

Ellen Brenner

From: Ellen Brenner <ellen@fleetfeetrochester.com>
Sent: Thursday, July 01, 2021 11:53 AM
To: ellen@fleetfeetrochester.com
Subject: Fleet Feet Firecracker 5K Details/Updates

Greetings Fleet Feet Firecracker 5K Athletes!

This is a friendly reminder of some key aspects to Saturday, July 3rd Fleet Feet Firecracker 5K.

You can view the website at <https://yellowjacketracing.com/races/fleet-feet-firecracker-5k>

Please make sure your website is not cached otherwise you will have old information. As noted in various marketing materials and on the website this is a BRAND NEW course – it is a 5K this year. Plus some other new nuances.

We also encourage you to follow YellowJacket Racing on [Facebook Here](#). Below are some key aspects to know.

1. Packet Pickup

GO TO PACKET PICKUP at Fleet Feet at The Armory (155 Culver Rd, Rochester, NY 14620) Friday, July 2nd from 10-7PM. Others can pickup your packet for you! You DO NOT want to do this race morning as it is a very short window to get it from 7:15AM – 7:45AM and you have to walk a half mile to start line. Day of Packet Pickup is Perinton Park, - 99 O'Connor Rd, Fairport, NY 14450. Packet pickup is 7:15AM to 7:45AM to give you ample time to get to start. We STRONGLY URGE you to go to packet pickup at Fleet Feet on Friday, or have someone go for you.

Fleet Feet will be hosting a Summer Apparel Sale for you so you can get that lucky outfit!!

2. The Course - [Course Maps Details Here](#)

You are responsible to know the course.

The race starts promptly at the corner of O'Connor and Whitney at 8AM SHARP. Please review course so you know where you are going. There will be A-frames with arrows, plus signage in areas to stay left, but know the course.

Key Notes about course:

- When you turn right onto N Main Street (about 1 mile mark) – STAY AS FAR RIGHT AS POSSIBLE!!!! The road may be open to traffic so STAY RIGHT.
- About 150 meters beyond this turn are Railroad tracks. This is a working railroad. We have put in to CSX for a Pause or Slow but it does not mean it goes through with CSX. If at any point the train is coming and the bars go down DO NOT, we repeat DO NOT try to cross the railroad. PERIOD. If the train is coming DO NOT try to cross the railroad. STOP! We will have YellowJacket Racing personnel there to ensure everyone stops. They will monitor who gets stopped as best they can and we will try to make a time adjustment to the finish time.
- About 200 meters beyond this turn you will TURN RIGHT into the parking lot to get to the Canal Path. Please pay attention to signage and the volunteer there.
- You will be on the path about 2 miles. There will be a point when near Perinton Park that you MUST STAY LEFT because you are going beyond the park to the turn around and there may be athletes coming back at you. Always stay left on the path.
- We will be finishing on the grass at Perinton Park

3. The Finish – When you finish we will hand you a Grab n Go Bag and bottle of water. You are welcome to hang around the finish as long as you don't go onto the course to cheer athletes on. We will not be doing an awards ceremony.

4. You will want to carry water with you. There will not be a water stop on course. It is JULY and can be hot!

5. HAVE FUN!!!

This definitely is a unique year, but we have a race and we thank you so much for joining us!

6. No Littering! Be Positive! Smile! Thank Volunteers!

7. Parking Parking is available at Perinton Park lower lots. This is a half mile from the start so please plan accordingly. Bathrooms are at Perinton Park.

8. Go to In Store Packet Pickup at Fleet Feet! Plus you can pick up lucky new gear to wear, eat, drink or something commemorative to celebrate for post race.

Website: <https://yellowjacketracing.com/races/fleet-feet-firecracker-5k>

Thank you!
Regards,
YellowJacket Racing

Please Stay Well | Stay Active

**Regards,
Ellen Brenner
VP/CFO Fleet Feet & YellowJacket Racing**

Serving 4 Locations

Culver Rd Armory

155 Culver Rd, Suite 110
Rochester, NY 14620
(585) 697-3338

Ridgeway

2522 Ridgeway Avenue
Rochester, NY 14624
(585) 270-4334

Buffalo

2290 Delaware Avenue
Buffalo, NY 14216
(716) 332-3501

Victor

237 High St ext
Victor, NY 14564
(585) 433-0320

www.fleetfeetrochester.com – www.fleetfeetbuffalo.com - www.yellowjacketracing.com

