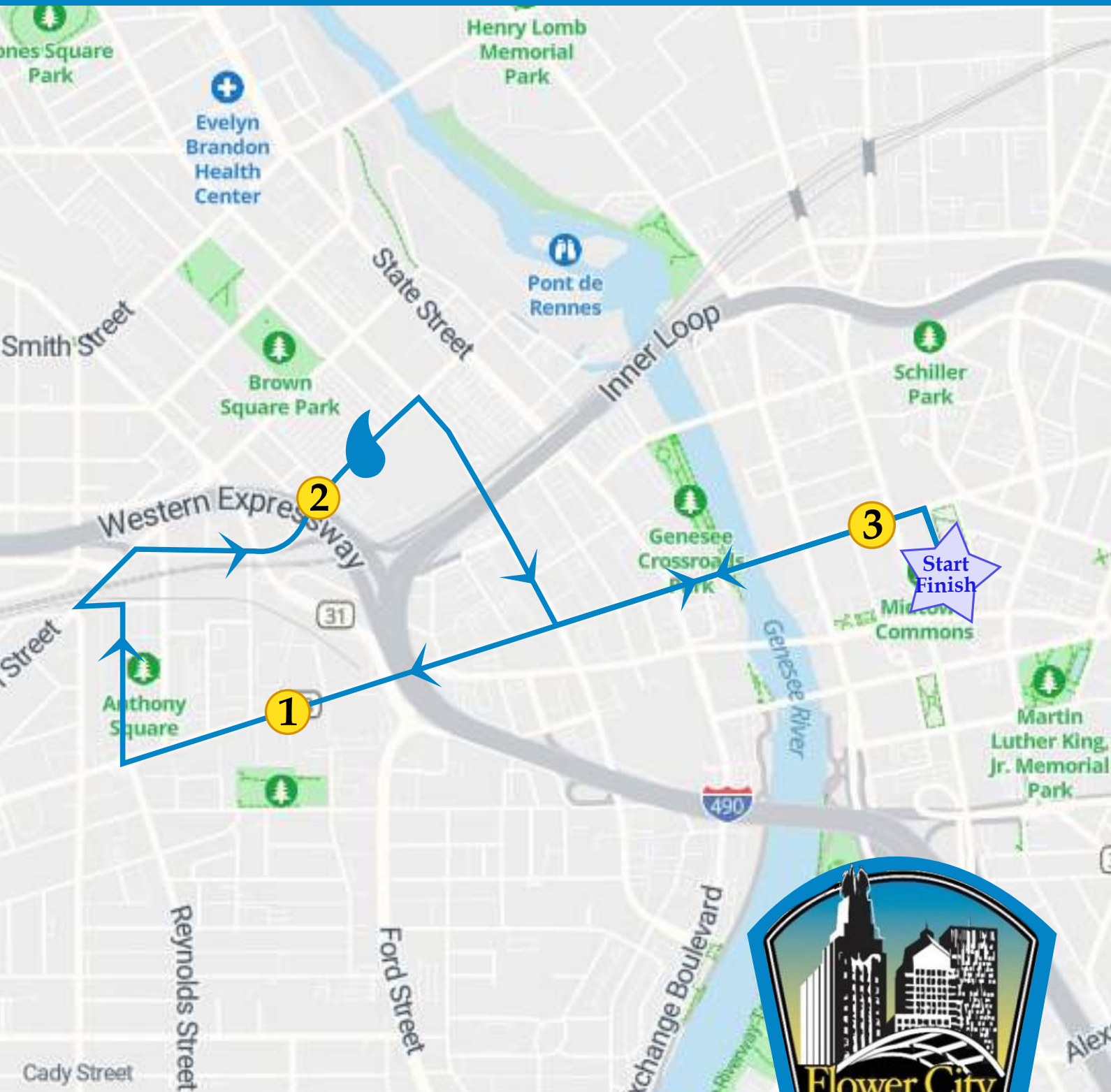
**COURSE
CUT-OFF**

Any participant not at this point by 9:43AM will be redirected north up the river path to the finish

They will still get to run under the finish and receive a medal.

They WILL NOT be listed in the final results

5K Course



Water Stop



Mile Marker



Out on Course



Water Stop Groups

The following organizations will be running the water stops as you move through the course, be sure to thank them as you go by



- WS 1 Rochester Speed Skating
- WS 2 Irondequoit Football
- WS 3 Black Girls Do Bike - Rochester Chapter
- WS 4 Webster Schroeder Girls Flag Football
- WS 5 Junior League of Rochester
- WS 6 St Ambrose School
- WS 7 School of the Arts XC Team

Adopt a Mile Benefactors

Thank you to the following organizations for their time and supporting part of the course with Road Marshals

- Mile 1 & 13 Rochester Road Runners
- Mile 2 K9 Orphans
- Mile 4 Girls on the Run Rochester
- Mile 5 Women Sailors of Genesee Yacht Club
- Mile 6 Champ's Pittie Network
- Mile 9 Friends of Mount Hope Cemetary
- Mile 11 Child Advocacy Center of Rochester



HARLEY ALLENDALE COLUMBIA XC TEAM CHEER SECTION

The HAC XC team is a proud supporter of the Flower City Challenge and will have a cheer section at the base of Pinetum Dr.

From giving out free high fives, to running with you up the highland park hill, the student athletes of HAC are there to support you!



ASICS PACE TEAM

There's no sign up needed to enjoy the help of a pace leader to get your goal time. Simply introduce yourself to them in the start line, and when we say GO, stay with them.

With a mile to go, be sure to go and get as far ahead of them as possible!



Half Marathon

- 1:50 Andy Romero
- 2:00 Justyn Newman
- 2:00 Joe Haungs
- 2:15 Mandy Burns
- 2:15 Brett Sobieraski
- 2:30 Felicia Reed-Watt
- 2:45 Charlotte Kimberly-Haag
- 3:00 Brenda Myrthil

5K

- 25 Minutes Kyle Dacey
- 30 Minutes John Ferrante
- 35 Minutes Kelli Harmor
- SAG Carrie DiPasquale

Caveat:
Anything can happen to a pace leader so please be nice to them.

Spectator Zones

This course is a big loop, so if going by car, it's best to stay inside the loop to travel from point to point

These are the spots that are most easily accessible and areas where runners will pass by more than once

Be aware of road closures on race day that may impact your ability to get from place to place



ESL Ballpark - Mile 2

Both 5K and Half Marathon runners will go by this iconic Rochester Stadium. While stadium parking will be closed, street parking and local garages are available for anyone who wants to stop and cheer early in the race

Park Ave/East Ave Neighborhood - Miles 4-6

If you start at Goodman and East, you can see your runner go by, then dart to Park and Goodman and you'll see them go by again. There is ample street parking in this neighborhood

Highland Park - Mile 7

Home of the Lilac Festival in May, runners will turn off of Goodman and run straight through the park to South Ave. Watch your runner go by while admiring the blooming lilacs in the area

University of Rochester - Miles 9-11

Runners will pass by campus TWICE! First heading south down Wilson Blvd, then traveling North up the river path. While there isn't much parking at the University itself, there is street parking on the outskirts that's a walkable distance from the course

Awards

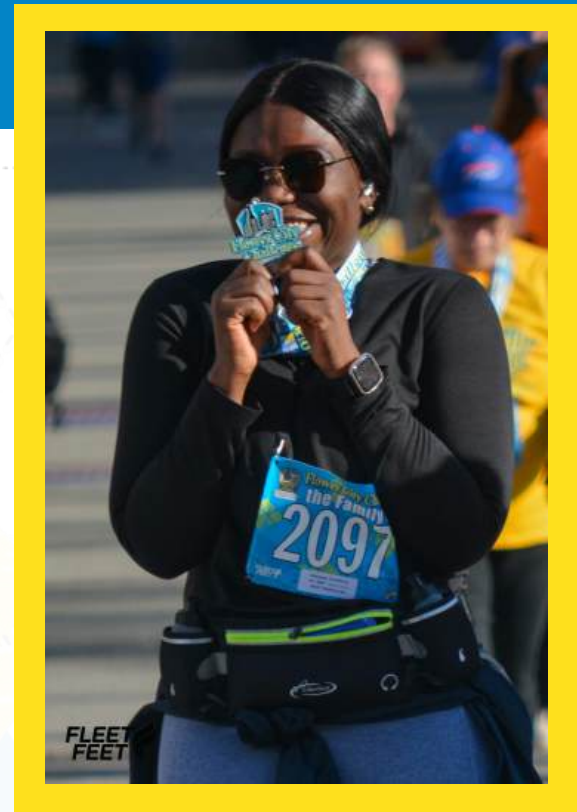
All participants receive a finisher medal as soon as they cross the finish line

Top 5 Overall men and women in the Half Marathon receive cash prizes. They will be recognized on stage by 9:45am

Top 3 men and women in 5 year age groups receive awards for the Half. Award winners can go up to the awards tent at their leisure to pick up their award. Awards will be available starting at 8:15am

Top 3 men and women in the 5k, as well as top 3 in 5 year age groups, receive 5K awards. These will also be available at the awards tent

Any awards not picked up by 11am will be available at Fleet Feet @ The Armory for 1 week post race



Half Marathon Cash Prizes

First Place	\$250
Second Place	\$100
Third Place	\$75
Fourth Place	\$50
Fifth Place	\$25

Gun time vs Chip time

Your gun time starts when the race starts, while your chip time starts when you physically cross over the timing mats at the beginning of the race.

Both times will be provided to you in the final results, but award calculations will be based on GUN TIME ONLY



Kids 1/2 Mile

Sunday, April 26th

10:30 AM

Parcel 5

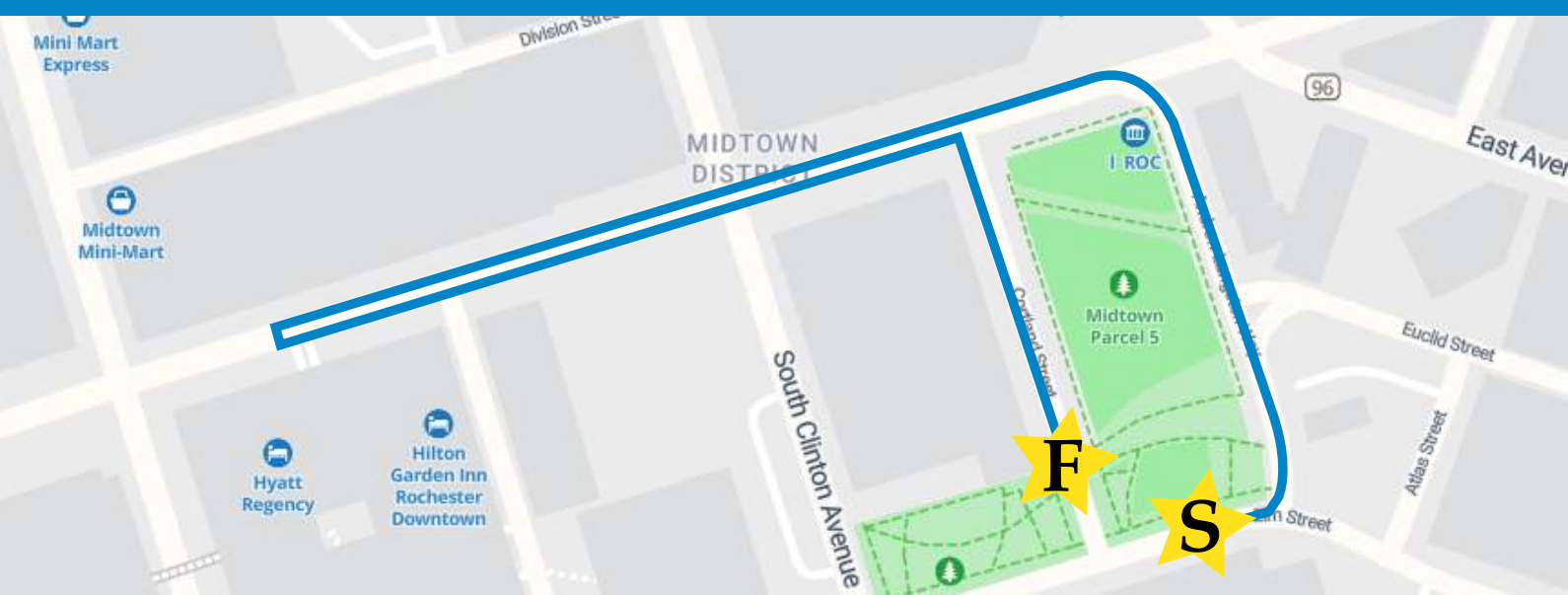
The Kids 1/2 Mile Start is on Elm Street by the drop bags tent (behind the stage). Please report there by 10:20am, look for the Kids Run Wild Flags.

The kids will finish under the big arch on Cortland St, just like the Half marathon and 5K runners. All kids receive a medal as they cross the finish line.

During the race, the kids will be guided by our volunteer pace leaders from the Half and 5K. They will be helping your child while they run their race. For safety reasons, we ask parents to please refrain from running with your children so there is egress for all athletes and volunteers.



Course Map



Post Race



Get your water, get your medal, then head to the Parcel 5 Post Race Party!

Plus, enjoy an assortment of backdrops and structures to take photos in front of to save your memories. This includes our 13.1 structure, PR Bell, themed backdrops, and more!

There will be an LED Board that will show your time that you can use as a backdrop for photos

Be sure to visit the Rochester Regional Health tent and thank them for their 16 years of support of this event!

Post race food, including Salvatore's Pizza

Live Music from The Uptown Groove

Kidz Zone, complete with 2 large inflatables

Fleet Feet x ASICS Shop

Drop Bag Service

Normatec Stations

Rochester Regional Health Recovery Zone

PR Bell

Food Trucks

Awards Station

After Party @ The Mercantile on Main



Celebrate your Race!

Medal Monday

April 27th, 2026

12pm - 6pm

Fleet Feet @ The Armory

Bring your 2026 Flower City Medal to Fleet Feet @ The Armory and get it engraved with your finish time!

Stop by our Normatec station while you wait to help those muscles recover



Tuesday Recovery Run/Walk

April 28th, 2026

6pm - 7pm

Fleet Feet @ The Armory

Join us for a recovery Run/Walk to shake out those legs post race

3-ish mile flat route around the neighborhood. ALL ARE WELCOME!

Race Photos!

Race photos are provided by Flash Frame and can be purchased on their website

FLEET FEET GRAND PRIX HOKA

Join YellowJacket Racing in its 28th year anniversary for the Fleet Feet Grand Prix Series presented by HOKA

No series entry required, simply show up, race, and if qualified you'll start scoring towards the series scores.

Top 7 out of 9 races count, must complete at least 5 to qualify

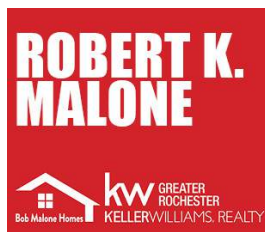


Jessie George
2x Flower City Half Champion
&
3x Grand Prix Champion

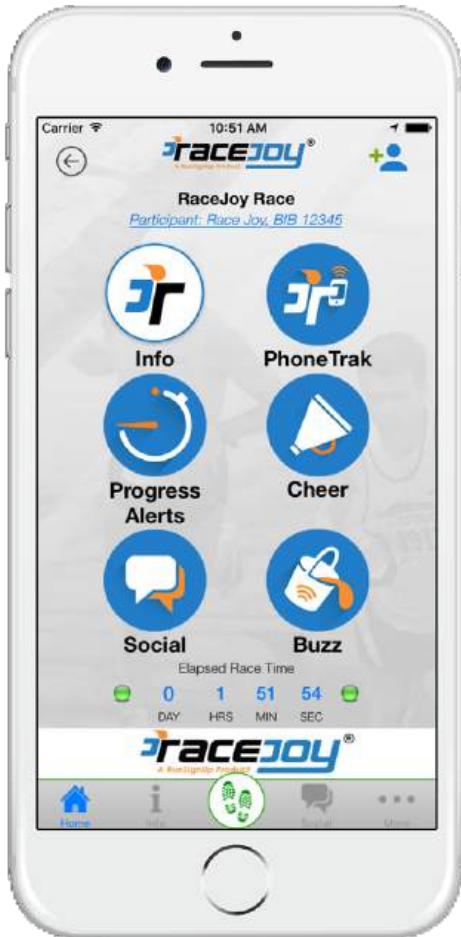
2026 Grand Prix Series Races

04/26	Rochester Regional Health Flower City Half Marathon	09/04	First Responders 5K
06/20	Harborfest 10K	09/20	Fleet Feet Rochester Half Marathon
07/04	Fleet Feet Firecracker 4 Mile	10/31	Pumpkins in the Park 5K
07/18	Shoreline Half Marathon	11/26	Webster Turkey Trot 4.4
		12/20	Reindeer Run 5K

Thank you to our Grand Prix Sponsors!



Joy Alert! This Race is in RaceJoy!



Available for Apple
and Android devices.

Live Phone Tracking!
GPS Progress Alerts!
Send-a-Cheer!



Share your race
experience with
supporting
friends and family!

Download RaceJoy Today!

Questions?

Email: support@racejoy.com

Website: racejoy.com

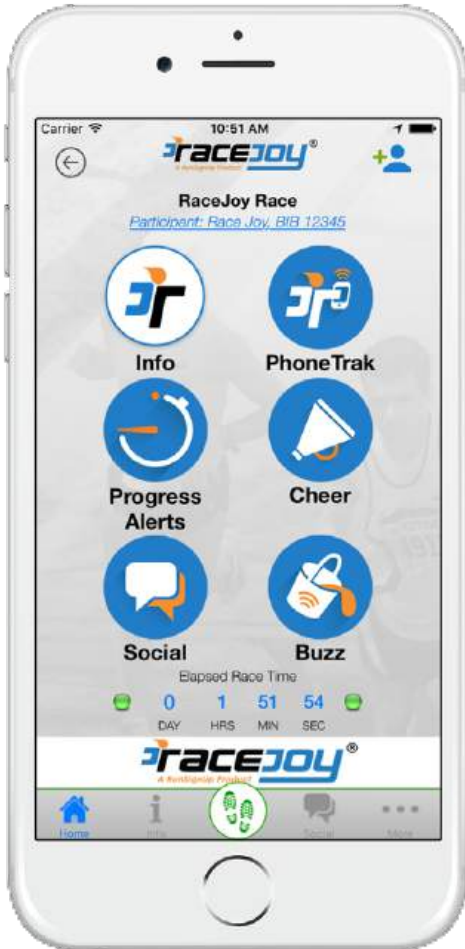
See RaceJoy Buzz Alerts or FAQ in App

Like us on Facebook to see what
races are offering RaceJoy!



www.racejoy.com

Key RaceJoy Features!



Live Tracking

Live phone tracking of up to 50 participants moving along the official course map. Receive NearMe alerts as a participants draws near and use the MeetUp feature to find one another.



Progress Alerts

GPS-based progress alerts are issued continuously in audio format. Typically these are sent every mile and include pace and estimated finish time.



Send-a-Cheer

Send entertaining, motivational audio cheer clips or custom personal messages with text-to-cheer.

The race participant must carry their phone and enable tracking on race day.

Note: Make sure the spectator logs in as themselves or RaceJoy will track their phone and not yours.

Start My Race
Click When Crossing the Start Line

Participants! Come back on race day and click the Start My Race button as you cross the start line.

Be sure to follow the in-app prompts to ensure proper setup of the various features available to you on race day.

If you have any questions about RaceJoy for this race, contact support@racejoy.com. We're happy to help!

Orthopedic Urgent Care

Same-day top-quality care for urgent, unplanned injuries.

Our Orthopedic Urgent Care provides same-day care for unplanned injuries or ailments directly related to the body's bone, joint, and soft tissue structures.

Orthopedic Urgent Care

Our providers specialize in care for orthopedic injuries and musculoskeletal issues. Examples include:

- Sprains/Strains
- Fractures
- Sports Injuries
- Acute joint pain
- Shoulder injuries
- Knee injuries
- Back injuries
- Foot/ankle injuries
- Hand/wrist injuries

The following services are offered to treat your immediate orthopedic health needs:

- X-Ray
- Bracing
- Casting
- Availability includes evenings and Saturdays
- Walk-in or schedule an in-person appointment
- If follow-up care is needed, it will be scheduled at that office

**WALK-INS
WELCOME**



Locations

**Orthopedic Urgent Care
Henrietta**
50 Middle Rd
Henrietta, NY 14467
P (585) 922-BONE (2663)

**Orthopedic Urgent Care
Victor**
140 Cobblestone Court Dr
Victor, NY 14564
P (585) 922-BONE (2663)

**ROCHESTER
REGIONAL HEALTH**



Be sure to check out the limited edition Flower City Gear at the Expo & Race Day Fleet Feet Booth



Flower City Challenge Crew Socks

Flower City Challenge Elite Laser Cut Hat



Flower City Challenge 360 Visor



ASICS tech shirts printed on demand!
Other colors available, while supplies last

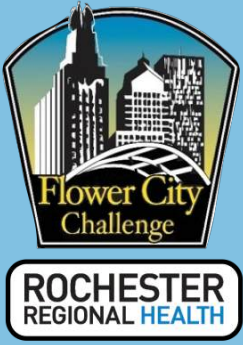


Rochester Half Marathon
5K & Kids 1/2 Mile
Virtual and In Person

September 20th, 2026
Half - 5K - Kids 1/2 Mile

Feel the energy around every corner. Celebrate the goodness Rochester has to offer. The breathtaking views along the historic Genesee River. The overwhelming crowd support from neighbors and volunteers. The perfect mix of elevation changes to keep you challenged.





Thank you to our
sponsors!



ROCHESTER
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