

Ellen Brenner

From: Ellen Brenner <ellen@fleetfeetrochester.com>
Sent: Thursday, July 01, 2021 12:27 PM
To: ellen@fleetfeetrochester.com
Subject: Brighton July 4th 5K Updates/Details

Greetings Brighton July 4th 5K Athletes!

This is a friendly reminder of some key aspects to Sunday, July 4th Brighton July 4th 5K. Please Note it is at a new location Meridian Centre Park and starts promptly at 8AM

You can view the website at <https://yellowjacketracing.com/races/brighton-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 & BRAND NEW location. 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) on Friday, July 2nd from 10-7PM OR Saturday, July 3rd from 9-5PM. 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 packets from 7:15AM – 7:45AM. We STRONGLY URGE you to go to packet pickup at Fleet Feet on Friday or Saturday, 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 8AM SHARP in the main driveway into the parking lots. This means Please arrive before 7:45AM so that you can easily get parking before people line up for the start line. 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 start you will turn a quick right, then another quick right onto a sidewalk. Please heed caution at the sidewalk as it will narrow very quickly. It will open up once on the path, but there is indeed a sidewalk just before that is a hard right, so please be careful turning and be courteous with the other athletes around you.
- The course is predominantly canal path.
- You will be on the path about 2 miles. There will be a point that you MUST STAY LEFT because you of the turn around and there may be athletes coming back at you. Always stay left on the path when you see those signs.
- The last ¾ of a mile are within Meridian Centre Park and part of this is gravelly and rocky. Just be careful
- Please pay attention to all signs on the course so you know where you are heading.

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, be sure to stay to the sides. But indeed feel free to hang out and cheer. 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! In addition, please wear your bib visibly on the FRONT of your body. Also caution stopping your watches at the finish. The system cannot read through the human body which includes your hand stopping your watch in front of your bib.

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 the Meridian Centre Complex. Bathrooms are at Meridian Park by the fields and finish area. You won't need to go far to get to the start, but please arrive before 7:45AM so that you don't get hindered by athletes starting to congregate at the start area.

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/brighton-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



