



IT'S TIME TO 10K!

#FindYourPlace
 April 1, 2017

FEATURING THE

Virginia529SM

Kids Run

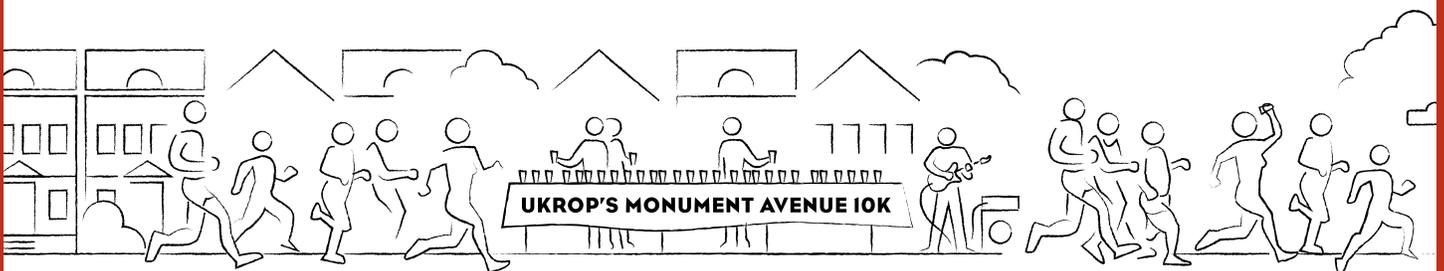
Read about the Kids Run on page 16!



The sign of a hometown athlete.



The sign of a hometown brand.



**Ukrop's** Homestyle Foods
Nourishing Families & Communities

Welcome!

It's party time with the 2017 Ukrop's Monument Avenue 10k presented by Kroger! This Richmond tradition is a time for you to show off your community pride on a national stage. You, the runners and walkers, should be proud of your commitment to lead a healthy lifestyle and to support our event charities, Kids Run RVA and VCU Massey Cancer Center, through the Massey Challenge.

We have created this Race Guide to help prepare you for a great event on April 1st and to share some of your inspirational stories and experiences. I would like to extend a special thank you to the Committee, thousands of volunteers, spirit groups, bands, and

cheering spectators who are all out there supporting you on race day.

Good luck on Saturday! Whether you are racing, running, or walking, I hope that your 10k is everything you want it to be. #FindYourPlace



Megan Keogh
Race Director

Table of Contents

4	Schedule & Expo	19-24	Maps
6	Event Charities	25	Race Etiquette
8-11	Race Day Info	26	Band Info
12	Past Winners	27	Profile: AT&T Dash for the Cash
14-15	Profile: The Massey Challenge	30	Sports Backers Upcoming Events
16	Virginia529 Kids Run	34	Profile: Kids Run RVA
18	Race Day Traffic Info / FREE Bike Valet	35	Race Committee

Schedule

THURSDAY, MARCH 30

3 p.m. – 9 p.m.

TowneBank Health & Fitness Expo/Package Pick-Up at Arthur Ashe Athletic Center

FRIDAY, MARCH 31

11 a.m. – 9 p.m.

TowneBank Health & Fitness Expo/Package Pick-Up at Arthur Ashe Athletic Center

SATURDAY, APRIL 1

6:45 a.m. – 9:30 a.m.

Richmond Times-Dispatch Dress Up & Run contest check-in on S Cathedral Pl.

7 a.m. – 1:30 p.m.

Bike Valet service available on Laurel Street across from Altria Theater

7:30 a.m.

Blessing of the Runners at Cathedral of the Sacred Heart

7:30 a.m. – 1 p.m.

Elephant Auto Insurance Bag Check on Laurel Street across from Altria Theater

8 a.m.

Virginia529 Kids Run starts on Cathedral Place near Laurel Street

8:30 a.m.

Ukrop's Monument Avenue 10k starts at Broad and Harrison Streets (Wave A)

9 a.m. – 1 p.m.

SUBWAY Post Race Festival on Laurel Street and S. Cathedral Place/Floyd Avenue

PACKET PICK-UP/RACE EXPO

Packet pick-up will be available at the TowneBank Health & Fitness Expo held at the Arthur Ashe Jr. Athletic Center (3001A N. Boulevard) on Thursday, March 30, from 3 p.m. to 9 p.m. and on Friday, March 31, from 11 a.m. to 9 p.m. THERE IS NO RACE DAY PACKET PICK-UP! A photo ID is required to pick up your race packet. You may pick up a race packet for another pre-registered runner, provided you have a copy of their photo ID.

EXPO PARKING

The Arthur Ashe Jr. Center has 2,000 FREE parking spaces located in the surface lots outside the building.

For directions, [visit our website](#).

OFFICIAL EVENT MERCHANDISE

Leave time at the Expo to check out the latest event merchandise inside Sports Backers Store. With a great selection of running apparel and commemorative items, there's sure to be something for everyone on your shopping list. Bonus! Every dollar you spend helps Sports Backers' mission come true. Celebrate your accomplishment and help Sports Backers build a more active community!

[Learn more about Sports Backers on page 30.](#)



DOWNLOAD THE 10K APP!

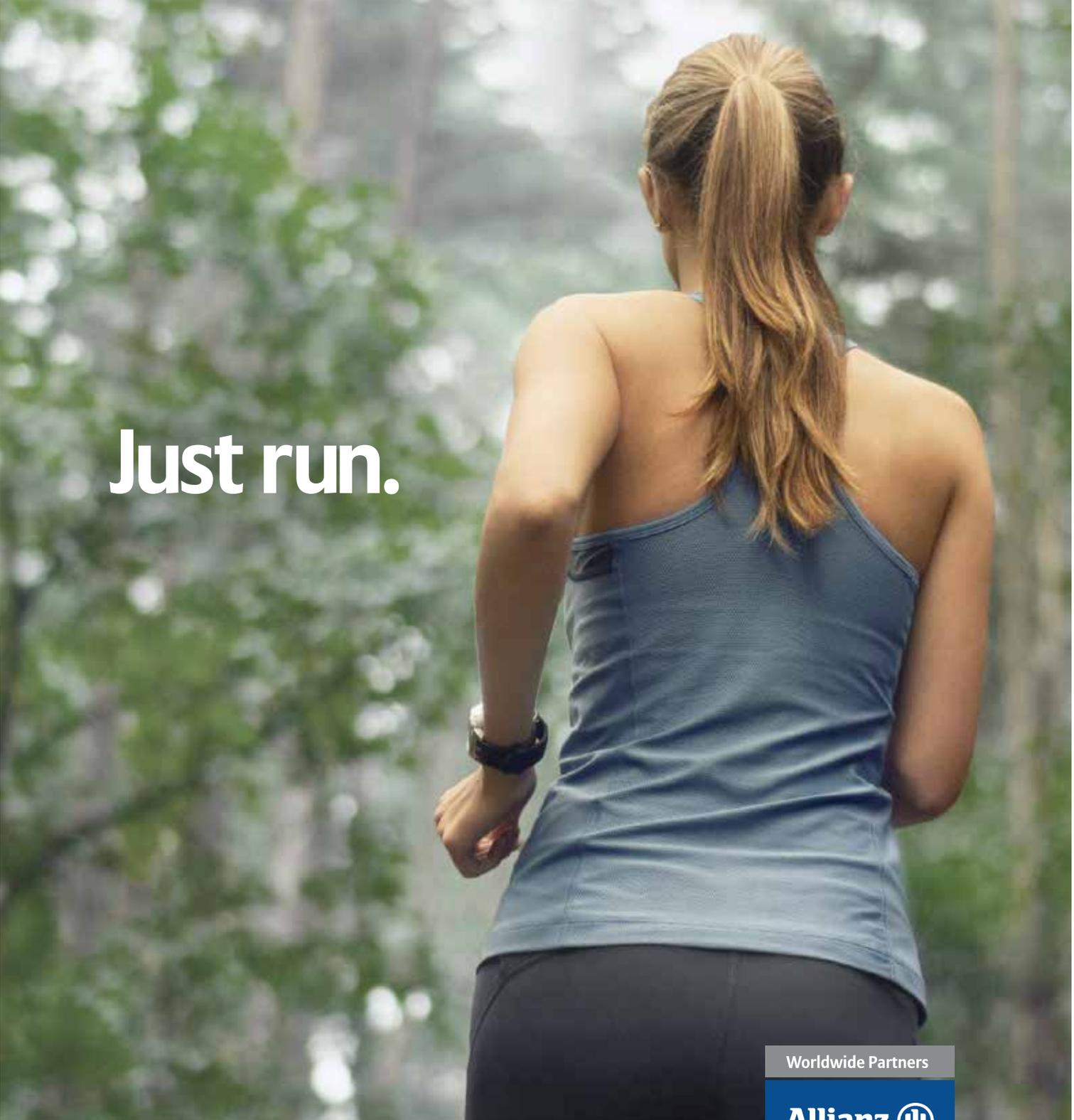
Now you can have all the event info for event weekend at your fingertips! Runner tracking, course maps, schedules, expo directions, spectator info, and event details are all included. Enjoy everything that the Ukrop's Monument Avenue 10k and Virginia529 Kids Run have to offer, and share it with your friends on Facebook and Twitter!

Download Our App



Download Our App





Just run.

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Allianz 

Clear your head with **Registration Protector*** from **Allianz Global Assistance**. It can reimburse your race registration fees if you can't compete for any number of reasons—including covered injury, illness, traffic accidents and more.

Look for **Registration Protector** every time you register for an athletic event.

* Terms, conditions, and exclusions apply.

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Event Charities: VCU Massey Cancer Center & Kids Run RVA

VCU MASSEY CANCER CENTER: JOIN THE MASSEY CHALLENGE!



The VCU Massey Cancer Center is the official charitable fundraising partner of the Ukrop's Monument Avenue 10k for the thirteenth year! In partnership with Sports Backers, when you accept the Massey Challenge, you help raise funds and awareness to support Massey's life-saving research mission and an active, healthy community. Did you know one in five cancers is preventable with an active, healthy lifestyle? The odds are high that someone you know is battling cancer right now. Massey is fighting to save lives and find cures right here in Virginia.

While progress is being made every day, we still need your help to honor those who are fighting or have fought cancer. 100% of every dollar raised stays right here in Richmond at VCU Massey Cancer Center.

AS YOU RUN OR WALK, PLEASE CONSIDER ONE OF THESE OPTIONS:

1. Accept the Massey Challenge!

Register (for free) at masseychallenge.com, and use your personal page to tell us your story, recruit donations, and share your fundraising goal!

2. Organize a fundraising team with family, friends, or coworkers.

Recruit those you know to help raise funds in honor or in support of someone battling cancer. Use the 10k as a meaningful way to make your miles matter come April 1, 2017.

3. Make a personal donation

Donate during 10k registration, or go online to masseychallenge.com to donate in support of those running the 10k with Team Massey. Our suggested fundraising or donation amount? \$100! Just think, that's asking 10 friends for \$10--it's that easy! Once you raise or donate \$100, you receive Team Massey's technical shirt to wear on race day. We also provide in honor of, in memory of, and survivor bibs to accompany your race shirt, so you can let your fellow 10k-ers know how you're making your miles matter!



OFFICIAL
RACE
CHARITY!

KidsRUN RVA



Kids Run RVA is an initiative of Sports Backers that motivates thousands of young people across our region to run and be active on a regular basis. Sports Backers is committed to improving the health of our children by encouraging routine physical activity, which is critical to their long-term growth and well-being.

As an official charity of the Ukrop's Monument Avenue 10k, donations to Kids Run RVA help us to provide free training opportunities for youth of all ages, abilities and backgrounds as well as funding to support school-based run clubs and events. For schools with fewer resources, Kids Run RVA grants can additionally cover transportation and entry fees to Sports Backers events - like the [Virginia529 Kids Run](#) - which serve as celebrations of the students' discipline and hard work.

We invite each of you to learn more about how you can get involved with [Kids Run RVA](#). Each time a child laces up his or her shoes, you will be giving them the most important gift of all: a path to good health and fitness!

CONGRATULATIONS!

Impact Makers is proud
to sponsor the Ukrop's
Monument Avenue 10k.

!m
impactmakers

Race Day Info

ELEPHANT AUTO INSURANCE BAG CHECK



Elephant Auto Insurance will provide bag check for all registered participants.

Bag check is available from 7:30 a.m. to 1 p.m. on Laurel Street across from the Altria Theater, so you will need to go there first to drop off your gear and then head over to the start area on Broad Street. You will attach the tear-off tag on your bib to your bag to identify it as yours. ALL BAGS ARE SUBJECT TO SEARCH.

CATHEDRAL OF THE SACRED HEART OFFERS BLESSING OF THE RUNNERS ON RACE MORNING

Want to start this year's Ukrop's Monument Avenue 10k with a little Divine Assistance? If so, you're invited to attend an ecumenical worship service and "Blessing of the Runners" that will take place at 7:30 a.m. on race day, April 1. This brief worship service will take place at Cathedral of the Sacred Heart, which is on Laurel Street facing Monroe Park - around the corner from the finish line for the 10K. All are invited to attend! For more information, contact the Office of Vocations, Catholic Diocese of Richmond, at 804-359-5661. This may be your one chance to wear your running shoes and shorts to church! Come pray, receive a blessing, then run—it might just help you hit that PR you're after!

RICHMOND TIMES-DISPATCH DRESS UP & RUN CONTEST

Richmond Times-Dispatch

The competition is stiff, but if you get wild and

creative enough with your costume, you might just take home some cash! A panel of volunteers will determine the top three group and individual/duo entries.

HOW TO PARTICIPATE IN THE RTD DRESS UP & RUN CONTEST

You must be a registered participant in the 2017 Ukrop's Monument Avenue 10k, and you must wear your bib number. Check in at the Richmond Times-Dispatch Contest tent on S. Cathedral Place/Floyd Avenue between 6:45-9:30 a.m. prior to the race. You must wear your costume while you participate in the Ukrop's Monument Avenue 10k. Finalists will be posted at the Richmond Times-Dispatch tent and on Richmond.com after the race. Judging will be conducted by a panel of volunteers. Criteria for winning includes creativity, originality, craftsmanship, enthusiasm and theme. Visit the race website for a full list of official rules.



WAVE START INFORMATION

In order to provide the safest and most enjoyable event experience possible, the Ukrop's Monument Avenue 10k utilizes wave starts. You will line up for the start based on the letter on your bib number. This letter represents the wave that you chose based on your predicted or qualifying time.

While lining up on Broad Street, please look for the volunteer holding the wave sign that corresponds to your bib. For example, if your bib number is PB16244, then you will look for the "PB" sign. Your group will be walked into the starting corral as the start time for your wave approaches. Wave Security will be on hand to make sure that you are lined up with the correct wave.

PLEASE NOTE:

- If you wish to start with someone who is in a different wave, you may do so by starting in the slower person's wave. In other words, you may drop back to a slower wave, but no one may move up to a faster wave. **THIS WILL BE STRICTLY ENFORCED!**
- Be sure to pin your bib number to the front of your shirt. You must wear your bib number to be admitted into the starting corral. Your race number also contains your timing device. Please do not bend or fold your bib as this may damage the timing device and prevent you from receiving an accurate time.
- Remember, we have chip timing to record your exact start time, so your results will accurately reflect the time it took you to run the race no matter which corral you start in.

WAVE START SCHEDULE

Wave A - Seeded Runners - Sub 44:00	8:30 a.m.
Wave AW - Wheelchair Participants	8:33
Wave B - Seeded Runners - 44:00 to 46:59	8:35
Wave C - Seeded Runners - 47:00 to 48:59	8:37
Wave D - Seeded Runners - 49:00 to 50:59	8:39
Wave E - Seeded Runners - 51:00 to 52:59	8:41
Wave F - Seeded Runners - 53:00 to 53:59	8:43
Wave G - Seeded Runners - 54:00 to 54:59	8:45
Wave H - Seeded Runners - 55:00 to 55:59	8:47
Wave J - Seeded Runners - 56:00 to 57:59	8:49
Wave K - Seeded Runners - 58:00 to 58:59	8:51
Wave L - Seeded Runners - 59:00 to 59:59	8:53
Wave M - Seeded Runners - 60:00 to 60:59	8:55
Wave N - Seeded Runners - 61:00 to 62:59	8:57
Wave PA - Runners - 63:00 to 65:59	8:59
Wave PB - Runners - 63:00 to 65:59	9:03 a.m.
Wave PC - Runners - 63:00 to 65:59	9:07
Wave PD - Runners - 63:00 to 65:59	9:11
Wave QA - Runners - 66:00 to 69:59	9:14
Wave QB - Runners - 66:00 to 69:59	9:17
Wave RA - Joggers - 70:00 to 74:59	9:20
Wave RB - Joggers - 70:00 to 74:59	9:23
Wave SA - Joggers - 75 to 90 min.	9:26
Wave SB - Joggers - 75 to 90 min.	9:29
Wave TA - Jog/Walkers - 90 to 100 min.	9:32
Wave TB - Jog/Walkers - 90 to 100 min.	9:36
Wave TC - Jog/Walkers - 90 to 100 min.	9:40
Wave UA - Walk/Joggers - 100 to 110 min.	9:43
Wave UB - Walk/Joggers - 100 to 110 min.	9:46
Wave VA - Walkers - 110 min. or more	9:49

IMPORTANT NOTICE ABOUT WAVE START TIMES

Each wave will begin promptly at its designated start time. Participants are responsible for being on time for the start of their wave. Starting mats will be turned off immediately after the start of Wave VA in order to reopen Broad Street, so latecomers are in danger of not receiving an accurate start time.

EVENT FEATURES DISPOSABLE BIB TIMING TAG

The Ukrop's Monument Avenue 10k is timed using the ChronoTrack "B-Tag," a light-weight disposable timing device that comes attached to your race bib and requires no additional application. Do not remove the timing tag from the back of your bib and do not fold or crumple your bib.



AT&T DASH FOR THE CASH

Kathy Horvath has been chosen as the AT&T Dash for the Cash competitor and has a chance to win a \$2,500 bonus prize. Kathy's race starts at 8:30 a.m. at a pre-determined starting position. When the starting gun goes off, she will dash for the finish line, followed closely by the elite runners. If Kathy can out-run the fastest elite runner, the \$2,500 AT&T Dash for the Cash prize is her's for the taking! If not, the prize is donated to the VCU Massey Cancer Center.

INTRODUCING A BRAND NEW MEDAL DESIGN FOR 2017



This year we're having fun when it comes to our medal design! We're excited to be giving 2017 participants the first in a series of limited edition medals. These medals, earned year-to-year, complement each other and fit together to form one seriously cool mega-medal. They're the perfect way to commemorate your race, whether you're a first-timer or a 10K veteran!

Allianz

Worldwide Partners

ALLIANZ WORLDWIDE PARTNERS COMMUNITY SPIRIT CONTEST

The most enthusiastic Spirit Groups along the 10k course will receive special recognition! A Spirit Group's goal is to show the most enthusiasm through cheers, dances, and encouragement given to the 10k runners and walkers. A \$300 Grand Spirit Award will be given to the winning group, with cash prizes going to twelve other groups. All groups must be registered and approved in advance with Sports Backers to compete for the awards. **Check the race website for more details.**



SUBWAY POST RACE FESTIVAL

Catch your breath and celebrate your finish at the post-race party on Laurel Street and S Cathedral Place/Floyd Avenue! There will be a DJ, along with food, drinks and activities for the little ones.



EVENT COVERAGE ON CBS 6

Be sure to watch for stories and race coverage on CBS 6 the week leading up to the event. On race morning there will be live pre-race coverage of the event, and cut-ins throughout.

10K FAMILY MEETING AREA

Upon exiting the Finish Line Corral, there will be an area to meet your family and friends on S Cathedral Place. Just tell them to meet under the sign listing the letter of the alphabet that corresponds to the 10k participant's last name.





EVENT DO'S AND DON'TS

For the enjoyment of all participants and spectators, please adhere to the following event rules:

- No strollers, baby joggers, animals on leashes, skateboards, skates, handcycles or bicycles will be allowed on the course. This will be strictly enforced.
- No one other than registered race participants may cross the finish line. Please do not have anyone join you for the final stretch. This is strictly enforced.
- The post race food area is for registered event participants only. Please do not bring family members in with you. There will be additional food available for purchase at the SUBWAY Post Race Festival.
- Please do not leave any personal items at the start line. Anything left behind at the start line after the last wave has departed at 9:49 a.m. will be collected and either disposed of or donated to local charities.



AT&T ATHLETE ALERTS

Sign up to receive updates when your favorite runner reaches certain points

on the course: start line, half way (3.1 miles), and the finish line. Register online, download our app, or sign up in person at the AT&T booth at the Expo.

RACE RESULTS

Final, official results will be available at <http://www.sportsbackers.org/events/monument-ave-10k/10k-results/> by the evening of Saturday, April 1.

RACE PHOTOS



MarathonFoto professional photographers will be

taking participant photos along the course of both the Ukrop's Monument Avenue 10k and Virginia529 Kids Run. Be sure your bib number is visible, and smile when you see the MarathonFoto team. Then, **visit their website** the week after the race to see your photos.

FINISHER CERTIFICATES

Free finisher certificates will be available on your official results page after the race. Just click and print!

PICK UP THE RICHMOND TIMES-DISPATCH 10K EDITION

On Sunday, April 2, the Times-Dispatch will feature a special section with stories, photos, top results, and more from the event. Be sure to pick up your keepsake copy of this edition.

LOST & FOUND

If you lose or find valuables on race day, please go to the Volunteer Check-in tent on S. Cathedral Place.

Lost and found items will be taken to the Sports Backers office on Monday, April 3. If you lose something, you can call 804-285-9495 or email info@sportsbackers.org.

Race Day

PAST 10K WINNERS

MALE

2000	Jared Segera	29:27
2001	Elly Rono	29:59
2002	Reuben Chesang	29:32
2003	Gilbert Koech	28:34
2004	Reuben Chebii	28:07
2005	Ernest Meli-Kimeli	28:43
2006	Nicodemus Malakwen	28:31
2007	Teferi Bacha	28:29
2008	Abdi Abdirahman	28:32#
2009	Tilahun Regassa	28:21
2010	Alene Reta	28:26
2011	Julius Kogo	29:02
2012	Mengistu Nebisi	28:33
2013	Julius Kogo	28:18
2014	Paul Chelimo	29:24*
2015	Tyler McCandless	29:38*
2016	Silas Frantz	30:46*

FEMALE

2000	Alisa Harvey	35:25
2001	Anna Pichrtova	34:57
2002	Lynbov Demisova	33:22
2003	Edna Kiplagat	32:28
2004	Tatyana Petrova	32:46
2005	Tatyana Petrova	32:46
2006	Magdalene Makunzi	32:33
2007	Magdalene Makunzi	32:24
2008	Leah Kiprono	34:19
2009	Amane Gemedo	32:37
2010	Megan Wright	33:06
2011	Megan Wright	33:12
2012	Melisa Mejdoub	33:07
2013	Ogla Kimaiyo	32:25
2014	Kellyn Johnson	33:18*
2015	Kellyn Taylor	33:21*
2016	Nicol Traynor	34:01*

Bold indicates race record / *Collegiate Running Association 10k Road Race National Championships / #USA Track & Field Men's 10k Road Race National Championship



CARmax
— — — — —



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Monument Avenue 10K.

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Locally owned & operated headquarters for all your running, walking, and general fitness needs



Post your Monument 10k photo to #fleetfeetrva Instagram
OR @fleetfeetsportsrichmond Facebook for a chance to

WIN A FREE PAIR OF BROOKS SHOES!

11651 West Broad St.
Henrico, Va 23233
(804) 360-4600

fleetfeetsportsrichmond.com

5600 Patterson Ave
Richmond, VA 23226
(804) 282-6600

10k Participants Take Massey Challenge to Make Their Miles Matter

By Pete Woody

Taking part in a road race of any distance is a challenge. It takes commitment—commitment to register, to train and prepare, to show up, and to actually complete the task. Many people taking part in the Ukrop's Monument Avenue 10k presented by Kroger, however, like to add one additional challenge: The Massey Challenge, organized by the VCU Massey Cancer Center, one of the official charity partners of the Ukrop's Monument Avenue 10k.

Physicians and research teams at Massey are leading the fight against cancer on a daily basis, providing hope and new treatment options for patients and their families. As part of this fight, Massey also works to partner with individuals and organizations that have a great impact on the community, including the 10k. And a crucial aspect of this partnership is the participants, including school groups, family members, and even Massey physicians, who take on the Massey Challenge during the 10k and make their miles matter.

St. ChristoCURES



St. ChristoCURES, comprised of St. Christopher's students, faculty, staff, parents, families, and friends for the past seven years, is an annual Massey Challenge team. In their eighth year, they are hoping to surpass their previous records for participation numbers and funds raised. Jack Essex, a senior at St. Christopher's and a top-three fundraiser on the

team, had an early experience with cancer that led to his role now. When Jack was in elementary school, his father was diagnosed with cancer and was fortunately able to battle and eventually defeat the disease. This inspired Jack to take up the fight, and he has been fundraising for Massey throughout his time at St. Christopher's. He believes a team effort is necessary to move forward. "I know that I cannot beat cancer by myself, but I can make a difference," Jack said. "I want people to be as lucky as me and keep their loved ones. Together, we can put cancer on the run!"

Phillips/Goodpasture Family

Three generations of the Phillips/Goodpasture family have a mutual love of running and hatred of cancer. Linda, the family matriarch, recently celebrated her 24th year cancer free, and she's created a strong bond with her daughter Debbie and granddaughter Laurel as they honor the many family members who lost their battle.



Linda, Debbie, and Laurel have attended races together for more than 10 years, and the Ukrop's Monument Avenue 10k has become one of their favorite events. In 2016 they decided to join Team Massey and begin using their miles to fundraise. And, as an added bonus, running the 10k gives Laurel a chance to show off her sewing skills, as she is in charge of designing the costumes the group wears to make the experience even more memorable. Linda has inspired both Debbie and Laurel to continue the fight against



cancer, and they all share a passion for giving back to their community. "Raising money for Massey has given us a way to bring our passion for running, sewing, and fundraising together," said Debbie, "while also strengthening the bond between three generations."

The Irradiators



In addition to great support from the Richmond community, many staff members at Massey, including physicians, get behind the mission in a big way. Dr. Doug Arthur and Dr. Emma Fields are part of 'The Irradiators,' one of the

top fundraising teams in the Massey Challenge, and their participation in the 10k means a great deal to them, both personally and professionally.

"I represent Massey as a physician and researcher every day. But every year, putting on the yellow shirt and representing Massey alongside hundreds of survivors and supporters is one of my favorite days of the year," said Dr. Arthur. "This community is exceptional in its support for our work. It's important to me to show that we are invested right alongside them. We're all in this together--that's what the 10k and the Massey Challenge means to me."

"This is my third Monument Avenue 10k, and I'm so proud to be participating with our whole radiation oncology department," said Dr. Fields. "We all believe in what we are doing—it's more than a job. This is a rewarding way to celebrate and share that with the community."

Look for the Massey Mile during the Ukrop's Monument Avenue 10k on the course between Strawberry Street and Meadow Street. Learn more about the VCU Massey Cancer Center and Team Massey at <https://www.teammassey.org/masseychallenge>

Virginia529SM

Kids Run

VIRGINIA529 KIDS RUN INFORMATION

A half-hour before the 10k participants make their way down Monument Avenue, over 1,000 youngsters will line up for the 15th annual Virginia529 Kids Run. Representing a generation of future runners, children ages 5-12 will complete a one-mile course that starts on Cathedral Pl. and takes them up Park Ave. to Lombardy St. to Stuart Circle to Monument Ave and back down Franklin St. where it crosses the same finish line as the 10k. The Virginia529 Kids Run is another example of how the Ukrop's Monument Avenue 10k is more than just a race—it's a fun festival event for the whole family that promotes a healthy lifestyle!

STARTING LINE/WAVE STARTS

The starting line for the Virginia529 Kids Run is located on Cathedral Place just west of Laurel Street. Participants will line up in waves based on age (and corresponding to the color of their bib number) and will start as follows:

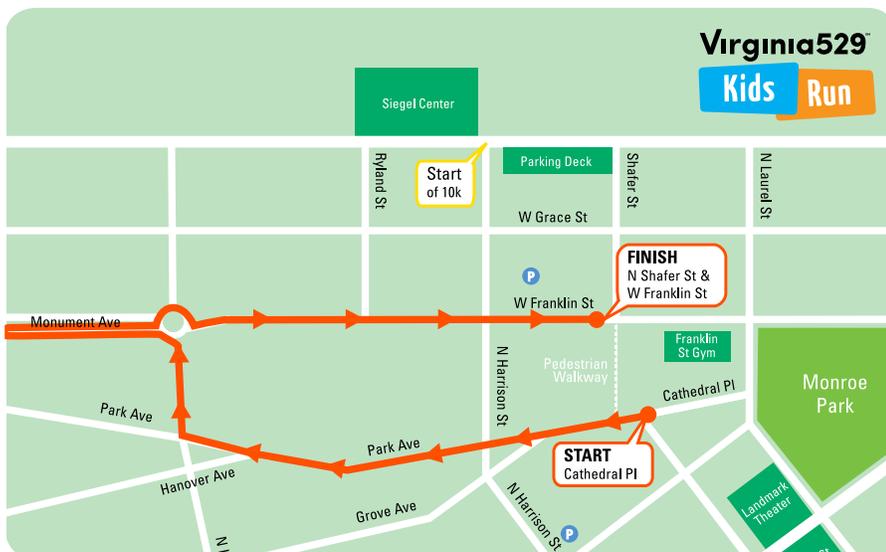
WAVE	BIB COLOR	AGES	START
1	Purple	10-12	8 a.m.
2	Green	9	8:02 a.m.
3	Green	8	8:04 a.m.
4	Orange	7	8:06 a.m.
5	Orange	5-6	8:08 a.m.

GENERAL INFORMATION

- One adult may accompany any child age 8 or under while they are on the course.
- Kids Run participants will not be timed. There will be a clock at the finish for those interested in noting their own finish time.
- As the finishers enter the finish line chute, they will receive a medal and be reunited with their parents. Then it's on to the post-race food tent.
- PLEASE no dogs, bikes, or strollers in the start chute, course, or finish area.

KIDS RUN MEETING AREA

ONE parent will be allowed to enter the finish line area on Franklin Street via Shafer Court in order to meet their child(ren). This will help reunite kids and parents faster as well as keep the exits clear. Once reunited, they will continue to the specified exits. All parents must meet their children in this area after the children finish the race. **No child will be allowed to exit without being accompanied by an adult.**





**Sure, it's just a race. But competition
can teach us some great lessons on succeeding in life.
And here's a big one - don't forget to have fun!**



Traffic Info

MOTORISTS NOT TRAVELING TO THE RACE ARE STRONGLY ENCOURAGED TO USE I-95 AND I-195 AROUND THE CITY. For a list of street closures and traffic pattern changes on race day, please visit <http://www.sportsbackers.org/events/monument-ave-10k/10k-travel/>.

RACE DAY PARKING

We encourage participants to carpool to the race. Even better, jog or ride your bike to the starting line! Free parking is available on streets throughout the area. **We strongly recommend going east of Belvidere to find on-street and surface-lot parking.** To lessen the chance of getting stuck in traffic, please avoid the Belvidere exits off I-95 and I-195, and instead go farther east and exit on 3rd Street, Broad Street or Franklin Street.

Paid parking is available in several parking decks. Arrive early, as these spaces fill quickly, or beat the crowds and [pre-purchase your parking spot for \\$8!](#) Follow the given directions to avoid street closures.

- **HENRY ST. PARKING DECK - WEST (200 N. HENRY ST)**
Traveling west on Grace Street from downtown, the entrance to the deck will be located on your right at the intersection of Henry Street (one block east of Belvidere Street).
- **JL LOT (200 W. CARY ST, ENTRANCE ON MADISON ST.)**
Traveling east on Cary Street, cross Belvidere Street and make a left at the next block (Madison Street). The deck will be located on your right.
- **801 W. MAIN STREET (BETWEEN LAUREL & CHERRY ST.)**
Take I-195 to the Idlewood exit. Make a left turn onto Cherry Street to the entrance to the deck.
- **1101 W. CARY STREET (CORNER OF CARY & HARRISON ST.)**
Traveling east on Cary Street, the deck will be located on your right at the intersection of Harrison Street.
- **609 BOWE STREET (NEXT TO THE SIEGEL CENTER)**
Exit I-95 at the Boulevard and head south (right). Make a left turn onto Leigh Street. Travel east to Bowe Street and make a right turn (one block east of Lombardy). Go south and the parking deck will be on your left.

FREE BIKE VALET SERVICE PROVIDED BY BIKE WALK RVA!

We are once again offering a FREE Bike Valet service. Instead of trying to find parking, ride your bike to

- **100 S. JEFFERSON STREET (BETWEEN CARY AND CANAL ST.)**

Traveling east on Cary Street, the deck will be located on your right at the intersection of Jefferson Street (two blocks east of Belvidere Street).

Check www.sportsbackers.org for race day parking and traffic updates.

RACE DAY SHUTTLE SERVICE

WINN Transportation will offer two separate shuttle pick-up locations: City Stadium and The Diamond. Anyone wishing to take advantage of the shuttle service on race day MUST purchase a ticket at the Expo during packet pick up hours. A limited number of tickets are available on a first-come, first-served basis. The cost is \$5 per person round trip. The shuttle will drop off at Adams and Canal Street (7 blocks from the site of the Subway Post Race Festival). We recommend not going to Post Race Festival after being dropped off unless you need bag check.

SHUTTLE BUS NOTES:

- Parking spaces are limited at both locations so carpooling is recommended. A ticket on the shuttle bus does not guarantee you a parking spot in the parking lots at either The Diamond or City Stadium. On-street parking is also available at each location.
- Shuttles will run on a continuous loop between 6 a.m. and 2 p.m. from each location to the drop off point. To ensure you have enough time to walk from the drop off point to the start line, please plan to arrive at your shuttle pick up location at least 90 minutes before your wave is scheduled to start. The drop off location is 11 blocks from the 10k start.
- Each shuttle passenger must have a wristband to board the shuttle at the pick-up locations.
- To expedite the purchase of shuttle tickets at the TowneBank Health & Fitness Expo, cash is recommended.

the event. Bike Valet will be located on Laurel Street across from the Altria Theater. Bike Valet service will be available from 7 a.m. - 1:30 p.m. on Saturday, April 1st. Participants will be able to check their bike bag

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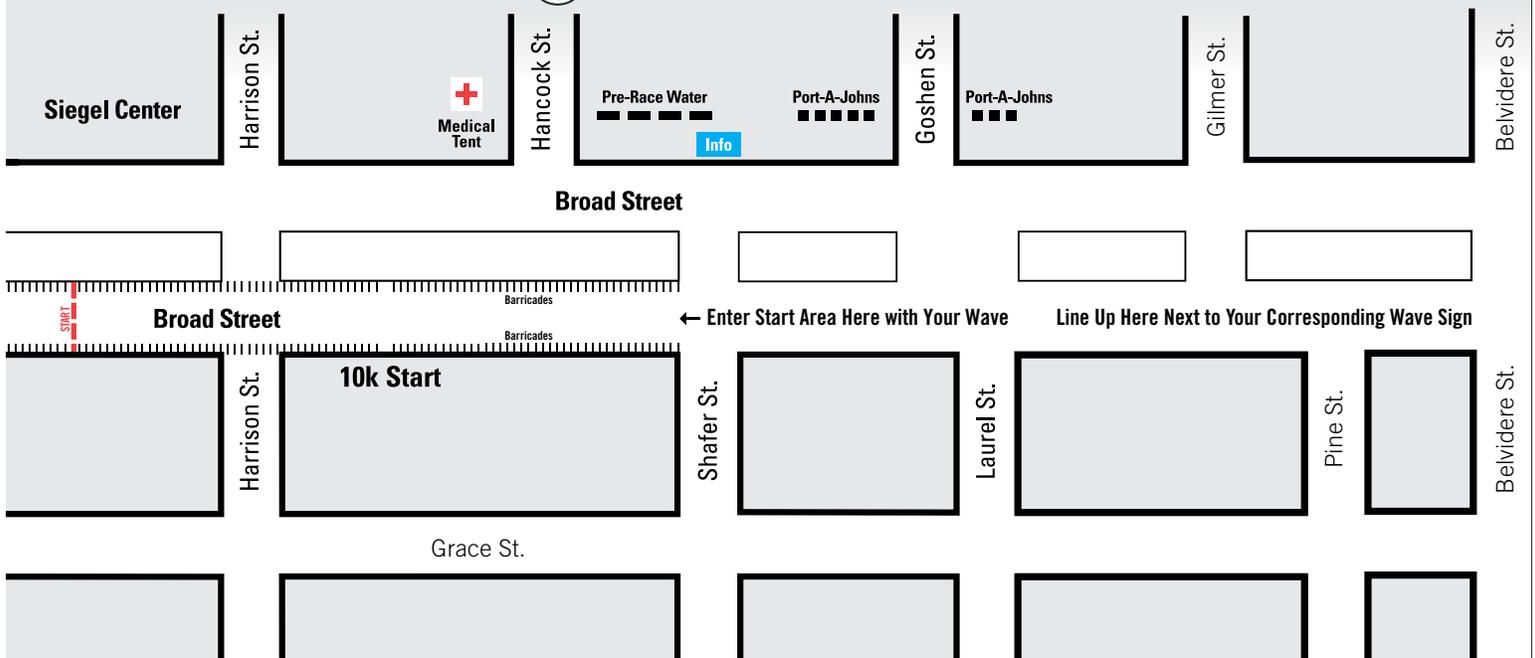


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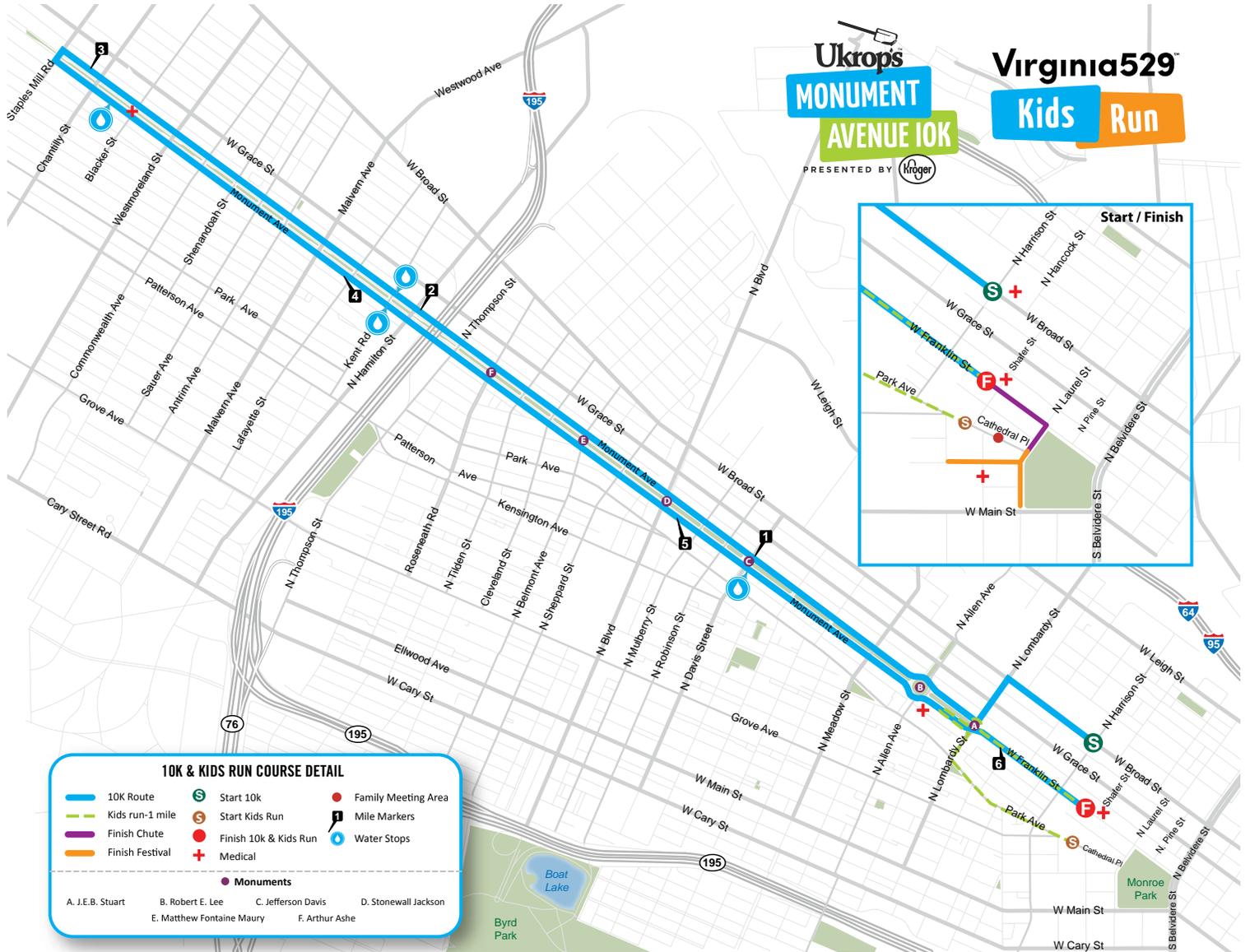
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10k Shuttle Drop-off and After Event Pick-up

Map to START & FINISH Festival



Race Etiquette

Whether it's your first race or your 1,000th, it's important to remember you are not alone when taking part in the Ukrop's Monument Avenue 10k. Make this a great experience for everyone by obeying these rules of the road.

PREPARING FOR THE START

- Pay attention to the pre-race announcements. What you hear will not only help guide you through the course but will also keep you safe.
- Pin your race number on the front of your shirt. This is where it is most visible for race officials and allows you access to your Start Wave. Your race number also contains your timing device for the event. If you put it in the pocket of your shorts, the timing mats won't be able to read it. Same thing if it is in your car – you won't get a time. **In order to receive an accurate time, please make sure that your race number is:**
 - unaltered and unmodified (do not fold or wrinkle it)
 - pinned in all four corners
 - not covered (jackets, runner belts, water bottles, etc.)
 - clearly displaying your race number enables the official race photographers to identify you after the event

DURING THE EVENT

- Have fun and enjoy yourself. Run or walk no more than two abreast to allow for others to pass. If you are walking in a group, stay in the back of the pack.
- Please don't allow your non-registered friends and relatives to run or walk with you in the race. They can cheer you on from the side of the road.
- If you are getting water or POWERADE at a Pfizer Water Stop, move to the side of the road to grab a cup from a volunteer and keep moving. If you want to stop and drink, move to the side of the road, out of the way of other runners after the aid station. Don't go too far with your cup. The race volunteers will be collecting the cups and will appreciate not having to go on an extended "litter patrol."
- Remember, there are 24,999 people around you! Please move to the side of the road to spit, throw up, tie your shoe, etc.

- If nature calls, pull off the course and look for a port-a-potty. Do not expect the friendly neighbors to let you into their homes.
- Feel free to shout words of encouragement to other participants. They will appreciate your cheers.
- Pay attention to what is going on around you during the race. Just as in real life, expect the unexpected. Think loose dogs, lost kids, low branches and looming potholes.

APPROACHING THE FINISH

- Remember to tell your non-registered friends and family NOT to cross the finish line with you.

FINISH LINE

- Don't stop suddenly upon crossing the Finish Line—you'll cause a collision with those behind you. Quickly move to the end of the finish line corral and exit the finish line area immediately. From there, you may follow the signs to the Post-Race Food tent and Family Meeting Area.
- Upon exiting the Finish Line Corral, there will be an area to meet your family and friends. Just tell them to meet under the sign listing the letter of the alphabet that corresponds to the 10k participant's last name.
- Enjoy post-race refreshments, but don't be a pig! Others want to enjoy the goodies too. Moderation is the key so there's food for the last people finishing the event. Post-race food is to help you recover from the run not to stock your kitchen cupboards.



Band Info



COURSE LOCATION

Broad & Gilmer
 Broad & Lombardy
 Lombardy & Grace
 Stuart Circle
 Robert E. Lee Monument
 Jefferson Davis Monument
 Monument & Mulberry
 Monument & Colonial
 Matthew Fontaine Maury Monument
 Monument & Tilden
 Arthur Ashe Monument
 Monument & N. Thompson
 Monument & Lafayette
 Monument & Malvern
 Monument & Antrim
 Monument & Sauer
 Monument & Shenandoah
 Monument & Commonwealth
 Monument & Westmoreland
 Monument & Chantilly
 Monument & Staples Mill
 Monument & Boulevard
 W. Franklin & Birch
 W. Franklin & Ryland

BAND

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[Passion Academy](#)
[Fire Childe](#)
[2 Hype Muzic Crew](#)
 3rd Wave
 The Stray Dog Band
[Brad Brunswick](#)
 The Collective
[The Camping Party](#)
[Cap'n Shrimpy](#)
 Funk Brothers
[Chris Lucas](#)
[Class 5](#)
 Fire Childe
 The Green List
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 Rock & Roll
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 Rock, Progressive Metal
 Rock
 Blues/R&B
 Pop/Rock
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 DJ
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SUBWAY Post-Race Festival in Monroe Park

Virginia529 Kids Run Start Line
 Main Stage

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Kids Music
 Urban/Old School

Support is Key for AT&T Dash for the Cash Contestant

By Pete Woody



Kathy Hoverman is no stranger to athletic competition. A former college soccer goalkeeping standout who enjoyed a brief professional career, Hoverman is used to the physical and mental preparation needed to compete. And she's also familiar with the local event landscape in Richmond, having participated in the Ukrop's Monument Avenue 10k in 2015 and 2016, as well as various other trail running, cycling, and adventure races.

So there wasn't much she hadn't experienced—until she received a phone call regarding her selection to compete in the AT&T Dash for the Cash at the 10k. "I was a little hesitant at

first because I was not that familiar with the Dash," Hoverman said. "I was skeptical if the call was even real." It was indeed real, and she quickly got up to speed on the details of the Dash: she will be given a head start on the course and will attempt to cross the finish line before any of the other athletes running in the full 10k (6.2 miles). If she does outrun the rest of the field to the finish line, she will win the \$2,500 cash prize. If another runner finishes first, the \$2,500 will be donated to the VCU Massey Cancer Center, an official event charity. "We're excited to be part of the Dash for the Cash at the Ukrop's Monument Avenue 10k for the eighth year," said Betsy Francis, AT&T Mid-Atlantic vice-president and general manager. "We know how important it is for our customers to stay connected to their passions especially when it's for a good cause, and we'll be cheering on Kathy Hoverman in this year's race."

Hoverman was chosen at random from over 16,000 people who were registered for the Ukrop's Monument Avenue 10k as of the February 1 contest deadline. Her head start will be based on the predicted time she listed on her race entry form and her past performance in the event, and she's fully on board with the challenge of taking on the course ahead of the elite runners. "I've been running whenever I can, getting in as many miles as I can," Hoverman explained of her mindset. "I know I can do it, it's just a matter of pushing through when it gets difficult."

Hoverman has long been a fan of local events and enjoys the energetic atmosphere found on race day for the 10k. "The local events are always fun, and they tend to fit in well with my family's schedule," Hoverman said. "The crowds for the 10k are great—it's entertaining with the bands and people cheering, and the final stretch is always a lot of fun!"

For Hoverman, who is married with two young children, one of the biggest challenges has been finding the time to train—and she readily admits she's not a fan of the speedwork she's taken on—but she's received plenty of encouragement along the way. "My friends and family have been very supportive since they found out," Hoverman said, and many will be sure to find their way to the course on race day to cheer her on.

As an athlete who still stays active whenever she has a chance, Hoverman knows her competitive instincts will kick in on race day, if not sooner. And even if there are challenges along the way, her mental approach to her preparations for the Dash won't change. "I'm going to dig in and do this. I'm going to do the best I can and hope that's good enough. If not, that's okay, the prize money still goes to a great cause," Hoverman said of her mentality about participating in the Dash for the Cash. "I'm still going to give it my best shot."

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SPORTSBACKERS.ORG

Sports Backers 2017 Event Schedule

Be a part of Richmond's active community, commit to an active lifestyle, or celebrate your hard work by taking part in our sporting events.

Apr 28-29	Ragnar Trail Richmond
May 6	Uncorked Half
May 19-21	Dominion Riverrock
June 3/4	Marathon Training Team Begins
June 8	Anthem Corporate Run
July 29	Walgreens Richmond International Dragon Boat Festival
Aug 5/6	Half Marathon Training Team Begins
Aug 26	Anthem Moonlight Ride
Aug 26	Patrick Henry Half Marathon
Sept 16	8k Training Team begins
Sept 23	Trails & Ales
Oct 7	RVA2DC Ride
Oct 28	Whole Foods Marathon Jr.
Nov 11	Anthem Richmond Marathon Markel Richmond Half Marathon VCU Health 8k
Dec 9	CarMax Tacky Light Run



Dominion Riverrock | May 19-21



Anthem Corporate Run | June 8

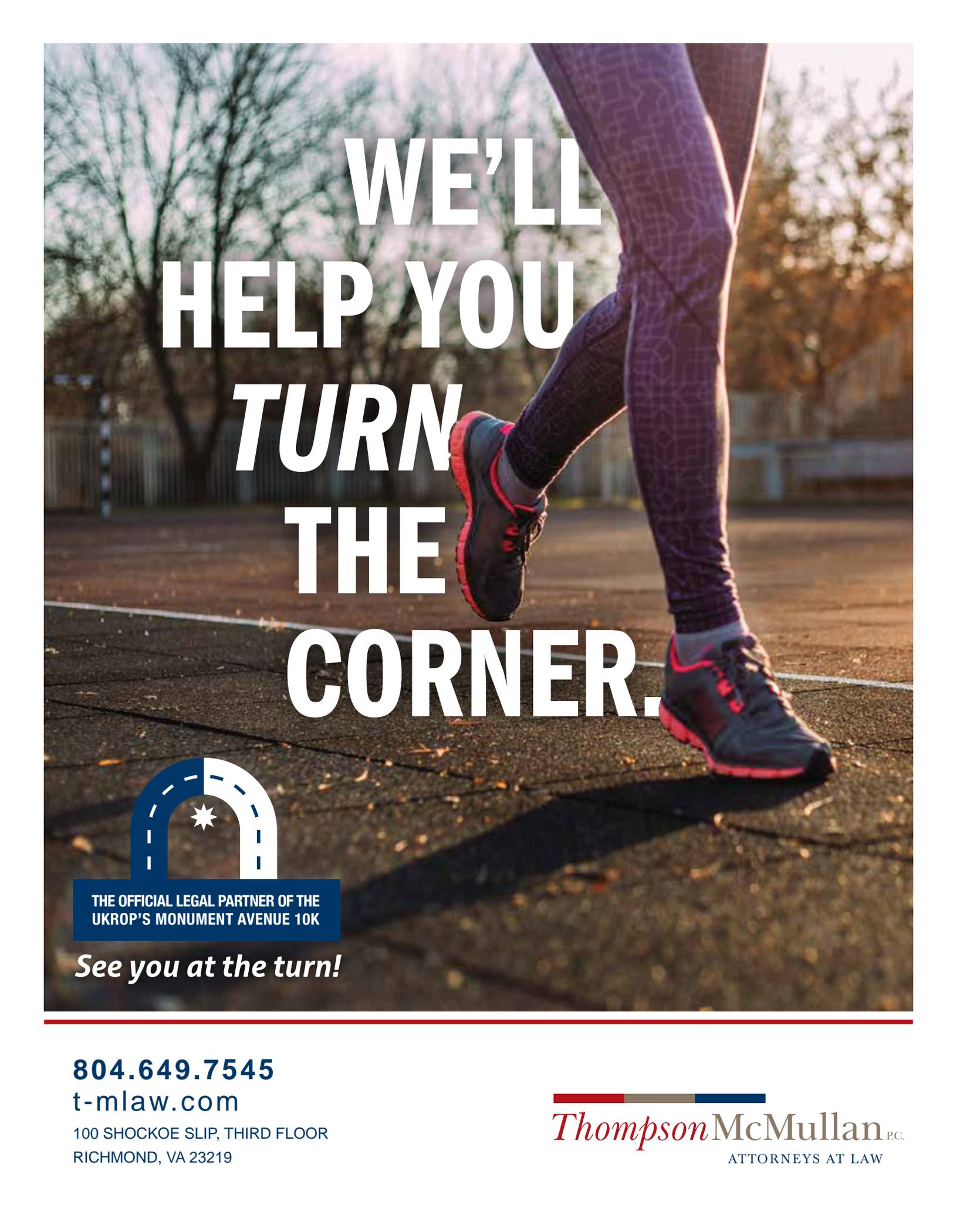


Anthem Moonlight Ride | August 26



Trails & Ales | September 23

For more information about any of these events, visit sportsbackers.org



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Check out what they've been up to so far in the 2016-17 school year!

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1000+ Youth complimentary/discounted event entries for this year's Virginia 529 Kids Run and Ukrop's Monument Avenue 10k

Special thanks to all of the sponsors, volunteers, and participants who make the Ukrop's Monument Avenue 10k possible.



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