

## FOR IMMEDIATE RELEASE – TRAFFIC ADVISORY

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## TRAFFIC ADVISORY FOR APRIL 28, 2019 - ROCHESTER REGIONAL HEALTH FLOWER CITY CHALLENGE

**April 23, 2019: ROCHESTER, NY:** The City of Rochester, along with YellowJacket Racing & Fleet Feet Sports, present on Sunday, April 28th – **The Rochester Regional Health Flower City Challenge**. Over 2000 Half Marathoners & Relay Participants, over 1100 5Kers and over 200 Kids for the Kids Run Wild Races are expected to participate. This event will take place on select city streets and include a 5K (3.1 Mile) and Half Marathon (13.1 Miles), plus Kids 1.1 mile for ages 12 and under.

The event showcases the historical and cultural riches and jewels of Rochester including but not limited to the Susan B Anthony area, Park Avenue and East Avenue neighborhoods, Highland Park, Mt Hope Cemetery, Corn Hill Landing area and Downtown. Both events start and finish at the Blue Cross Arena at the Rochester War Memorial; the 13.1 mile starts at 7:30 am and the 3.1 mile starts at 7:45 am.

While streets will be closed during certain timeframes, local residential traffic will be delayed but definitely accommodated. The Rochester Police Department will be working diligently to assist with traffic. Traffic will be able to cross through the closed areas as well, so not to completely halt transportation to churches, businesses and homes.

### The following traffic advisories will be in effect Saturday, April 27<sup>th</sup> through Sunday, April 28<sup>th</sup>:

- Broad Street Bridge between South and Exchange will be closed from 6PM Saturday, April 27th through 12:30PM Sunday, April 28th

### The following traffic advisories will be in effect the morning of Sunday, April 28<sup>th</sup>:

- **Zone 1 (7:15AM to 9AM):** Starting on the Bridge at Broad St westbound to the impacted streets on W. Main, Madison, Brown, Morrie Silver Way, Plymouth Ave Northbound from Allen St to Brown St, State St. to E. Main.
- **Zone 2 (7:45AM to 9AM):** Will start at E. Main to East Ave to Right on Brunswick to Park Ave to Goodman.
- **Zone 3 (8AM to 10AM):** Goodman from Park to Pinetum. No Exiting Off I- 490 to Goodman St.
- **Zone 4 (8AM to 11AM):** Pinetum to Doctors, left onto Mt Vernon to Alpine then cross South Ave and then Robinson to Mt. Hop over to the River Path at U of R over the Ford St Bridge. Delays Expected. To and from Wilson Blvd. from Elmwood during peak runner times will be restricted, use Intercampus, Ford St or McLean.
- **Zone 5 (8:45AM to 12:30PM):** Exchange Blvd at Ford St. to W. Broad.

Court St. Bridge is closed to all traffic from 7:15AM through 12:30PM. Exchange St between Court and Broad will be closed from 4:15AM through 12:30PM. All times are approximate. Local residential traffic will be delayed but accommodated.

The following intersections **will not** be closed but will experience delays: S. Plymouth @ W. Broad, State St from Brown to Church St. S. Clinton @ E. Main, Chestnut at East Ave., Scio @ East, Alexander @ East, Street Crossings @ Park Avenue, Harvard St at S. Goodman St., All exits to Goodman St from I-490, Monroe @ Goodman, , S. Clinton @ S. Goodman (Access to Rt. 490 East only), South Ave. @ Alpine/Robinson, Mt. Hope Ave @ Robinson, Wilson Blvd. @ Elmwood.

A course map/race details can be viewed at the race website: [www.flowercitychallenge.com](http://www.flowercitychallenge.com).

**About YellowJacket Racing**—YellowJacket Racing is a locally owned event production and race timing company, producing upwards of 50 events including the Webster Turkey Trot, Rochester Regional Health Flower City Challenge, Rochester Marathon, FireCracker Five Mile and the Winter Warrior Half Marathon. For more information, visit [www.yellowjacketracing.com](http://www.yellowjacketracing.com).

### About Fleet Feet

Fleet Feet, located at Culver Rd Armory and Ridgeway Avenue in Greece, is a locally owned and operated specialty store carrying footwear, apparel and accessories for walkers and runners. At Fleet Feet Sports, you will find a welcoming environment where runners, walkers and fitness enthusiasts of all abilities receive unparalleled service and support. For more information, visit [www.fleetfeetrochester.com](http://www.fleetfeetrochester.com). **END**