



Krispy Kreme **Challenge**



BENEFITING THE NORTH CAROLINA CHILDREN'S HOSPITAL FOR 14 YEARS

LETTER FROM THE DIRECTORS

Dear Runner,

First and foremost, thank you for your support of the 14th annual Krispy Kreme Challenge! All of our proceeds benefit UNC Children's Hospital. Last year, we donated **\$190,000**, bringing our cumulative donation to almost **\$1.35 million**.

This year, we are excited to welcome to the race both returning runners and newcomers; whether you are a Challenger, Casual, or No Doughnut runner, this race would not be possible without you!

As there will be a large volume of people present, we ask that you read the following instructions carefully to help keep the event running as smoothly as possible. Please carefully note the information concerning our race start, including the new start time of 8:00 AM.

As always, you are welcome to submit further inquiries via the "Contact Us" link at <http://krispykremechallenge.com/contact/>, and one of our team members will work to answer your question.

Finally, we would like to thank all those who collaborated on the 2018 Krispy Kreme Challenge to make it a success. We would especially like to thank our sponsors for their generous contributions to the race.

With gratitude,



Hannah Caison

Abby Cox

Cameron Gray

& Sara Lewis

2017-2018 Race Directors



TABLE OF CONTENTS

MISSION	_____	1
PICK-UP & EXPO	_____	2
PARKING	_____	3
SPECIFICS	_____	5
RACE START INFORMATION	_____	6
TIMING	_____	8
AT KRISPY KREME	_____	9
AWARDS	_____	10
RESULTS	_____	11
FUNDRAISING	_____	12
MERCHANDISE	_____	13



All Proceeds Benefit the UNC Children's Hospital

Since its inception, the Krispy Kreme Challenge has been proud to support the UNC Children's Hospital. The mission of the hospital is to provide the highest quality care to patients from all 100 counties in North Carolina, regardless of a family's ability to afford the services. The money we raise goes to help fund additional equipment and support services necessary to provide exceptional care. It also funds innovative programs that aid in the treatment and care of children suffering from a wide range of illnesses.

Visit the UNC Children's Hospital website at www.UNCchildrens.org for more information on the amazing service they provide to the children of North Carolina, or stop by the Children's Hospital table at the Race Expo. Please consider donating to this wonderful cause and supporting the children of North Carolina. If you would like to make additional contributions, please visit our fundraising page, or stop by our fundraising tables during the Expo and on race day.

Packet Pick-Up & Race Expo



FRIDAY, FEBRUARY 2ND FROM 9 AM – 8 PM

Talley Student Union – State Ballroom
2610 Cates Avenue, Raleigh, NC 27606

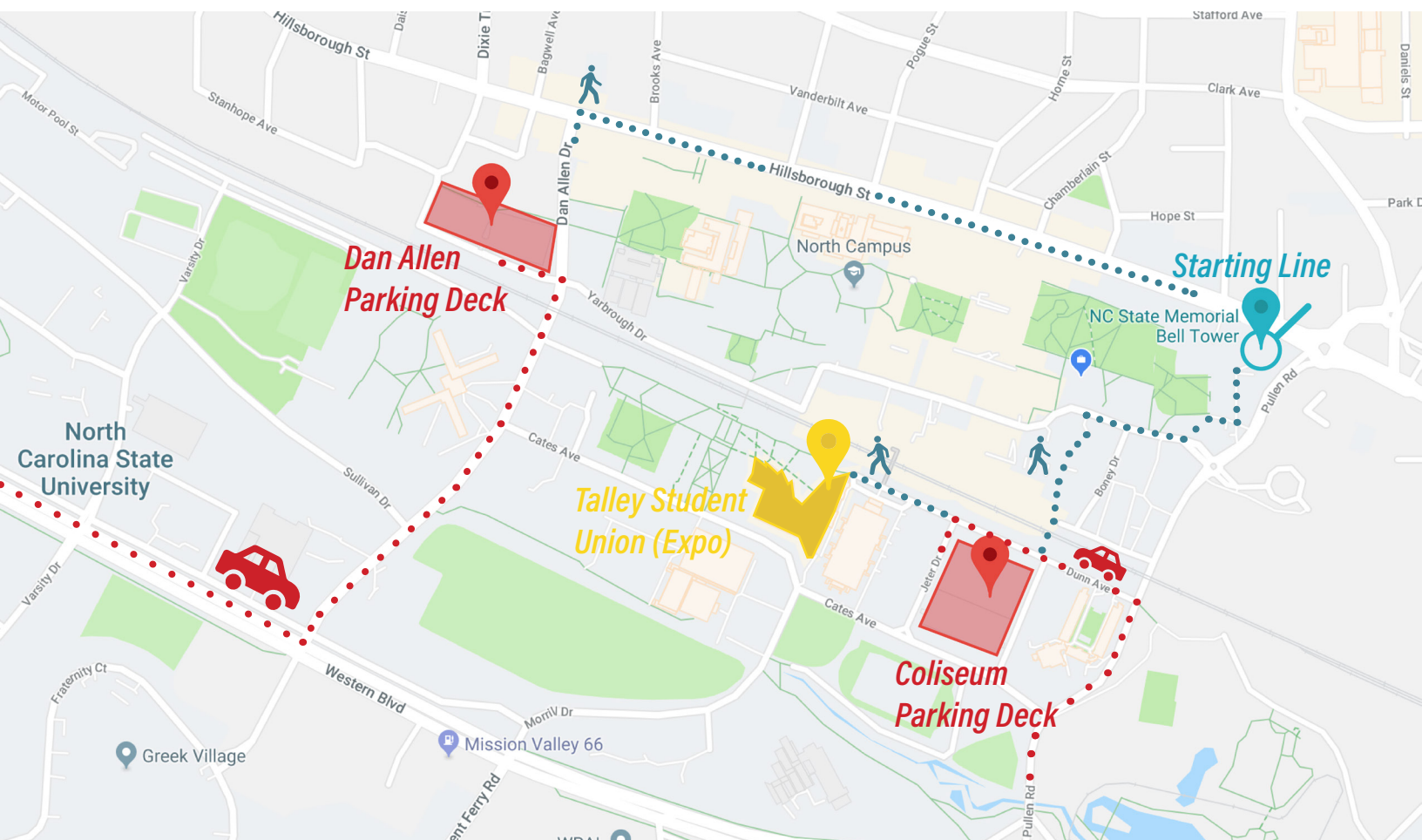
- Bring a **photo ID** or a picture of an ID for all the runners whose bibs you are picking up.
- Bibs and race shirts will be available at separate tables for pick-up.
- You will receive **one** race bib with a timing chip on the back and a 2018 race shirt per runner registered.
- When picking up your bib, you **must** know your bib number.

To find your number, visit <https://tinyurl.com/KKC2018>

- There will be a separate table for registration transfers. If you need to transfer a registration and the original registrant is not present at the Expo, you must have written and signed consent.

Parking for the Expo is available at the Coliseum Parking Deck.

Getting to the Race & Parking



- Please **avoid** Hillsborough Street if at all possible - especially if coming from downtown Raleigh.
- **From I-440** - Take the Beltline to Exit 2A for Western Blvd. Follow Western Boulevard west towards the NC State campus. Take a left onto Dan Allen Drive to access the Dan Allen Parking Deck. Turn left onto Pullen Road to access the Coliseum Parking Deck.
- **From Downtown Raleigh** - Take S. Dawson Street to Western Boulevard. Turn right onto Western Boulevard. Turn right onto Pullen Road.
- You may park in any of the on-campus parking decks. Coliseum is on Cates Avenue and Dan Allen is on Dan Allen Drive. Both are accessible from Western Boulevard. See the map above for locations.
- Please allow yourself **20-30 minutes** to park and walk to the starting line. We expect parking decks to be crowded, and they may fill up.

Race Day Photography

Remember Your Run!

At 2 locations on race day, we are pleased to offer high resolution images to participating runners for only \$3:

- Photo Wall
- Costume Contest

Stop by these locations at the Memorial Belltower to have your picture snapped by a member of the Krispy Kreme Challenge Team. Simply pay and leave your name, bib number, and email address to receive your photographs within 1 week after the race!



Thank You to Our Sponsors



Race Day Specifics

Last Minute Packet Pick-up

- **Location** - A tent will be located in front of Holladay Hall, just south of the NC State Memorial Belltower.
- **Time** - 5:30 AM – 7:30 AM. The pick-up area will close promptly at 7:30 AM.
- **Same-Day Registration** - Same-day registration will be available for \$50. Same-day registration is paper only, so please arrive in time to allow for processing.
- **Race Day Packet Pick-up is for those runners who live more than an hour outside of Raleigh.**

What to Bring on Race Day

- Race bib with chip attached to the back
- Water bottle - while water will be provided at Krispy Kreme and the finish line, we strongly encourage you to bring your own water bottle

Locker Space

- The Krispy Kreme Challenge is pleased to offer storage for your personal belongings for the duration of the race!
- Locker space is available at the Aloft Hotel, located directly across from the Belltower. Participants who arrive at the Aloft Hotel before the race begins will be able to check their belongings in this space for only \$10, which includes a Krispy Kreme Challenge bag!
- Take advantage of this opportunity to have a safe place to store your belongings by arriving early on February 3rd.



14th Annual Krispy Kreme Challenge Race Start Information



SATURDAY, FEBRUARY 3RD AT 8:00 AM

Aim to be at the Belltower no later than 7:15 AM

Safety Information

- There will be volunteers with pace signs stationed along the starting area. Please be sure to position yourself near a sign that is a comfortable pace for you.
- **For your safety** - we ask that all runners with strollers, wheelchairs, or service animals start at the back of the race.

Additional Tips for a Successful Race Start

- Please be aware of your surroundings.
- Keep a reasonable distance between yourself and other runners.
- Jog slowly or walk until the crowd thins out.

Thank You to Our Sponsors



redhat®



Jenkins MBA



Timing

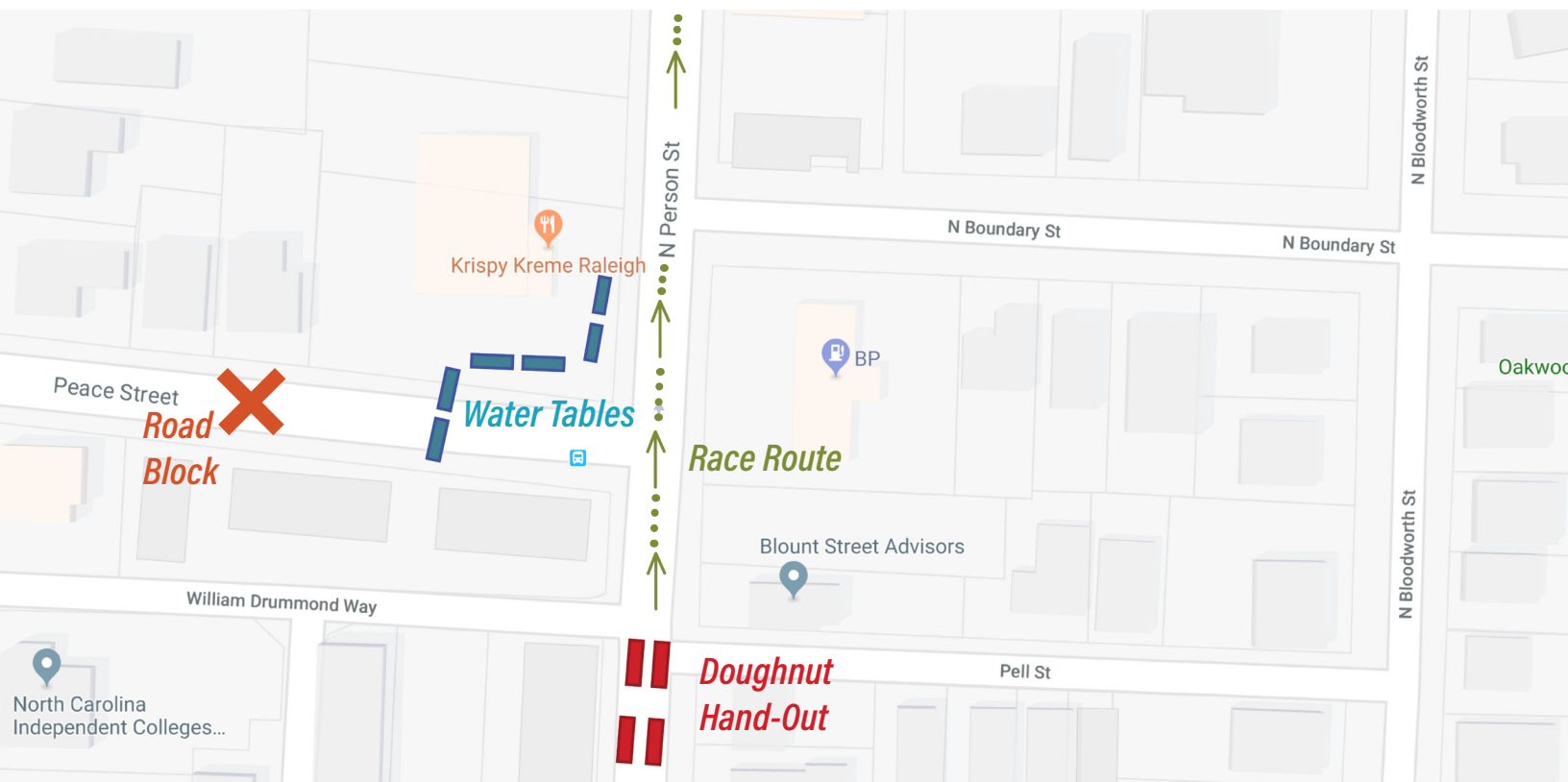


Precision Race LLC is pleased to provide the most advanced timing technology for the 2018 Krispy Kreme Challenge.

The Jaguar timing system is simple and highly accurate if you follow these simple guidelines:

- *Avoid folding or bending* your bib as it can damage the timing chip.
- *Do not remove the foam strip* from the back of your bib - **this is your timing chip.**
- Attach your bib to the front of your shirt with 4 pins - **your bib must be visible in front at the Challenger Chute and finish line.**
- If you are wearing an outer garment that you might remove, please wear your bib on an inner layer.
- Please take care not to lose your chip. **We cannot provide you with an additional chip if your first chip is lost.**

At Krispy Kreme



For spectators - in order to maximize the space for all of the runners, we kindly ask spectators to stand near the Krispy Kreme Building or in the picnic area located in the parking lot along Person Street.

Runners - you will approach the Krispy Kreme building along Person Street. Doughnuts should be picked up at the tables where volunteers will be handing out boxes. Upon getting their boxes, **runners should keep moving forward** towards Krispy Kreme before stopping to eat. There will be water stations in the parking lot.

Runners in the Challenger category - who have completed their box should proceed down Person street, pass the Krispy Kreme on their left and run towards the Challenger's Chute.

(Note: Challengers who do not run through the chute will not be included in the Challenger Results and therefore ineligible for awards.) Show your empty box to the race officials to prove you completed the challenge. Casual runners should run to the right of the Challenger's Chute. All runners should then turn left and continue down Pace Street.

Awards



Opening & Post-Race Ceremonies

Once you have picked up your bib and race t-shirt, we ask that everyone promptly make their way to the starting line. The opening ceremonies include the National Anthem, the check presentation to the UNC Children's Hospital, and remarks from a keynote speaker. The ceremony will begin at 7:40 AM.



We encourage all participants to stay for the post-race ceremony, which will take place roughly 30 minutes after the conclusion of the race. The top 10 male and female Challengers will be recognized. The top 3 males, females, and teams will be awarded, as well as the costume contest winners.

Costume Contest

Whether you are feeling classy, playful, flirtatious, or serious, show us your moves and blow us away with your creativity by participating in our annual costume contest. Runners will be judged on **individual**, **pair**, and **group costumes**. Meet at the Belltower, *prior to 8:00 AM*, with your bib for a chance to win prizes. There may be a line, so plan accordingly!

Results

- Official race results will be posted on www.krispykremechallenge.com following the conclusion of the race.

- To look up results based on your bib number, visit: www.tinyurl.com/KKC2018

- **Text** - If you provided your wireless carrier and cell phone number when registering online, you will receive a results text message as you finish.

- **Physical** - You can get your personal results printout at the touch-screen Results Kiosks near the Belltower.

- **Phone** - By downloading the ItsYourRace mobile app, you can see your LIVE race results and finish line photos.

- You can also see your LIVE race results and finish line photos online at <http://www.precisionrace.com/krispy-kreme-challenge-results>

ItsYourRace Mobile App

Download the free **ItsYourRace** mobile app to keep all the race information you need at your fingertips:

- Verify your registration and check your bib number.
- View the event schedule with locations and driving directions.
- Get parking information.
- See the course map.
- See your LIVE race results.
- Finish line photos.

Click to download for your phone:



Fundraising



Interested in giving even more to UNC Children's, and earning some *sweet* rewards along the way? Join our fundraising program! All proceeds from fundraising directly benefit UNC Children's Hospital, and all donations are tax-deductible. Our fundraising platform is located at www.crowdrise.com/2018KrispyKremeChallenge. Fundraising can be done individually or with friends in teams!

This year's exclusive fundraising rewards include:

Fundraiser Level 1: \$50

Free Medal

Fundraiser Level 2: \$100

Free Race Entry

Fundraiser Level 3: \$200

Specialty Children's Champion T-Shirt

Fundraiser Level 4: \$500

Specialty Children's Champion Sweatshirt

Fundraiser Level 5: \$750

PA Recognition on Race Day

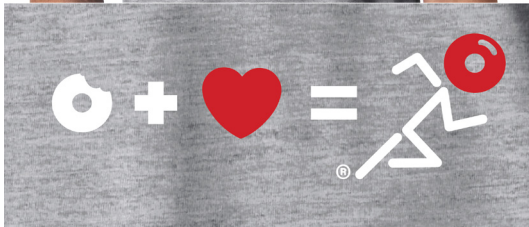
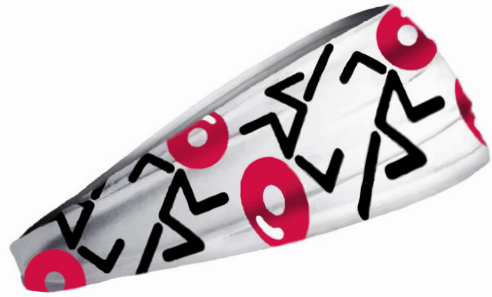
Fundraiser Level 6: \$1,000

VIP Lounge on Race Day

TOP DOZEN GET A HOT DOZEN

The top 12 fundraising individuals will receive a HOT dozen doughnuts upon reaching Krispy Kreme during the race!

Merchandise



All Proceeds Benefit the UNC Children's Hospital!

2018 Krispy Kreme Challenge merchandise will be for sale at the expo and on race day! Merchandise is also available on our website. You can access the store by [clicking here](#).

T-shirts, water bottles, stickers, cold weather gear, exclusive 2018 race medals, and a variety of other merchandise is available for purchase in many colors and sizes.

Prices will increase at the Expo and on race day, and items are subject to availability, so go ahead and pre-order!

Orders will be available for pick-up at the Expo, on race day, or shipped shortly after race day.

Thank You to Our Sponsors



PARK
SCHOLARSHIPS



— Thank You —



Krispy Kreme Challenge
PO Box 10154
Raleigh, NC 27605

krispykremechallenge.com

K2 Challenge, Inc. is recognized as a 501(c)3 public, charitable organization. Donations to the Krispy Kreme Challenge are deductible to the extent permitted by law. Tax ID: 26-0718397