

# Brea 8K 2012 RACE GUIDE

## FINAL-WEEK REGISTRATION

Mail-in registration is now closed. Online registration continues through 11:59 PM Wednesday, 2.22. In-person registration continues at A Snail's Pace Brea through 6 PM Thursday, 2.23 (A Snail's Pace is located at 1040 E Imperial Hwy, Brea, one block west of State College Boulevard, on the south side of the street behind Jamba Juice and Coffee Bean & Tea Leaf.)

## FRIDAY REGISTRATION & PICK UP

Racers are encouraged to pick up their bib, timing chip, T-shirt and goodie bag **Friday 2.24 from 5-8 PM in the Cafeteria of Brea Olinda High School**. BOHS (789 Wildcat Way, Brea) is located ¼ mile east of the 57 Freeway. Exit Lambert Road East, pass the business park on your left and turn left (north) on Wildcat Way. Near the top of the hill, turn left into the school driveway. At the electronic sign, take the left fork leading down to the cafeteria. Signs will guide the way.

**NOTE:** *If you're picking up a race packet for a family member or friend, be sure to bring a copy of their driver's license so we know you're authorized to do so.*

## RACE DAY

**Plan to Bring a Can:** We're partnering with Pacific Western Bank to help the hungry, and encourage everyone attending this year's race to bring at least one canned or packaged food item. We'll be collecting these on tables near the north side of Olive Garden; every item turned in earns a ticket in a drawing for great prizes including gift certificates, dinners, movie tickets, hotel stays and more. Winning tickets will be drawn during the race and posted at the Results Booth.

**Location:** Brea Mall is located in North Orange County just west of the 57 Freeway. **Google it here.** From the west, take Freeway 210, 10 or 60 to the 57 Freeway South, or Freeway 91 to the 57 Freeway North. From the east, take Freeway 210, 10 or 60 to the 57 Freeway South, and Freeway 91 to the 57 Freeway North. Exit at Imperial Highway West or Lambert Avenue West, depending on where you plan to park.

**Parking:** Parking lots on the south and west sides of Brea Mall **WILL** be open during the race and expo. To enter Brea Mall on race day, exit the 57 Freeway at Imperial Highway West. Proceed west on Imperial Highway, turning right at Randolph Avenue. At the first signal on Randolph, turn right again into the mall. Both the ground-level lots near Sears (straight ahead) and the Nordstrom parking structure (to the left) will be available.

Access to Brea Marketplace parking (just north of Brea Mall, including the Target parking structure) will be available on race morning via **one entrance only, on the east side**. Exit the 57 Freeway West at Lambert Road. In one block, turn left onto State College Boulevard. Pass Avocado Street (signal) and a vacant lot on the right. At the next signal,

turn right into the parking lot near the north office tower. Once in this lot, turn left, pass the office towers, turn right and *carefully* thread your way through toward Target.

### **Best Time to Arrive**

If you picked up your race bib, timing chip, T-shirt and goodie bag on Friday, there's no urgent need to get there until around 7 AM, and some people come even later. If you **haven't** yet registered, or haven't yet picked up your bib, timing chip and T-shirt, arriving earlier probably is better. "Doors" for both registration and pickup open at 6:30 just north of Olive Garden.

**Note:** *If you're picking up a race packet for a family member or friend, be sure to bring a copy of their driver's license so we know you're authorized to do so.*

**A New Way to Do Goodie Bags:** This year's goodie bags are filled with great stuff, and we think you'll enjoy what's inside. We're experimenting with giving goodie bags out AFTER the race, and have a system set up that tracks who's already received one. Our goodie bag pickup station will open after the race northeast of the finish line. **Only racers wearing race bibs may pick up goodie bags**, and staff will know from each bib's appearance whether a bag already has been received.

**Costume Contest:** Grab your hat and tug on your tutu! The Brea 8K Costume Contest returns for its second year!! Cash prizes will be awarded for best individual, partner and group costume/s (based on originality, overall theme and craftsmanship), so get ready to exercise your creativity! ***Click on our rules here.*** Head to our costume contest registration area (purple balloons north of Registration), **sign up between 6:30 and 7, and be there for judging promptly at 7:15.** Prizes will be awarded after the race on our expo stage.

**Tips on Chips:** Champion-Chip timing is back again at the Brea 8K. These waterproof glass capsules contain a silicon chip and an energizing coil. The coil is inactive until moved into a magnetic field generated by send antennas in mats placed at the start line. Each racer's transponder transmits a unique identification number to a receive antenna in these mats, and special software is used to eliminate all but the first time recorded for each chip at each point. Serial numbers of participants' chips are stored in a database, allowing recorded times to be matched with participants' names. The timing chip must be attached during the entire race to record an accurate time.

**Way to Go:** Every year we rent more porta-potties, and every year there are long lines in front of them the last half hour before the race. Plan ahead.

**Start Line:** Birch Street west of State College Boulevard (42 feet FARTHER WEST than it's been for the past 20 years). **Make your way up to Birch Street by 7:30** (stairs at the mall's NE corner) **to hear pre-race announcements and move along to a warm-up led by staff members from St. Jude Rehabilitation and Wellness Center, Brea.**

**Safety First:** This is a community race with a lot of hometown spirit. Some people run this course very quickly. Others jog. Lots of people walk. **Unless you're a really fast runner, DON'T line up near the front.** Up on the Birch Street sidewalk, we'll have students stationed every 30 feet or so carrying "pace signs" saying things like 7-minute mile, 10-minute mile, etc. If you have a chance to practice and can time your speed before arriving, you'll be better able to place yourself in the pack!

**Road Rules:** We welcome everyone from elementary school students to senior citizens, those in strollers and wheelchairs, and even well-behaved dogs, but must always insist that safety comes first. If you're pushing or pulling a stroller, be sure to hang toward the back. All dogs must be leashed, behave appropriately and bring along humans who clean up after them as needed. Sorry, we can't allow bikes, skates or skateboards in this event. Bib numbers must be worn and visible at all times on the course.

**Glued to Your Tunes?:** Personal audio devices are allowed on the course, but participants are strongly encouraged to exercise caution at all times when using them.

**Start Time:** Following the mayor's welcome, announcement of the largest team and national anthem, an air horn will start the race promptly at 8.

**Stay the Course:** The Brea 8K covers rolling hills and long straights through the civic, retail and residential heart of our community. If you've run this race before, you'll realize this year that its course has changed - improvements intended to make it smoother, safer, faster, better able to accommodate more racers and maybe even a little easier on some of our neighbors. **See our newly re-certified course map here.**

**H2O To Go:** Boy Scouts and Girl Scouts from Brea (and sometimes from cities nearby) have been staffing our water stations for years, and always earn rave reviews. The cups they hold out are filled just a bit; if that's not enough, take two!

**Say Hey to our Crew:** We've got more in store on the course this year, with music on the incline and other special encouragement at several spots. Most of this year's course and expo assistance comes from BOHS student groups (Band & Color Guard, Global IT, ASB, Key Club & Girls League) but we're grateful to many outside groups for their assistance as well, especially Garden Grove High School (83 total students from NHS, ASB, Ambassadors Club & Key Club), Rowland High School Red Cross Club, OC High School for the Arts NHS, the Vietnamese Student Association, Cerritos High School Key Club, American First Credit Union and CSUF Circle K International Club! Employees from our first-ever Gold Medal Sponsor, St. Jude Medical Center, also will be out in force on Kraemer at Birch, so save a wave for them!

**Please Say Cheese!** Don't be afraid to ham it up a bit when the Brightroom (official 8K photographer) camera crew spots you. We scrolled through all 17,000+ of last year's photos, and the ones that jump out almost always show people smiling. After the race, Brightroom will send you an email (if you supplied that address) with your race picture, or you can look for your photo by bib number or name on our website. The Brea 8K makes no profit from these sales, but we do hope you enjoy your photos for years to come!

**Need Time to Shine?** There are no time limits on the Brea 8K, and lots of our participants walk. After the largest part of “the pack” has passed through a portion of the course and streets begin opening to local traffic, Brea Police officers will encourage those still on the course to move to the sidewalk for safety.

**Got a Problem?** We’re here to help if you’re hurting. Emergency Ambulance Service has a crew stationed at our finish line and is headquartered nearby should more help be needed. Officers of the Brea Police Department also can lend emergency assistance, and any volunteer who appears to have a radio or cell phone has been advised of our emergency number.

**Shadows on the Land:** Racing around town, you probably wouldn’t guess that it didn’t always look like this - but sometimes it’s nice to know: The Brea Marketplace (Target and more) is built where Brea Olinda High School stood from 1927 to 1989. Until almost 1980, today’s Brea Civic & Cultural Center was a family farm, and Brea Mall was a barley field. The freeway opened in 1972, but before it, most of the land to its east was filled with oil derricks, citrus groves and chemical plants. Orange County’s eighth oldest city, Brea turns 95 this week, and continues to reinvent itself as it stretches toward its centennial.

**Watch for Our Art:** Brea has one of the nation’s largest collections of privately owned public art, with more than 160 pieces on display. At least 12 pieces are either on today’s course or easily visible from it. How many can you spot as you make your way around town?

**Finish Line:** On Brea Mall Road NW of Olive Garden at the same palm tree where it’s always been.

**For the Record:** Fastest times ever for the Brea 8K’s original course are held by Brian Livingston of Los Angeles (24:39, set in 2010) and Cheryl Smith of Laguna Beach (27:47, set in 2011). Our course certifier tells us the revised route should be faster than the course was before, so we’re anticipating these records may fall at Sunday’s race.

**Check Your Results:** Timing by Scott & Nanette Muirhead of Time Management using ChampionChips. Results will be posted at the Runner’s Image booth in the southwest corner of our expo area, and will go online at *Brea8k.com* later on race day.

**Awards:** Sponsor awards start at 9:45; racer ceremonies begin at 10. All awards are given out on the expo stage west of Olive Garden.

**Savor the Flavors:** We’re known for hosting “Orange County’s finest finish line,” (so says the *OC Register*), and aim to live up to that fame. This year we’ve got BJ’s Restaurant & Brewhouse, California Pizza Kitchen, ChickPita, Corner Bakery Cafe, Farrell’s Ice Cream Parlour Restaurant, Hot Dog on a Stick, Jamba Juice, Mother’s Market & Kitchen, Olive Garden, Panera Bread, Pinkberry, Ralphs, Rubio’s Fresh Mexican Grill, Tacos & More, The Coffee Bean & Tea Leaf and The Melting Pot. **Only racers wearing Brea 8K 2012**

**race bibs are allowed into the food court.** Infants and toddlers in strollers who aren't wearing race bibs MAY enter the food court with their bib-wearing adult (but please be extra careful around crowds!) Unfortunately, we can't allow dogs in the food court, but do encourage you to take turns with a friend minding Fido outside. (Dog watering stations provided!)

**Stay and Play:** Linger to tap your toes to the country band Daze of Blue, catch some of the awards ceremony and explore our expo. This year's exhibitors include Advantage Care Chiropractic, American First Credit Union, American Martial Arts Academy, Brea Adventure Boot Camp, Brea Community & Fitness Center, Brea Dentists, Brea Downtown Collection, BOHS Vocal Music, Camp Bow Wow, Coldwell-Banker Excellence Horowitz-Buonauro and Coury & Buehler Physical Therapy...

...As well as CrossFit Riot, La Habra 5K/10K, Merrill Lynch Wealth Management, MotoACTV, Nikken, Nutrishop Brea, OC Improvements, OC Vein Institute, Pasadena Marathon, Prudential Brea, RaceGrader.com, Warren J. Schlott DDS, Simply HCG, Solar City, Total Woman Gym & Day Spa, USA Track & Field, Vast Medical Solutions and Vitamin Shoppe, so be sure to check it out! Get a mini massage, sample a supplement, meet some karate kids, sign up for a race, learn to invest wisely, shop for cool gear, see some sweet solar options and even buy Breapoly!

**About the Fun Run:** Help jumpstart the fitness habit young by signing up kids for this 1K race! Ages 10 and under run on the Brea Mall lot near Red Robin restaurant, and the robin himself (along with restaurant staff) will be on hand to cheer, as well as hand out kids' meal coupons! Parents are welcome to walk or jog alongside this course to encourage their young athletes in training (but for safety's sake, must not impede our young racers' path. Regrettably, we also must say "no" to strollers. 1K racers are eligible to enter our food court, but adults who wish to accompany them must be wearing their own 8K entry bib.

**What if it Rains?** This race runs, rain or shine! We had rain in 2008 – and, frankly, it was a great day! All pre-race activities (registration, packet pickup & contest judging), as well as our post-race food court, sponsor expo and entertainment, shift inside to the lower level of Brea Mall Parking Structure "C" (located closest to Foodworks, between Macy's Men's, Children & Home on the east and JC Penney on the west). We learned last time that racers are really happy, make-the-best-of-things folks – including splashing around a bit in the rain and then drying out at our rockin' expo! Fortunately, today's forecast clearly shows Sunday as SUNNY.

**Lost and Found:** Items of value that have been turned in will be kept at Race Central, east of the finish line north of Olive Garden (landmarked by red balloons). Unclaimed items will be kept for one week after the event and then donated to charity. To claim your lost items, please call 714 990-2141.

**Plan to Come Back:** Mayan doomsday calendar predictions notwithstanding, be here for the 22<sup>nd</sup> annual Brea 8K, 2.24.2013!

**We're Turning Green:** We offer on-course water in small recyclable-paper cups to avoid plastic waste. Recycled paper and eco-friendly deodorizer are used in our porta-potties. We try hard to keep our recyclable discards separate from the rest, so please mind where you stash your trash! This year's expo features two green home-improvement sponsors, Solar City and OC Improvements, and our very first housing development that boasts homes with solar power and high-efficiency appliances, Brea Downtown Collection. Be sure to drop by to learn more!

With the race almost here, it's a great time to introduce and say thanks to the hard-working crew who's planned for many months to make it all happen!

**Directors:** Teresa Hampson & Rod Todd

**Logistics:** Alan Sarkan & Mike Uyeno

**Website/Publicity:** Andrew Todd

**Graphic Design/T-shirts/Awards:** Gregg Muret

**Corporate Sponsors:** David Towbin & Irene McCallister

**Food Sponsors:** Dionne Evans, Kathryn Kadletz & San San Moe

**Goodie Bags:** Jimini Ohler

**Registration:** Andrew Todd & Chris Maule

**Volunteers:** Kevin Vosecky & Marne Bourgeois

**Security:** Chris Hyatt, Nancy Towbin & Bill Hutchinson

Carol Mitchell \* Silvia Sarkan \* John Ludwig

For further information, visit our website at [www.Brea8k.com](http://www.Brea8k.com), call 714 990-2141 or email [information@brea8k.com](mailto:information@brea8k.com).