

2010

**SheROX Philadelphia Triathlon
Athlete Information Guide**



SheROX
TRIATHLON SERIES

On behalf of the many, many people associated with the SheROX Triathlon Series, we are pleased to welcome each of you to the 2010 SheROX Philadelphia Triathlon. We've assembled the following detailed race information to help make the race weekend a success for you. Please read this carefully, reread it carefully and then maybe read it one more time. Of course, if you have any questions after that, please e-mail the Local Race Director, Barb McKeever at barb@phillytri.com.

Schedule of Events

<p>Weekend Schedule</p>	<p>Saturday, July 31, 2010 Event Expo/Package Pick-up 9:00 AM - 4:00 PM Lloyd Hall 1 Boathouse Row Philadelphia, PA 19130-1002 (215) 685-3936</p> <p>Athlete Information Meeting/Course Briefing 9:30 AM, 12 noon and 2:00 PM Lloyd Hall 1 Boathouse Row Philadelphia, PA 19130-1002 (215) 685-3936</p> <p>It is HIGHLY recommended that you attend one of these meetings, particularly if you have never done a triathlon before. You only need to attend one of these meetings.</p> <p>Sunday, August 1, 2010</p> <ul style="list-style-type: none"> • 6:00 AM – Transition Area opens for gear drop off and final preparations • 8:00 AM – Race Starts • 9:15 AM - Post Race Party with refreshments and post-race massage • 10:45 AM – Awards Ceremony <p>Please note that the Transition Area will NOT be opened for bike and equipment removal until the last cyclist has finished the bike portion of the course. (Approx. 10:30 AM)</p>
<p>USA Triathlon</p>	<p>This event is a USAT sanctioned event, so all USAT rules apply. These rules will be reviewed at the Athlete Information meetings listed above on Saturday, July 31 at 9:30, noon and 2:00. Please direct any rules questions and/or protests to the USAT officials on site. Protests of penalties must be filed with the USAT Head Official within 60 minutes after the protesting individual finishes the race. USAT Official headquarters will be located in a tent near the finish line. See their web site for additional info at http://www.usatriathlon.org/ or the USAT-Mid Atlantic Regional web site at www.usat-ma.org.</p> <p>If you are a USAT annual member, you must bring your current USAT membership card to participate in the event. You MUST show your USAT membership card at packet pickup or you will have to purchase the one-day membership. If you are not a current USAT member, you will be required to purchase a one-day membership for \$10 at packet pickup if you did not do so as part of registration. For more information on becoming a member of USA Triathlon and for complete USAT Rules, please visit them at www.usatriathlon.org.</p>

	<p>Per USA Triathlon Rules, we will be utilizing the age up rule: All age group athletes must participate and compete in the age group division corresponding to the athlete's age on December 31 of the year of the event. For Example: If you are 34 on the day of the race, but turn 35 before December 31, 2010, you will be placed in the 35-39 year old age group. If you are 34 on race day and turn 35 after December 31, 2010, you will be placed in the 30-34 year old age group.</p>
<p>Race Divisions and Swim Waves</p>	<p>This event will utilize a wave start. Waves are determined by the number of athletes in each age division (including swim cap colors assigned). The wave schedule, including cap colors will be posted at packet pickup. Wave starts are subject to change.</p>
<p>Athlete Check-In</p>	<p>Athletes must check in and pick up their packet on Saturday, July 31 (9:00 AM to 4:00 PM).</p> <ol style="list-style-type: none"> 1. Athletes are STRONGLY ENCOURAGED to attend one of the two Athlete Information Meeting/Course Briefings held at 9:30 am, 12:00 noon and 2:00 pm at the Expo. 2. Athletes must confirm their athlete number on athlete list before proceeding to packet pick-up. 3. Athletes must show USAT card or pay USAT one-day fee (if not done during registration) and sign waivers. 4. Athletes must show ID when they pick up their race packet. ONLY THE ATHLETE WHO IS RACING CAN PICK-UP THEIR PACKET Athletes must pick up their Registration Packet, which will contain self-adhesive bike frame number, helmet number sticker, run number bib, timing chip and strap, and final instruction sheet. There will be three race numbers in your race packet that you are required to display during the event. <ul style="list-style-type: none"> • The Tyvek bicycle frame number which MUST be attached to your bike with the race number clearly visible from both sides of the bike. The bike frame number must be affixed to your bike frame BEFORE you enter transition area. • The small peel-and-stick helmet number MUST be worn on the front of your bike helmet. This is for race officials and race photographers. The helmet sticker also must be affixed to your helmet BEFORE you enter the transition area. • The run bib number which MUST be displayed during the entire run segment on the front of your body, not the side or back! Pin your run number to your shirt, shorts, swimsuit with the safety pins available at Athlete Check-In, or affix it to your race belt. 5. Swim caps and safety pins will be distributed separately from the Registration Packet when you check in. Participant tee shirts will be distributed at a separate location at the Expo. A volunteer will direct you to that location after you pick up your Registration Packet, prior to exiting the Expo/Package Pick-up. 6. All relay team members must be present at the Expo at the same time to pick up their registration packet.

<p>Timing Chips</p>	<p>Unless you are using your own timing chip, one will be provided to you at the Expo when you pick up your Registration Packet. Please remember to bring this timing chip with you on race day!</p> <p>Please note that you must wear your timing chip on your ankle strap at all times during the race in order to receive an official race time.</p> <p>You must return your timing chip after you cross the finish line. There will be volunteers collecting timing chips and helping you with chip removal. If you do not return your chip and strap, you will be responsible for the \$35 replacement fee.</p>
<p>Directions and Parking - Expo</p>	<p>Directions to the Expo at Lloyd Hall:</p> <p><i>From Southern Locations: South Jersey, Delaware, Baltimore, Washington, D.C.</i></p> <p>Take I-95 North (from southern New Jersey, cross the Delaware River via the Walt Whitman, Commodore Barry, or Delaware Memorial Bridge to reach I-95 North). Exit onto I-676 West. Follow directions from I-676 West (see below).</p> <p><i>From Northern Locations:</i></p> <p>Take the New Jersey Turnpike to Exit 4 (Route 73). Go 1 mile on Route 73 North and take the exit for Route 38 West. Take Route 38 West to Route 30 West and follow signs for the Benjamin Franklin Bridge. After crossing the bridge, follow the signs for I-676 West. Follow directions from I-676 West (see below).</p> <p><i>From I-676 West (Vine Street Expressway)</i></p> <p>Take I-676 West to the Benjamin Franklin Parkway exit (22nd St., Museum area) on the right side. At the end of the exit ramp, turn right onto 22nd St. and get into the far left lane. The Benjamin Franklin Parkway is a boulevard with two outer lanes and two inner lanes. Turn left onto the outer lanes of the parkway. The Philadelphia Museum of Art will be in front of you on the hill. Follow the sign for the Art Museum. After the sign, continue past the Art Museum on Kelly Drive. Lloyd Hall is on your left, just past the intersection of Kelly Drive and Poplar Drive.</p> <p><i>From Western Locations: Valley Forge, King of Prussia</i></p> <p>Take I-76 East to Philadelphia. Take Exit 343 (Spring Garden St.). At the end of the exit ramp, turn left. Follow the road around the circle in front of the Philadelphia Museum of Art, onto Kelly Drive. Lloyd Hall is on your left, just past the intersection of Kelly Drive and Poplar Drive.</p> <p>Parking for the Expo will be on Sedgely Drive, just off Kelly Drive.</p>

<p>Directions and Parking – Race Site</p>	<p>Directions To Race Site:</p> <p>From Center City & Points East: 76 West to Girard Avenue exit Left on Girard Right on Parkside Enter parking on Avenue of the Republic Park car on an angle</p> <p>From Valley Forge & Points West: 76 East to Montgomery Avenue exit Right at bottom of ramp Left on Belmont Enter parking on Avenue of the Republic Park car on an angle</p> <p>From Washington, Baltimore and Points South: 95 North to 676 West (Vine Street Expressway, left exit) 676 West to 76 West Follow directions above from Center City & Points East</p> <p>From New York & Points North: 95 South to exit for 676 West (Vine Street Expressway) 676 West to 76 West Follow directions above from Center City & Points East</p> <p>Parking Parking for the race will be on the roads in front of the Please Touch Museum, which is located at 4231 Avenue of the Republic, Philadelphia. PLEASE ANGLE PARK. Please note that you can access the parking area from only two intersections: 1) East Road or West Road off Parkside and 2) Avenue of the Republic off of Belmont. From parking, it is a 5-10 minute walk down Black Road to the event and transition area. Please note that the Fairmount Park Commission and City of Philadelphia have communicated to us that it is imperative that you do not park in front of any portion of the Please Touch Museum driveways and crosswalks. They have also communicated that parking on grass is prohibited and that you run a risk of being ticketed by doing so.</p>
--	--

<p>Bike Check-In</p>	<p>Sunday, August 1 – 6:00 AM – 7:45 AM</p> <p>ALL BIKES MUST BE CHECKED-IN BETWEEN 6:00 AM (when the transition area opens) and 7:45 AM (when the transition area closes for the start of the race) on race morning.</p> <p>Once your bike has been checked into the Transition Area, you cannot remove your bike until after the start of the race when you start your bike leg. Bike mechanics from High Road Cycles will be available to help with tire inflation and mechanical issues. You will need your bib number to reclaim your bike from the transition area after the race. The Transition Area will NOT be opened for bike and equipment removal until the last cyclist has finished the bike portion of the course.</p>
-----------------------------	--

Medical	There will be a red Medical Tent located at the finish line area. There will be additional medical care at the Transition Area and roaming on the bike course. If it is warm on race day, please make sure you hydrate sufficiently. Apply sunscreen <u>after</u> you are body marked.
Lost & Found	Lost & Found will at the Volunteer Check-In tent near the entrance to the Transition Area.

Course and Race Information

Start Time	8:00 AM – Swim starts will be conducted in waves. The wave schedule will be posted at packet pick-up.
Course Cut-Off Times	There will not be any course cut-off times unless they need to be established on race day for safety reasons or unless the Race Director has a reason to ask you to stop.
General Course Description	<p>In order to familiarize yourself with the course, please review the course maps on the website.</p> <p>SWIM The .8K (1/2 mile) swim is a modified rectangle in the Schuylkill River. The swim starts at the north end of the Transition Area which is just off Martin Luther King Jr. Drive near the bottom of Black Road. Athletes swim upstream toward the Strawberry Mansion Bridge for 300 meters (the equivalent of a little less than 13 laps in a 25-yard pool). After swimming under the bridge, the course moves across the river for 50 meters (a little more than 2 laps) before swimmers head downstream along the Kelly Drive side. After swimming for 350 meters (a little more than 15 laps) downstream, swimmers will make a right turn toward the swim exit, which is located at the south end of the Transition Area. The final leg of the swim course is a 100 meter (a little less than 5 laps) stretch back across the river to the Martin Luther King Jr. Drive side and into the Transition Area. You MUST swim outside all buoys, always keeping them to your right. For your safety, certified water safety personnel will be monitoring the swim course with rescue craft.</p> <p>BIKE The bike course is a double loop course. You must complete the loop twice. If you only complete one loop, you will be disqualified. When you complete your FIRST LOOP, stay to the LEFT on Martin Luther King Drive (formerly West River Drive) to begin your second loop. When completing your SECOND LOOP, stay to the RIGHT on Martin Luther King Drive to enter the Transition Area. All participants must wear a helmet which meets or exceeds the safety standards of the CPSC (Consumer Product Safety Commission) during the bike segment. You MUST have your helmet securely fastened on your head before you mount your bike. A relatively new USAT rule requires you to wear your helmet at ALL times when on your bike at an event, including before or after the race. If you are spotted riding your bicycle without your helmet, you will be disqualified. USAT officials will be monitoring the bike course and strictly enforcing USAT rules. (The most frequently violated rules are included at the end of this document.) Failure to obey the instructions of any USAT official may result in your disqualification or a time penalty. The USAT Head Official will explain key rules at the Athlete Information/Course Briefing meetings on Saturday at the Expo. Upon completion of the bike segment you must re-rack your bike in YOUR space. Failure to do so will result in a disqualification. You MUST have bar end plugs/caps (plugs at the end of your handlebars) on your bike. All bikes will be checked after transition is closed. Failure to have bar end plugs/caps will result in your bike being removed from the transition area by a race official and your disqualification.</p>

	<p>RUN</p> <p>The run course is a simple out-and-back, with one turn-around that is roughly half the distance from the run start. Upon exiting the Transition Area, runners will run roughly 0.1 miles (that's 1/10) on grass before joining Martin Luther King Drive very near the finish line and continue in the direction towards the Art Museum until the turnaround. There will be timing mats at the turnaround to ensure each athlete completes the entire run course. There is NO pacing of runners allowed by any outside source. Runners observed with a pacer/non-entrant will be disqualified. USAT officials will be recording race numbers to ensure each athlete completes the prescribed course. There will be a cyclist leading the first runner on the run course.</p>
<p>Aid Stations</p>	<p>Water will be available at all aid stations and the finish line.</p> <p><u>Swim Aid Station:</u> There will be an aid station as you exit the water from the swim before you enter the Transition Area.</p> <p>Please make sure to bring your own drink with you on the bike course since there will be <u>NO AID STATIONS ON THE BIKE COURSE!</u></p> <p><u>Run Aid Stations:</u> Aid stations will be located at the start of the run and at the 1.5 mile mark on the course. Water will be available at the 1.5 mile aid station.</p> <p><u>Finish Line:</u> Water will be distributed at the finish line.</p>
<p>Body Marking</p>	<p>Body marking entails writing your race number on your arms and legs. It will take place on Sunday morning at the Transition Area entrance, beginning at 6 AM. You will NOT be permitted into the transition area without your body marked and you will NOT be permitted to race without your body marked. Do not apply body lotion or sunscreen until AFTER you have been body marked, or the number will rub off. Be sure that the volunteer who marks you also writes your age on your right calf. Relay participants will be marked with RF.</p>
<p>Wetsuits</p>	<p>Each non-Pro participant shall be permitted to wear a wet suit without penalty in any event sanctioned by USA Triathlon up to and including a water temperature of 78 degrees Fahrenheit. When the water temperature is greater than 78 degrees, but less than 84 degrees Fahrenheit, non-Pro participants may wear a wet suit at their own discretion, provided however that participants who wear a wet suit within this temperature range shall not be eligible for prizes or awards. No participants shall wear wet suits in water temperatures equal to or greater than 84 degrees Fahrenheit. The wetsuit policy for Elite Pro athletes shall be determined by the USAT Athletes Advisory Council (ACC). The AAC has set the wetsuit maximum temperature for elite/pros at 68 degrees for swim distances less than 3,000 meters and 71.6 degrees for distances of 3000 meters or greater. The water temperature will be taken by a USAT official on race morning, and the temperature will be announced.</p> <p>The water temperature in the Schuylkill River is expected to be around 78 degrees Fahrenheit. An announcement regarding wetsuit usage will be made on race morning.</p>

<p>Race Numbers</p>	<p>Bike: Bike frame and helmet numbers will be included in your race packet. The double-sided number sticker must be attached to your bike and the number must be visible from both sides before you will be allowed to bring your bike into the transition area. There will also be a smaller self-adhesive number in your packet. This number should be placed on the front of your bike helmet.</p> <p>Run: Each participant will receive a race number in their race packet and it is to be worn on the front of your running shirt or shorts. The number MUST be visible when you start the run. Do not cut, fold, or alter your race number in any way.</p>
<p>Swim Caps</p>	<p>Your official swim cap will be provided to you at packet pickup. This cap is provided for your safety during the swim and must be worn during the entire swim. You will not be allowed in the swim staging area without it.</p> <p>You must start in your designated swim wave. <u>NO EXCEPTIONS.</u></p>
<p>Special Needs Table</p>	<p>There will be a table set up at the swim exit for the collection of your eyeglasses, medications and other special needs items. You must leave these items at the table before you make your way to the swim start beach area. (The swim start is at the north end of the transition area; the swim exit is at the south end of the transition area.) It is your responsibility to clearly mark all items left on the special needs table with your name and race number.</p>
<p>Transition Area Conduct and Relay Team Access</p>	<p>For safety reasons during the race, you are not permitted to ride your bike into or out of the Transition Area. You must walk or run your bike while in the Transition Area. There will be clearly marked mount and dismount lines; please obey them for your safety and for the safety of spectators and other participants. Please watch out for other athletes as you move through the Transition Area and follow the instructions of race officials and volunteers. Please do not bring any glass containers into the Transition Area.</p> <p>All relay team members will have access to the Transition Area. Relay teams must pass the timing chip to their teammates at their bike rack spot in the Transition Area.</p> <p>There are to be NO SPECTATORS, FAMILY OR SIGNIFICANT OTHERS in Transition Area at any time during the event. Race participants only. This is for the safety of ALL athletes and their equipment.</p>
<p>Bike and Helmet Inspection</p>	<p>It is the responsibility of each individual athlete to make sure her bike is in safe and proper working order. Bike shop mechanics will be on site during packet pickup and on race morning to assist with any needed repairs. Please make sure your bike handlebars have bar-end plugs. If you do not have them, you will not be allowed to race. There will be no mandatory bike or helmet inspection.</p> <p>All participants must wear a helmet which meets or exceeds the safety standards of the CPSC (Consumer Product Safety Commission) during the bike segment. You MUST have your helmet securely fastened on your head before you mount your bike. A relatively new USAT rule requires you to wear your helmet at ALL times when on your bike at an event, including before or after the race. If you are spotted riding your bicycle without your helmet, you will be disqualified.</p>

<p>Spectator Information</p>	<p>Spectators will be able to see the athletes start the swim, exit the swim, start the bike, enter the transition after the bike, start the run, all of the run (depending upon how far you're willing to walk) and see the finish. Cross walks will be set up to allow spectators to see athletes during the race. Families and spectators must stay off the course, and may not enter the Transition Area or the Finish Line chute. Please be respectful of all participants.</p>
<p>Reclaiming Bike and Gear</p>	<p>Bikes and equipment may be removed from the Transition area when the Transition area opens after the last participant has finished the bike portion. Please do not ask permission to remove you bike and equipment before Transition is reopened.</p>
<p>Awards Ceremony</p>	<p>All athletes will receive a Finisher's medal immediately after crossing the Finish Line.</p> <p>The awards ceremony will take place between 10:30 and 11:00 AM.</p> <p>Awards will be given to the following: Pro Elite: 1st, 2nd, 3rd Overall (among Amateur Elite, Age Groupers and Survivors) Amateur Elite: 1st, 2nd, 3rd Survivor: 1st, 2nd, 3rd If a participant signs up for the Pro Elite, Amateur Elite or Survivor Divisions, they are not eligible for Age Group Awards.</p> <p>Age Group Awards 19 & Under: 1st, 2nd, 3rd 20-24: 1st, 2nd, 3rd 25-29: 1st, 2nd, 3rd 30-34: 1st, 2nd, 3rd 35-39: 1st, 2nd, 3rd 40-44: 1st, 2nd, 3rd 45-49: 1st, 2nd, 3rd 50-54: 1st, 2nd, 3rd 55-59: 1st, 2nd, 3rd 60-64: 1st, 2nd, 3rd 65-69: 1st, 2nd, 3rd 70-74: 1st, 2nd, 3rd 75-79: 1st, 2nd, 3rd Relays: 1st (each finisher on the winning relay team will receive an award)</p> <p>No awards for Buddy Wave.</p>
<p>Charitable Partner</p>	<p>SheROX Philadelphia has partnered with the American Cancer Society (ACS) DetermiNation endurance event program. ACS provides the support and training to help you each athlete achieve their own personal victory. Over the years, thousands of athletes have had an experience of a lifetime while raising millions for the American Cancer Society to fight back against all types of cancer.</p> <p>As the nation's largest non-governmental investor in cancer research, contributing about \$3.4 billion, the American Cancer Society turns what we know about cancer into what we do about it. And thanks to their focus on saving lives, more than 11 million cancer survivors (2.5 million of them breast cancer survivors) and countless others who have avoided the disease will celebrate another birthday this year.</p>

<p>Sponsors</p>	<p>We've been lucky to work with a wonderful group of sponsors. They've each been a pleasure to work with. When possible, we hope you'll consider supporting the following companies and organizations who have helped make this race a reality: Nathan Performance Laboratories, Penguin Sport-Wash, and blueseventy Wetsuits. Local sponsors include High Road Cycles, REI, KPMG and Marc J. Grossman Associates Property Loss Consultants.</p>
<p>Frequently Violated Rules</p>	<p>Drafting: Keep at least three bike lengths of clear space between you and the cyclist in front of you. If you pass the person in front of you ("enter the zone"), you must do so within 15 seconds.</p> <p>Position: You must remain to the right hand side of the bike lane of travel unless you are passing the cyclist in front of you.</p> <p>Blocking: You may not ride on the left side of the lane if you are not passing anyone. This interferes with other cyclists who are attempting to pass.</p> <p>Overtaken: If someone passes you, you must immediately exit the draft zone from the rear (i.e. slow down so there are at least three bike lengths in front of you) before attempting to pass again.</p>
<p>Other Race Considerations</p>	<p><u>Race Photography:</u> Action Sports International will be onsite to photograph the race. Visit www.SheROXtri.com one week after the race to view and purchase your race photos.</p> <p><u>Dropping Out:</u> If you drop out of the race for any reason, it is imperative that you notify a Race Official or Race Staff immediately and return your timing chip to them or the timing tent located next to the finish line.</p> <p><u>Unsportsmanlike Conduct:</u> Unsportsmanlike conduct during any portion of the race will not be tolerated and will result in an immediate disqualification.</p> <p><u>MP3 Players:</u> Headphones, headsets, Walkmans, Ipods, personal audio devices and any other MP3 players may not be carried, worn or used at any time during the race. This is for safety reasons so that in the event of an emergency you'll be able to hear instructions.</p> <p><u>Valuables:</u> Please make sure any valuables left in your car are not out in the open. Better yet, leave them at home.</p> <p><u>Personal Belongings:</u> Please make sure that anything you take with you out on the course remains in your possession. No garbage, clothing, etc. shall be thrown on the course.</p> <p><u>Volunteers:</u> Please remember to thank the Volunteers! The race wouldn't be possible without their assistance.</p> <p>For more information, visit www.SheROXtri.com, or contact Local Race Director Barb McKeever at barb@sheroxtri.com.</p>