

Note our new start time of 7:30!

Race Weekend Guide

MILWAUKEE
LAKEFRONT
MARATHON

www.milwaukeekeelakefrontmarathon.org • lakefrontmarathon@sbcglobal.net • Twitter: @mkelfmarathon • And find us on Facebook!

Welcome !

A race FOR runners, put on BY runners

Dear Runners:

On behalf of the Badgerland Striders running club and the hundreds of Lakefront Marathon volunteers, I'd like to thank you for entering the 2011 Lakefront Marathon! While you are running the marathon, be sure to thank all of our volunteers and (especially) the people who live along the course. Without them, this event would not be possible.

There are a few changes in this year's race. **THE MOST IMPORTANT TO NOTE IS A NEW START TIME.** The race will begin at 7:30 a.m. This is 30 minutes earlier than previous years. Also, please note that we **WILL NOT** be picking up runners at the Milwaukee Art Museum. As we did last year, we will have shuttles available at the Italian Conference Center and the two race hotels. However, unlike last year, the O'Donnell Parking Structure, across from the museum, will be open to spectators.

Continuing a yearly tradition, Milwaukee's Lakefront Marathon will welcome a "VIP Guest" for the weekend. This year we are very privileged to have Runners' World's "Chief Running Officer" Bart Yasso returning to be with us.

For the most up-to-the-minute information about the race please refer to our website (www.milwaukeekeelakefrontmarathon.org), follow us on Twitter (@mkelfmarathon) and on race day, have friends and family follow you via Facebook. There will be a link on our web site to a Facebook app that will allow others to follow your progress on race day. WMSE 91.7 FM will carry race weekend announcements regarding weather concerns. Please listen to WMSE and/or check our website if severe weather is forecast.

Have a great race!

Kristine Hinrichs, race director
E-mail: lakefrontmarathon@sbcglobal.net

Spectator Information

We think of ourselves as a race that is spectator-friendly. However, it was much easier to accommodate spectators when we had 1,000 runners as opposed to more than twice that now. Therefore, please limit the number of times that you stop to see your runner to no more than two spots and **PLEASE** do not try to drive along the course taking photos, providing food or drink, etc. We receive more police and resident comments about spectator problems than all other issues combined. What does not seem like a significant issue with one person can turn into a very significant issue with 2,000 or more people. Your (good) behavior can help us ensure the continuation of this great race.



Where can I go? What can I do?

Suggested viewing points and parking information for spectators:

- **Grafton High School** (start) - Walk down to Cheyenne Ave. to see your runner off!
- **Concordia University** (approximately 7.5 miles into the race) - corner of Highland Rd. and Lake Shore Drive. From the START, proceed east on Hwy 60; south on County Road W to Highland Road and follow the directions of law enforcement officials. Parking will be available at the Highland House restaurant. Highland Road will be closed at Port Washington Road.

PLEASE NOTE: because of congestion, spectators **MAY NOT** park anywhere in the vicinity of the university. When leaving this area please avoid the portion of the route from Highland Road south to Brown Deer Road through Bayside to Bradley Road. This area is very congested and parking is limited or unavailable. This is for our runners' safety. Spectators must be ready to walk a half mile, or perhaps more, from their vehicle to the race course.

SUGGESTION: Please pick only one of the next two locations for viewing as they are close together.

- **Wheel and Sprocket, North Shore Bank and the Village Pool** (approximately 17.5 miles into the race) — The nice folks with businesses near Green Tree and Lake Drive have given permission for spectators to park in their lot. However, please note that Green Tree IS NOT accessible from Lake Drive during the race. You can get there from Brown Deer Road by going south on Regent Road and then east on Green Tree. Or, you can take I-43 and get off on Good Hope Road, east. Go south on Port Washington Road, and then east on Green Tree. Wheel and Sprocket is on the corner where Green Tree, Santa Monica and Lake Drive come together. You can also park in the nearby lots of the North Shore Bank and the Village Pool. Please do not stand in the street itself when watching runners on Lake Drive — violators will be ticketed by police.

- **Klode Park** (approx 20 mi.) — via I-43; east on Silver Spring Rd.; north on Lake Drive approximately 6 blocks. Park on residential streets west of Lake Drive.

- **Finish line** — Proceed directly to the finish via Lake Drive and Lincoln Memorial Drive. Note that this area will be congested. Parking is available at O'Donnell Park across from the Milwaukee Art Museum; there will be signs directing you to O'Donnell, and directions in our online maps. The finish is near the north side of the Milwaukee Art Museum and War Memorial Center. No parking will be allowed on Lagoon Dr. or in the War Memorial lot near the finish. If you try to park here you will only delay yourself.

To guess when your runner might arrive at a location, it's easiest to start a timer and follow the race time. If your runner plans to run 8-minute miles, you can expect to see him/her at Concordia approximately one hour into the race, at Klode; approximately 2.5 hours into the run. Otherwise, the marathon begins at 7:30 a.m. — you can add time to that. Again, the 8-minute-miler will be at Concordia at about 8:30 a.m. and Klode at about 10:00 a.m. For a pace chart, go to www.halhigdon.com/pacing/rightpace-int.htm.

You can also follow your runner on Facebook! We will soon have a link on our web site that will allow your friends and family to download a Facebook app that will allow them to follow your progress on race day.

Where CAN'T I go? What CAN'T I do?

DO NOT LITTER! Don't drop your coffee cup, bakery bag or other items along the course. **PLEASE DO NOT DRIVE** the race course during the race. **PLEASE DO NOT PARK** on the street in any of the municipalities in the first 18 miles (except in the immediate vicinity of Concordia University). It is against their rules and you will be ticketed. **PLEASE DO NOT PARK** in the church or synagogue lots at Brown Deer Rd. and Lake Dr. (approximately mile 15). Violators may be ticketed and/or towed. **PLEASE DO NOT** try to access parking at Wheel and Sprocket (Fox Point location) and other nearby parking lots from Lake Drive. The intersection will be closed during the race. **PLEASE DO NOT** accompany or follow your runner in any way. Doing so could result in his/her disqualification.

Most of all, **PLEASE** follow the directions given by volunteers, police and other race officials!!! We know that it may be difficult to see the rhyme or reason for a particular policy, but be assured that there generally is one. If you do have a concern about traffic control, **PLEASE** follow up with a race official by emailing us at lakefrontmarathon@sbcglobal.net after the race and we will address it as best we can. We cannot hold this race without the support of local communities. Please follow their rules and directions.

Race weekend reminders

FREE transportation to the start!

We encourage you to use our free bus service to get to the start. However, please note that the bus service to the start is **ONLY FOR REGISTERED RUNNERS**.

Runners can catch a bus to the start from one of the race hotels (the Hyatt at 333 W Kilbourn Ave or the Courtyard by Marriott at 300 W Michigan), or near the lakefront at the Italian Conference Center.

The Italian Conference Center is located at 631 E. Chicago Street approximately three-quarters of a mile from the marathon finish. To get there from the expressway take I-94 east to I-794. Get off at the Jackson St. exit. Go south two blocks. The Italian Conference Center is on the southeast corner of the intersection of north Jackson and east Chicago Streets. Enter the parking lot from Jackson Street.

There will be shuttles from the marathon finish area to the Italian Conference Center after the race. But again, it is less than a mile so those of you who still have a little energy left in your legs may prefer to walk back to your cars.

There will be toilets available near the bus pick-up area. **PLEASE** do not relieve yourself anywhere but in a portable toilet or bathroom.

Buses will load from 5:15 to 6:15 a.m. race morning at the Italian Conference Center — again, **NOT AT THE MILWAUKEE ART MUSEUM**. The hotel buses will leave at 6 a.m. **SHARP**. Again, these are from our race hotels: Hyatt and the Courtyard by Marriott - Downtown. You do not need to reserve a spot and you do not need to be a guest at the hotel to take this bus, but you do need to be on time. Buses will return to the hotels and the ICC parking area from the finish line from 10:00 a.m. to 2:30 p.m.

Spectators staying at the host hotels may use the bus shuttle to the finish area and back from 9:30 a.m. to 2:00 p.m.

Start area

Remember, we are starting 30 minutes earlier than previous years. Our race start is at 7:30 a.m. on Cheyenne Ave. near Grafton High School in Grafton, Wisconsin. If you are driving to the start (or more likely, having someone else drive you), allow plenty of time.

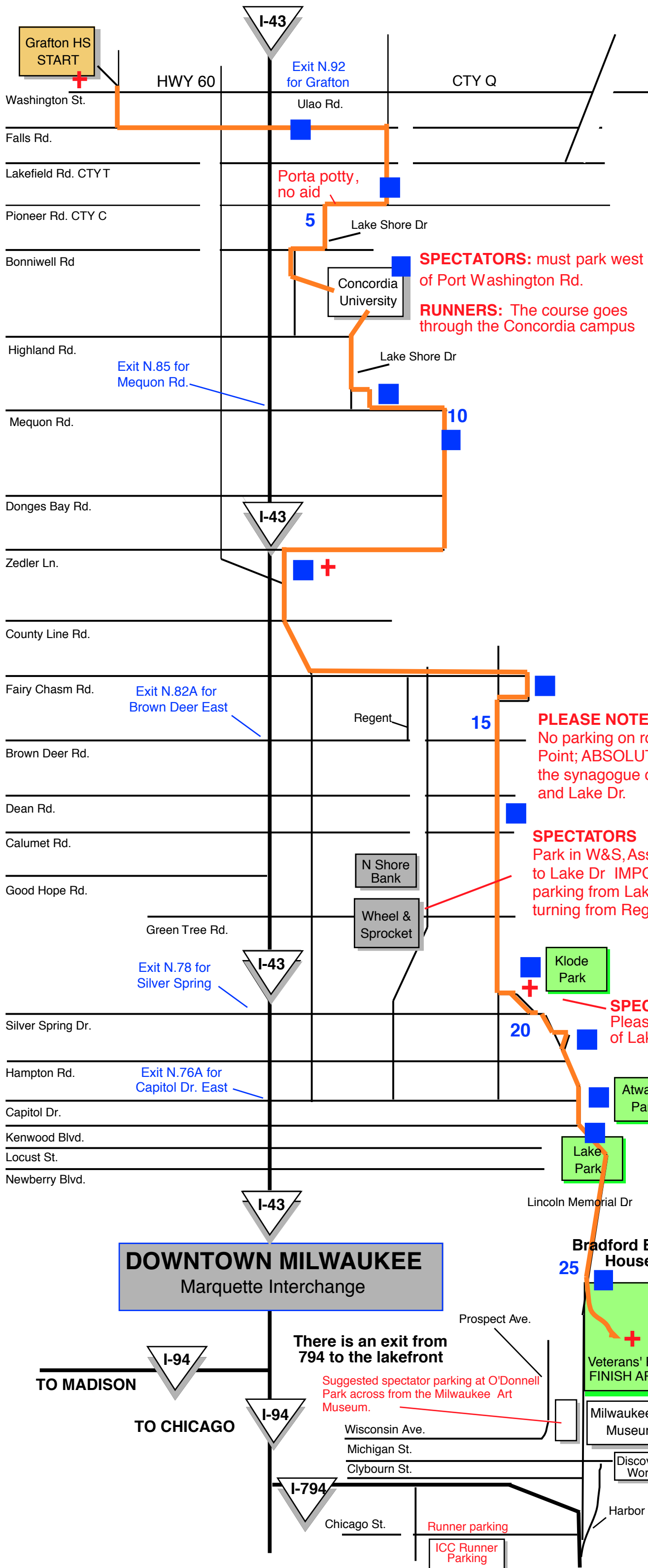
Take I-43 north toward Grafton. Exit on Hwy 60W in Grafton, approximately one mile from the high school. Follow the signs and directions of parking volunteers once you get to the vicinity of the school. Grafton High School is on the right. You can expect congestion of both cars and people.

The school will be open to runners and their guests starting at 5:45 a.m.

However you decide to get to the start, make sure you bring your race number and the ChampionChip®.

Drop bag

Don't forget to bring your warm-up bag! There will be a USPS truck at the start area in which you can place your bag; the bags will be waiting for you at the finish. Obviously, don't put valuables (such as your car keys, cell phone or wallet) in the bag. You will find a day-glow sticker with your race number on it in your race packet. Put that number on your bag and place your numbered bag in the USPS (they deliver!) equipment truck near the start. Clothing left on the course will be taken to the finish line (if possible) and will be discarded if not claimed before 2:30. If you leave clothing on the course, there is no guarantee that you will see it again. If you are going to wear a warm-up for just a few miles, use an old shirt that you don't mind losing. And if you do discard clothes, please do so at a mile marker or aid station. This will make for easier clean-up.



PLEASE NOTE:

MAP is not drawn to scale and should only be used as a general aid for getting a sense of the course route and as directional assistance for spectators. Please refer to our on-line map for more specific details of the course. Go to:

www.milwaukeeelakefrontmarathon.org

■ = AID STATION Note: All aid stations have porta potties

+ = FIRST AID

First Aid provided by the Concordia University Athletic Training Department, the UWM Athletic Training Department, and Columbia-St. Mary's

Route in **ORANGE**

LAKE MICHIGAN

PLEASE NOTE:

No parking on roads in Mequon, Bayside or Fox Point; ABSOLUTELY no parking in the lots of the synagogue or church located on Brown Deer and Lake Dr.

SPECTATORS

Park in W&S, Associated Bank or Village Pool lot and walk to Lake Dr IMPORTANT: You CANNOT approach this parking from Lake Drive Approach from GreenTree, either turning from Regent or from Port Washington Rd.

SPECTATORS

Please park west of Lake Drive

Downtown and Lakefront

NOTE: Map not to scale!

