

2010
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 2010 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 admin@sunsetracing.com.

Schedule of Events

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| <p>Weekend Schedule</p> | <p>Saturday, August 28, 2010 <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 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><u>Race Day Readiness Clinic and Open Water Ocean Practice Swim</u> 4:00 PM Casino Building South End of the Asbury Park Boardwalk Parking at the intersection of Cookman and Ocean Avenues Asbury Park Head Mentor Maureen Cullen will conduct a Race Day Readiness Clinic and open water ocean practice swim. Learn what you need to know from setting up your transition area, to entering and exiting the swim portion of the race. After the talk you can enter the beach at the 1st Avenue entrance on the boardwalk (south of the old Casino Building) for an open water ocean swim. Please direct any additional questions regarding this even to Maureen Cullen at maureencullen@me.com.</p> <p>Sunday, August 29, 2010 Race Day Asbury Park Asbury and Ocean Ave Asbury Park, NJ 07712</p> <ul style="list-style-type: none"> • 5:30 AM – Transition Area opens for gear drop off and final preparations • 7:00 AM – Race Starts • 8:15 AM - Post Race Party with refreshments • 10:00 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. 9:30 AM)</p> |
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| <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, August 28th 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 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 at the Expo on Saturday, August 28th (10:00 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 11:00 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. |

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| | <ul style="list-style-type: none"> • 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. <ol style="list-style-type: none"> 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 the Casino Building, South End of the Asbury Park Boardwalk:</p> <p>Asbury Park is centrally located on the New Jersey Coast.</p> <p>From North Jersey, NYC area 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>From Philadelphia area 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> |

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| | <p>From South Jersey area 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>Directions and Parking – Race Site</p> | <p>Directions To Race Site:</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> |

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| <p>Bike Check-In</p> | <p>Sunday, August 29, 5:30 AM – 6:45 AM</p> <p>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.</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 Brielle 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> <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>Medical</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>Lost & Found</p> | <p>Lost & Found will at the Volunteer Check-In tent near the entrance to the Transition Area.</p> |

Course and Race Information

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| Start Time | 7:00 AM – Swim starts will be conducted in waves that will begin 5 minutes apart. 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 map on the website.</p> <p>SWIM 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.</p> <p>BIKE 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. The bike course turn-by-turn directions are as follows:</p> <ul style="list-style-type: none">• Exit transition and head North on Ocean Avenue.• Turn Left on 7th Ave• Turn Right on Kingsley Ave• Turn Right on Ocean Ave and go around Deal Lake• Turn Right on Ocean Ave traveling North to Long Branch• Turn Left on South Lake Drive• Turn Left on Elberon Ave• Turn Left on Park Ave• Turn Right on Ocean Ave• At Deal Lake Turn Right on Edgemont• Turn Left on Norwood and cross the bridge• Turn Left on Deal Lake• Turn Right on Kingsley Ave• Turn Right on Sunset Ave• Turn Left on Grand Ave and cross Sunset Lake• Turn Left on 5th Ave• Turn Right on Kingsley• Turn Right on Cookman• Turn Left on Emory• Turn Right on Lake• Turn Left on Kingsley• Turn Right on Asbury and enter transition on the right. <p>RUN 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> |

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| <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> 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>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 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 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><u>Bike:</u> 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><u>Run:</u> 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 <u>MUST</u> be visible when you start the run. Do not cut, fold, or alter your race number in any way.</p> |

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| <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. 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>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>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>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 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> |

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| <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. The awards ceremony will take place around 10:00 AM.</p> <p>Awards will be given to the following: Pro Elite: 1st, 2nd, 3rd 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 Overall: 1st, 2nd, 3rd 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 Relays: 1st (each finisher on the winning relay team will receive an award) No awards for Buddy Wave.</p> |
| <p>Charitable Partner</p> | <p>SheROX Asbury Park has selected Second Life Bikes as its charitable partner. Second Life Bikes is a biking community center in Asbury Park where people connect to each other, build skills, join group bike rides, learn bike safety, and create bike art and custom designs that can support new social enterprises. Their mission is to get more people (especially youth) on bikes, more often, while encouraging people to repurpose old bikes and bike parts, rather than discard them. Their goals include the following:</p> <ul style="list-style-type: none"> • Providing youth with positive opportunities and recreational activities • Improving health and fitness, and building an appreciation for physical activity as a way of life • Enhancing leadership development skills • Developing self confidence and a sense of self empowerment • Enhancing eye-hand coordination and impart first-level applied mechanical and math skills; • Create a welcoming, fun, and inclusive atmosphere where “play” becomes a way to break through social barriers <p>Second Life Bikes generates funding through used bike sales and repairs. People can drop-off and donate old bikes, and/or they can shop for a repurposed bike. Once inside the door, visitors are connected to the shop, can appreciate the youth programs, and learn what they need to grow. Please come and visit to see for yourself. They are located at 21 Main Street in Asbury Park.</p> |

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| <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 The City of Asbury Park, Brielle Cycles and Madison Marquette.</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 Keith Hughes at admin@sunsetracing.com.</p> |