

**2011**  
**SheROX Asbury Park 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 2011 SheROX Asbury Park 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, Keith Hughes at [khughes@lifetimefitness.com](mailto:khughes@lifetimefitness.com).

### Schedule of Events

<p><b>Weekend Schedule</b></p>	<p><b>Saturday, August 27, 2011</b>  <u>Event Expo/Package Pick-up</u>          10:00 AM - 4:00 PM          Casino Building          South End of the Asbury Park Boardwalk          Parking at the intersection of Cookman and Ocean Avenues</p> <p><u>Athlete Information Meeting/Course Briefing</u>          11:00 AM and 2:00 PM          Just outside and on the north side of the Casino Building, next to the Transition area.</p> <p>It is <b>HIGHLY</b> 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><b>Sunday, August 28, 2011</b>          Race Day          Asbury Park          Asbury and Ocean Ave          Asbury Park, NJ 07712</p> <ul style="list-style-type: none"> <li>• 5:30 AM – Transition Area opens for gear drop off and final preparations</li> <li>• 7:00 AM – Race Starts</li> <li>• 8:15 AM - Post Race Party with refreshments</li> <li>• 10:00 AM – Awards Ceremony</li> </ul> <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. 9:30 AM)</p>
<p><b>USA Triathlon</b></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, August 27th at 11:00 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 <a href="http://www.usatriathlon.org/">http://www.usatriathlon.org/</a> or the USAT-Mid Atlantic Regional web site at <a href="http://www.usat-ma.org">www.usat-ma.org</a>.</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</p>

USAT Rules, please visit them at [www.usatriathlon.org](http://www.usatriathlon.org).

**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, 2011, 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, 2011, you will be placed in the 30-34 year old age group.

**Race Divisions and Swim Waves**

This event will utilize a wave start. Waves are determined by the number of athletes of each category, division and age. The wave schedule, including cap colors is as follows. **Wave starts are subject to change.**

**WAVE SCHEDULE**

WAVE	CAP COLOR	CATEGORY	START
1	WHITE	ELITE AMATEUR & MENTORS	7:00:00
2	PINK	AGE 50+	7:04:00
3	RED	AGE 26&UNDER, SURVIVORS	7:08:00
4	GREEN	AGE 27-30	7:12:00
5	BLUE	AGE 31-34	7:16:00
6	YELLOW	AGE 35-38	7:20:00
7	WHITE	AGE 39-40	7:24:00
8	PINK	AGE 41-42	7:28:00
9	RED	AGE 43-45	7:32:00
10	GREEN	AGE 46-49	7:36:00
11	BLUE	RELAYS & BUDDY WAVE	7:40:00

**Athlete Check-In**

Athletes must check in and pick up their packet at the Expo on Saturday, August 27th (10:00 AM to 4:00 PM).

1. Athletes are **STRONGLY ENCOURAGED** to attend one of the two Athlete Information Meeting/Course Briefings held at 11:00 and 2:00 pm at the Expo.
  2. Athletes must confirm their athlete number on the athlete list before proceeding to packet pick-up. The list will be in alphabetical order and will be posted near the entrance to the Expo.
  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 wristband.
- The Tyvek self-adhesive bicycle frame number **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.

	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul> <p>5. Swim caps, Velcro timing chip straps 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/Packet Pick-up.</p> <p>6. All relay team members must be present at the Expo at the same time to pick up their registration packet.</p>
<p><b>Timing Chips</b></p>	<p>You will need to use the timing chip 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. You may use your own chip strap.</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, you will be responsible for the \$35 replacement fee. You may keep your chip strap.</p>
<p><b>Directions and Parking - Expo</b></p>	<p><b>Directions to the Expo at the Casino Building, South End of the Asbury Park Boardwalk:</b></p> <p>Asbury Park is centrally located on the New Jersey Coast.</p> <p><b>From North Jersey, NYC area</b>  Take the Garden State Parkway south to exit 102/Asbury Park. Follow Asbury Ave/Route 66 approximately 6 miles to Asbury Park. Follow the signs for Asbury Park once you get off the Parkway. Once in Asbury Park, take Kingsley Avenue South to Cookman Avenue. Turn left onto Asbury Avenue. Use the parking lot immediately on the right or any open parking space on Ocean Avenue. The Expo is in the old Casino Building on the boardwalk. With no traffic the travel time from the Lincoln Tunnel to Asbury Park is 1 hour 15 minutes.</p> <p><b>From Philadelphia area</b>  NJ Turnpike north to exit 7A. Follow I-195 east approx. half an hour to Rt. 18 North. Take 18 North a few miles and exit at "Route 66 - Asbury Park". Follow signs for Asbury Park. Once in Asbury Park, take Kingsley Avenue South to Cookman Avenue. Turn left onto Asbury Avenue. Use the parking lot immediately on the right or any open parking space on Ocean Avenue. The Expo is in the old Casino Building on the boardwalk.</p>

	<p><b>From South Jersey area</b>  Garden State Parkway North to exit 100-A Asbury Park. Follow Route 66/Asbury Avenue approximately 6 miles to Asbury Park. Once in Asbury Park, take Kingsley Avenue South to Cookman Avenue. Turn left onto Asbury Avenue. Use the parking lot immediately on the right or any open parking space on Ocean Avenue. The Expo is in the old Casino Building on the boardwalk.</p> <p>Please note: All parking in Asbury Park is paid parking. The lots on Ocean Avenue are pay once for a full day, and cost \$10 for the full day. The street parking is all metered. The meters take cash or credit cards, but there is a 3-hour limit on the meters.</p>
<p><b>Directions and Parking – Race Site</b></p>	<p><b>Directions To Race Site:</b></p> <p>The transition area is in the parking lot in front of the Casino Building, which is where the Expo is located. Please see <i>Directions To The Expo</i> above.</p>

<p><b>Bike Check-In</b></p>	<p><b>Sunday, August 28, 5:30 AM – 6:45 AM</b></p> <p><b>ALL BIKES MUST BE CHECKED-IN BETWEEN 5:30 AM (when the transition area opens) and 6:45 AM (when the transition area closes for the start of the race) on race morning.</b></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 minor 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> <p>Please do not bring any balloons, buckets or chairs into the transition area. Also, please do not draw any chalk lines in the transition area.</p>
<p><b>Medical</b></p>	<p>There will be a Medical Tent located at the finish line area. There will be additional medical care at the Transition Area and roaming on the bike course.</p> <p>If it is warm on race day, please make sure you hydrate sufficiently. Apply sunscreen <u>after</u> you are body marked.</p>
<p><b>Lost &amp; Found</b></p>	<p>Lost &amp; Found will at the Volunteer Check-In tent near the entrance to the Transition Area.</p>

## Course and Race Information

**Start Time**

7:00 AM – Swim starts will be conducted in waves that will begin 4 minutes apart. The wave schedule is as follows:

**WAVE SCHEDULE**

WAVE	CAP COLOR	CATEGORY	START
1	WHITE	ELITE AMATEUR & MENTORS	7:00:00
2	PINK	AGE 50+	7:04:00
3	RED	AGE 26&UNDER, SURVIVORS	7:08:00
4	GREEN	AGE 27-30	7:12:00
5	BLUE	AGE 31-34	7:16:00
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10	GREEN	AGE 46-49	7:36:00
11	BLUE	RELAYS & BUDDY WAVE	7:40:00

**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**

In order to familiarize yourself with the course, please review the course descriptions and map on the website.

**SWIM (1/4 mile)**

The swim will start just north of the swim finish area. Athletes will swim south in a modified rectangle, keeping the buoys on their right, then head back into the beach, finishing under a blue and white swim finish arch. Athletes will then proceed up stairs leading from the beach to the boardwalk, and will then proceed approximately 600 yards to the transition area. There will be a special needs table on the left, located at the bottom of the stairs leading to the boardwalk. Please note: The swim course may be changed subject to currents on race morning.

**BIKE (9.9 miles)**

The bike course is flat, and very picturesque. The course runs through the towns of Loch Harbor, Allenhurst, Deal and Long Branch. It runs along 4 lakes and past many beautiful homes. Once the course leaves Asbury Park it is open to traffic, so please use caution. Stay to the right, in single file except to pass or where marked by race officials. For bike course turn-by-turn directions, please visit the website, [www.sheroxtri.com](http://www.sheroxtri.com).

**RUN (3.1 miles)**

The run is an out-and-back course on the boardwalk, and is completely flat. Please note that the boardwalk will be open to the public, so please be aware that you will be sharing the boardwalk with non-competing pedestrians.

<p><b>Aid Stations</b></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> There will be 4 aid stations on the run. Aid stations will be located 1) at the start of the run; 2) between the start and the turn-around; 3) at the turn-around and 4) between the turn-around and the finish.</p> <p><u>Finish Line:</u> Water will be distributed at the finish line.</p>
<p><b>Body Marking</b></p>	<p>Body marking entails writing your race number on your arms and legs. It will take place on Saturday at the Expo and on Sunday morning at the Transition Area entrance, beginning at 5:30 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 as of December 31, 2011 on your right calf. Relay participants will be marked with RF.</p>
<p><b>Wetsuits</b></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 water temperature will be taken by a USAT official on race morning, and the temperature will be announced.</p>
<p><b>Race Numbers</b></p>	<p><b><u>Bike:</u></b> 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><b><u>Run:</u></b> 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 <b><u>MUST</u></b> be visible when you start the run. Do not cut, fold, or alter your race number in any way.</p>
<p><b>Swim Caps</b></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><b>You must start in your designated swim wave. <u>NO EXCEPTIONS.</u></b></p>

<p><b>Special Needs Table</b></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. The table will be set up on the beach, at the bottom of the stairs leading from the beach to the boardwalk, on your left. You must leave these items at the table before you make your way to the swim start area. It is your responsibility to clearly mark all items left on the special needs table with your name and race number.</p>
<p><b>Transition Area Conduct and Relay Team Access</b></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>Please do not bring any balloons, buckets or chairs into the transition area. Also, please do not draw any chalk lines in the transition area.</p>
<p><b>Bike and Helmet Inspection</b></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><b>Spectator Information</b></p>	<p>Spectators will be able to see the athletes start the swim from the boardwalk (spectators will not be allowed on the beach), 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><b>Reclaiming Bike and Gear</b></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><b>Awards Ceremony</b></p>	<p>All athletes will receive a Finisher's medal immediately after crossing the Finish Line. The awards ceremony will take place around 10:00 AM.</p> <p>Awards will be given to the following:  Amateur Elite: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  Survivor: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  If a participant signs up for the Amateur Elite or Survivor Divisions, they are not eligible for Age Group Awards.</p> <p>Age Group Awards  Overall: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  19 &amp; Under: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  20-24: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  25-29: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  30-34: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  35-39: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  40-44: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  45-49: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  50-54: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  55-59: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  60-64: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  65-69: 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>  Relays: 1<sup>st</sup> (each finisher on the winning relay team will receive an award)  No awards for Buddy Wave.</p>
<p><b>Charitable Partner</b></p>	<p>The SheROX Triathlon Series has partnered with the Ovarian Cancer Research Fund (OCRF) which serves as the Official Charitable Partner of the 2011 SheROX Triathlon Series. OCRF is the largest private philanthropy in the U.S. dedicated exclusively to funding ovarian cancer research. OCRF's mission is to find a method of early detection and ultimately a cure for ovarian cancer.</p>
<p><b>Sponsors</b></p>	<p>When possible, we hope you'll consider supporting the following companies and organizations who have helped make this race a reality: Life Time Fitness, LUNA, Nathan Performance Gear, Orca, K-Swiss, AllWhites. Local sponsors include Jersey Mikes, High Road Cycles and Road Runner Sports.</p>
<p><b>Frequently Violated Rules</b></p>	<p><b>Drafting:</b> 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><b>Position:</b> 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><b>Blocking:</b> 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><b>Overtaken:</b> 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>

**Other Race Considerations**

**Race Photography:** Action Sports International will be onsite to photograph the race. Visit [www.SheROXtri.com](http://www.SheROXtri.com) one week after the race to view and purchase your race photos.

**Dropping Out:** 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.

**Unsportsmanlike Conduct:** Unsportsmanlike conduct during any portion of the race will not be tolerated and will result in an immediate disqualification.

**MP3 Players:** 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.

**Valuables:** Please make sure any valuables left in your car are not out in the open. Better yet, leave them at home.

**Personal Belongings:** 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.

**Volunteers:** Please remember to thank the Volunteers! The race wouldn't be possible without their assistance.

For more information, visit [www.SheROXtri.com](http://www.SheROXtri.com), or contact Local Race Director Keith Hughes at [khughes@lifetimefitness.com](mailto:khughes@lifetimefitness.com).