

FOR IMMEDIATE RELEASE/MEDIA ADVISORY

Ellen Brenner – VP/CFO
Fleet Feet Rochester/YellowJacket Racing

Four Locations:

155 Culver Rd Ste 110 Rochester, NY 14620 (585) 697 – 3338	2290 Delaware Ave Buffalo, NY 14216 (716) 332-3501	237 High Street Ext Victor, NY 14564 (585)433-0320
------------------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------

ellen@fleetfeetrochester.com

www.fleetfeetrochester.com

REINDEER RUN – 900 EXPECTED & TRAFFIC ADVISORY FOR DECEMBER 10, 2023

December 7, 2023: Fleet Feet and YellowJacket Racing bring you the Reindeer Run 5K and Kids ½ Mile on Sunday, December 10th at 8:30AM for the 5K and 9:20AM for the Kids ½ Mile. **This event starts & finishes at the Blue Cross Arena**, with 80% of the course on the Genesee River Path. Approximately 900 participants donning antlers and festive wears are expected.

There will be some road closures & delays the morning of the race. We appreciate the efforts of the Rochester Police Department, who will do their very best to lessen the impact to the community while keeping the runners and walkers out of harm's way.

The following road closures will be in effect:

Closed at 6:30 am:

- Exchange Blvd between Court & Broad

The following streets will be temporarily closed from 8:15 am until approximately 10:30 am:

- Exchange Blvd South bound from Broad Street to Plymouth Ave
- Exchange Blvd North bound from Ford St to Broad St
- Ford Street from Mt Hope to Plymouth Ave
- Wilson Blvd from Ford Street to McLean
- Court St from South Ave to Exchange Blvd

All streets will immediately reopen after the race or by 10:30 am.

Please note, while streets will be closed during certain timeframes, local residential traffic may be delayed, but definitely accommodated. The Rochester Police Department will be working diligently to assist with traffic. Traffic will be able to be diverted around the closed areas, so not to completely halt transportation to businesses and homes.

Registration information can be found at Race website: <https://yellowjacketracing.com/races/reindeer-run-2023>

About Fleet Feet - Fleet Feet is a locally owned and operated specialty store carrying footwear, apparel and accessories for walkers and runners. At Fleet Feet, you will find a welcoming environment where runners, walkers and fitness enthusiasts of all abilities receive unparalleled service and support. Fleet Feet specializes in the fitting of footwear, apparel and accessories for runners, walkers, fitness enthusiasts or people who need a good fitting pair of shoes. Fleet Feet also offers an array of training programs for beginners and advanced individuals to teach them how to run in events from the 5K, 10K, Half Marathon. For more information, visit www.fleetfeetrochester.com.

About YellowJacket Racing—YellowJacket Racing is a locally owned event production company, producing over 40 events including the Webster Turkey Trot, Rochester Marathon, Flower City Challenge, FireCracker Five Mile and the Brighton Chamber of Commerce 5K; plus providing timing services to upwards of 50 events within New York State. For more information, visit www.yellowjacketracing.com. END