COLOR VIBE 5K

AUGUST 5, 2017

ROCHESTER

EVENT GUIDE

SOCIALIZE MUCH?

FACEBOOK.COM/COLORVIBE

@COLORVIBE

@COLORVIBE5K

#VIBErant #ColorVibeRochester

CHECK-IN DAY

COLOR VIBE 5K EVENT GUIDE

Make sure you give yourself plenty of time before Check-In! PLEASE NOTE: Anticipate showing up early to avoid long lines. The Check-In starts at 7:00 AM and the race starts at 9:00 AM so make sure you give yourself time to stand in line to check in and gather any color and/or merchandise you have purchased.

WHEN

Saturday, August 5, 2017
7:00 am → 8:30 am

WHERE

Monroe Community College (Lot G)
1000 E Henrietta Rd
Rochester, NY 14623

WHAT TO BRING

Confirmation Ticket
Reusable Bag (if you have one)

MERCHANDISE

Get your swag on! We'll have extra color packets and some awesome Color Vibe gear including shirts, tutus, bandanas, hats, hoodies, socks, and sunglasses available for sale at the event and Check-In. We will accept cash or cards. Come grab some sweet swag to run in or keep as a souvenir of the most colorful day of your life. Show the world you are a Color Viber!

Please note that we are unable to ship your packet or extra merchandise to you if you are not able to pick it up during Check-In or at the event. Please plan accordingly so you'll get your stuff even if you can't run the event!

RACE DAY

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WHEN

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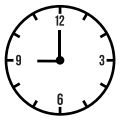
1000 E Henrietta Rd
Rochester, NY 14623

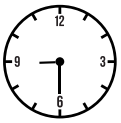
SCHEDULE

7:00 AM - 8:00 AM
Check-In

8:15 AM
Zumba Warmup



9:00 AM - 9:15 AM
Start Time Window



9:30 AM - 11:00 AM
Finish Line Dance Party!

IMPORTANT INFO

Water: Water will be provided at the finish line area and at a water station on the course. Feel free to bring a bottle to carry throughout the run or to have at the beginning.

Parking: Parking is free and available in lot G and M-1 (map attached). Please obey all Road Closed signs and only park in the designated areas.

Weather: The event will take place rain or shine. In the unlikely event of severe weather, stay tuned to our website/Facebook page for updates. We'll take precautions as recommended by the National Weather Service, but only in extreme cases will the event be postponed or cancelled. Your safety is our number one priority--your fun is our close second.

Please Note: There are no lockers or bag drop facilities. Plan to keep your belongings with you at all times. Before the race begins, find a meeting spot for everyone in your group. If anyone is missing, please head to the merchandise tent. Lost items will also be turned in to the merchandise tent.

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START LINE

Waves of approximately 500 runners will leave the starting line area. Waves will leave every 4-6 minutes until all runners have been released.

COURSE ROUTE

COLOR STATIONS

There will be multiple color stations throughout the course. Please Do not stop in the color stations. This will prevent a bottleneck for runners behind you. As with any substance, you'll want to keep it out of your eyes and mouth. Many runners choose to wear glasses to protect their eyes and a bandana to keep the color out of their mouths. We sell snazzy Color Vibe bandanas that are great options! The color we use is made in the USA and 100% safe and biodegradable.

FINISH LINE PARTY

After crossing the finish line, please grab a bottle of water and clear the area so you do not block other runners coming through the finish line. At the finish line party we will have color throws taking place every 10-20 minutes. This is where you will want to use your color pack! Extra color packs will be available for sale on a first-come, first-serve basis.

ADDITIONAL INFO

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WALKING / RUNNING / SKIPPING / DANCING

We have a strict No Dancing policy. NOT. What fun would that be? That's why we encourage dancing and skipping to your heart's delight, especially at the finish line party. If you decide to walk, please be respectful of those behind you and stay to the right. This will allow runners to pass easily on the left.

THE CLEANUP

Wear clothes you don't mind getting color on. Our color washes out well, but we don't guarantee that it will all come out.

For individuals with light colored hair, we recommend using a leave-in conditioner or a light oil (coconut or olive) before the event. Some of the colors can take a few days to fully wash out of your hair, particularly if you have bleached or blonde hair.

We recommend bringing something to protect your car for the ride home. A towel or garbage bag to sit on will do the trick and will prevent your car from getting as colorful as you will be.

The sooner you clean up, the easier the color comes off. But before jumping in the shower, dust off as much of the dry powder as possible. You can try adding a little baking soda to your body wash for those areas where the color doesn't come off as easily.

MORE QUESTIONS?

Go to our Facts, Answers, and Questions Page for more information on the event:

http://www.thecolorvibe.com/faq.php

> "I HAD A BLAST, AND I DON'T EVEN LIKE TO RUN. THANK YOU COLOR VIBE!"
>
> -MELISSA MARSHALL, PARTICIPANT

PARTNERS

CHARITY

The Color Vibe is proud to support your local community--not only by bringing a ton of colorful fun for you, but also by helping out a charity in the area.We are working with the following charity to support their cause.

the YMCA

The YMCA of Greater Rochester is a charitable association of members that seeks to place Christian principles into practice through its programs for the community to build a healthy spirit, mind, and body for all. **rochesterymca.org**

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