



November 11th 2017

Fort Atkinson High School
925 Lexington Blvd, Fort Atkinson WI, 53538

Kids run starts @ 9:00

12K run @ 9:30

5K run/walk starts @ 9:45

Thank you for registering for the 5th annual 2017 Frosty Rock Challenge 12k mixed run, 5k run/walk and kids run. This email contains information regarding race day – please read to help make race day a big success. **Please note the new race location: Fort Atkinson High School - 925 Lexington Blvd.** This is right behind the building where the race has been in the past.

Packet Pickup – Please note the two separate locations - see below for details

Friday, November 10th 12:00-6:00 Located inside of 1504 Madison Ave, Fort Atkinson, WI (Fort HealthCare Therapy and Sport Center)

Saturday, November 11th 7:30 – 9:00 this is at Fort Atkinson High School.

Parking

Parking is available at the High School. There is also a swim meet going on that day as well, so please fill up the front lot first, and overflow for the race can go behind or at 1504 Madison Ave.

Registration

There is still time to register so encourage your friends to participate. On-line registration closes Tuesday November 7th at 11:59p.m., and people can still register during the packet pickup times listed above.

12k Course

The 12k course will start at 9:30. [12K route](#). On the map the red portion is trail. People will be along the route, both on road and trail, directing you. During the trail portion there will be arrows spray painted on the grass, as well as bright plastic flags to verify that you are on the course. There will be a lead and sweep bike as well as two water stops when you enter and leave the park. **PLEASE LOOK OUT FOR TRAFFIC WHEN RUNNING TO AND FROM THE PARK, ROAD IS NOT CLOSED.**

5k Course

The 5k course will start at 9:45, with the runners in the front and walkers in the back. If you do have a stroller, please stay in the back as well. These roads are not closed so please keep your eyes out for traffic. There will be volunteers at every corner directing you. [5k route map](#). This route will have one water stop on it.

1 mile Kids Course

The kids run will start at 9:00 and will run around the High School with a lap on the track. See the link for details, as the route has changed from previous years: [Kid's run route](#). Parents are allowed to run with their kids.

Refreshments/awards

Water, fruit, yogurt, granola, cookies and chocolate will be available for you at the finish line. Then come on inside the school to warm up!

Awards are to the top 3 male and females of the 5k run and the 12k run. This year there is also age group awards, for the top 3 males and females (19 and under, 20-29, 30-39, 40-49, 50-59 and 60+). The 5k will also have a 12 and under age group division. Overall winners do not qualify for the age group awards. These will be handed out inside at approximately 11:00 a.m.

MarketPlace

New for this year will be a MarketPlace where people can buy food and products sold in the community. This will run from 8:00- 12:00 in the High School Gym. Below lists vendors that are confirmed as of 11/3/17, more may be present.

LuLaRoe
doTerra
Wood Street Bakery
Paparazzi
Pink Zebra
Stella and Dot
Tupperware
Advanced Pain Management
Lake Mills Coalition
Tomorrow's Hope

Perfectly Posh
Pawtique
Jay J's Kettle Corn
Senegence (Lipsense)
Rodan and Fields
Scentsy
Usborne Books
Mary Kay
FHC volunteer
Boys and Girls Club

Pampered Chef
Thirty One
Norwex
Beauty and the Bean
Beauty Counter
Jazzed-Up Marshmallows
Party Lite
Steeped Tea
Americorp