



Good Afternoon!

Thank you for registering for our Run for Hope 5K on May 14, 2016! The race starts promptly at 8:00 a.m.

Please carefully review the details below and attached (there is a lot of information to convey) about Valley Natural Foods' Run for Hope 5K on **Saturday, May 14 at 13750 County Road 11, Burnsville.** The race starts promptly at 8am. However, join us early, starting at 7am until 9:30 a.m. for the free activities, which include a DJ pumping music, a kids' bouncy house, operated and donated by USA Karate, a race-warm up by an ECFS dance instructor and other kids' activities. Also, free Alakef coffee, water, Equal Exchange bananas, oranges, Down in the Valley Bakehouse gluten-free treats and MOM's Cereal will be available too for participants.

IMPORTANT CHANGE: We have decided to return to the same race route as last year due to safety concerns with the new route (see the attached map for the current race route).

Breakfast will also be available for purchase after the race at the co-op starting at 9:30 a.m. in the deli's hot bar where you will find hash browns and eggs. Breakfast sandwiches and a separate station will be set-up for building your own oatmeal with all the fixings.

Just as a key reminder – some of the most important information in this email is in regards to parking on race day and race swag pickup so be sure that you carefully review the instructions, the attached race maps (parking map, race route map, event layout), and the recommendations. Also, be sure to review the information below about pick-up of your race bib, t-shirt and swag bag on **Friday, May 13, 2016 (see note below if you are a Donaldson employee)**. Remember that this race is a rain, shine or snow event!

Valley Natural Foods is happy to announce that its 6th Annual Run For Hope 5K benefits Early Childhood Family Services (ECFS) of Rosemount-Apple Valley-Eagan public schools. So far, we have just over 400 participants! We sincerely thank you for your support!

Please review this important race information:

1. **RACE BIB, SWAG BAG & T-SHIRT PICK-UP:** Race bib, t-shirt and swag bag (chock full of healthy, energy snacks) pickup is **Friday, May 13th from 8am-8pm** at Valley Natural Foods' demo kiosk. To find the kiosk, enter our store to the right and go through the produce area to the kiosk. The kiosk is visible from the produce area when you enter



the store. **We strongly encourage ALL participants to make time to pick up these items on Friday, May 13 because of how many people we have registered this year as it will make everything run more efficiently. Race-day pick-up will be available, however, if you are completely unable to make it to Valley Natural Foods on May 13.** Also, look for a Valley Natural Foods store coupon that you can tear off your race bib this year and we will also have a Garden Center coupon available to you. Our Garden Center is now open in our parking lot. [Click here for details.](#)

DONALDSON EMPLOYEES: If you are a Donaldson employee, your HR representative will be picking up your race items for you for distribution on Friday, May 13 at your office location in Bloomington; so there is no need to come to Valley Natural Foods to pick up these items.

2. **PICK-UP OF FRIENDS' & FAMILIES' RACE BIBS, SWAG BAGS & T-SHIRTS:** If you are a parent and/or guardian, you are obviously allowed to pick-up your child's/children's race swag, if they are age 17 and under. Also, you are allowed to obviously pick-up your husband and/or wife's race materials too. However, if you would like to pick up a friend's or other relative's race swag, we will allow this with either a written note or printed email from this person to you, granting his or her permission.

DO PLAN AHEAD IF YOU WANT TO DO THIS. We ran into a situation last year where a participant didn't know that anybody planned on picking up his/or her race swag and we had to scramble to figure out who actually picked up the race materials for this person. This is why it is crucial for us to have a written permission note or a printed permission email on hand.

3. **GET HERE EARLY ON MAY 14:** We will be having a dance warm-up starting promptly at 7:30 a.m. by the DJ's tent (see map)!
4. **NEW - TEAM COSTUME CONTEST:** This year, if you are part of a race team, we are having a team costume contest starting promptly at 7:45 a.m. by the DJ's tent (see map) for all those that want to participate. All winners will receive a special Valley Natural Foods coupon! Also, special Valley Natural Foods coupons will be given out by the DJ to the team with the fastest average team time after 8:30 a.m. So do stick around to see if your team made the cut!
5. **GIFT CARD PRIZES:** Valley Natural Foods gift card prizes will be distributed after 8:30 a.m. by the DJ to the top 3 women, men, and children age 16 and under. So do stay to see if you finished in the top three in these categories!



- 6. RACE BIB/ TIMING:** Also, the race is chip timed this year using magnetic strips that are taped to the back of your race bib. **DO NOT** bend your race bib as this could affect its ability to properly capture your time and **DO NOT** lose your race bib. Also, please be sure to firmly secure the bib to the front of your t-shirt using the four safety pins provided as this is your sole form of capturing your race time. If your bib is lost throughout the race, we will not be able to process a race time for you.

7. REGISTRATION ON MAY 13 AT THE KIOSK OR ON RACE DAY:

Active.com registration will close on May 12, 2016 for offline processing. Registration will re-open at our demo kiosk on May 13, 2016 and people can register for the race on race-day at one of two of our registration tables. However, you may or may not get a t-shirt in your size if registered after the last, final t-shirt order was placed on April 28.

Registration will be \$40 on race-day for adults age 13+ and \$15 for youth 12 and under. Credit card payment is preferred for May 13-14 registration as there will be a laptop there for processing through the race timing system. Checks will be accepted but do make it out to "The Foundation for Early Childhood Family Services" and if you pay with cash, you must provide exact change.

- 8. WHERE DO I FIND MY TIME AFTER THE RACE?** All participant race times will be available for you to view at the registration tables after you finish the race (see map).

All race times will also be posted to the Run for Hope 5K's page on Anderson Race Management's website:

<http://www.andersonraces.com/new-events/2016/4/30/run-for-hope-5k>
<http://www.andersonraces.com/results/>

9. RACE ROUTE START (see map):

There will be signs and volunteers on the race route to direct and guide you along the way. No roads will be blocked off for the race so at the beginning, you will need to run along the sidewalk of McAndrews up until the left turn across County Road 11. Burnsville Police will be directing traffic across McAndrews.

However, please review the starting and finishing points of the race on the race map. As noted, due to safety concerns, we needed to change our race route to the one we used last year. Please be ready to go at the starting point of the race right before 8:00 a.m.



ALL runners are to gather at the front, walkers behind the runners and any strollers are to make up the rear. When starting the race, you must run across the timing mat for your time to properly register on your magnetic race bib strip. The race starts at the corner of McAndrews and County Road 11 in the grassy area beyond our store. Start the race by running up McAndrews toward the continuation of County Road 11 (please keep to the sidewalk and grass only) and then you will cross at the County Road 11 traffic light (again keep to the sidewalk and grass only). Police officers will be there to stop traffic. The next turn will be onto Evergreen Dr., the next onto Portland Ave. S., and then onto E 143rd St., where at the end another police officer will help you cross at the boat dock to continue on County Road 11.

10. **RACE ROUTE FINISH (see map):** When nearing the end of the race, you will be turning from County Road 11 onto Frontier Ct and then you will cross McAndrews once again (police officer guided). After you cross, you will make a sharp right turn on the sidewalk to continue toward Valley Natural Foods and the exact grassy area where you started the race to finish it. You must run all the way through the race chute on the grassy area as indicated on the map (do not stop) and over the timing mat for your time to register. There will be a banner labeled with "FINISH LINE" at the end of the chute to indicate how far to run. Please be sure to get out of the way quickly when finished as this area may get congested with racers coming up from behind you.
11. **PARKING:** Please note there is very **LIMITED** parking in Valley Natural Foods' lot (see map) so carpooling or finding alternative means of transportation is encouraged. However, if you don't want to deal with the hassle of finding a parking spot, we've coordinated a very convenient parking option for you that we strongly encourage you to take advantage of on the day of the race. We have a school bus that will shuttle participants every 15 minutes from the Echo Park Elementary parking lot located at **14100 County Road 11, Burnsville, MN 55337 (located on race route map) during the time period of 6:45 a.m. - 10:00 a.m. The bus will take people from Echo Park to Valley Natural Foods starting at 6:45 a.m. and then take them back to Echo Park Elementary to pick up their car after the race.** We've attached a parking map for your convenience of the available parking spots in the Valley Natural Foods parking lot. PLEASE NOTE that not every parking spot is available in and around our building and that we do reserve our middle lot for customers that will come starting at 8am when the store opens. If you want to park in one of the available spots, arrive early as they will fill up quickly. Also, we strongly advise to not park in the strip center area adjacent to our store as this is owned by other businesses.



12. STROLLERS: If you are a parent with a stroller, we encourage you to do one of two things – come early to ensure a spot in the Valley Natural Foods parking lot or to drop off one parent with the stroller at the Valley Natural Foods lot. Then the other parent can park at Echo Park Elementary and shuttle over to Valley Natural Foods. If your stroller can easily fold up, it shouldn't be a problem to take it on the bus. However, keep in mind the drop-off option as that may be most convenient for you.

13. WHAT IF I DON'T WANT THE T-SHIRT SIZE I REQUESTED? Unless you emailed us to change your t-shirt size before the last, final t-shirt order was placed (April 28) and we okayed it, we cannot swap t-shirt sizes. However, you may bring your unworn shirt (we will not exchange worn t-shirts) to the race and swap it after we've started the 5K. At that point, we can swap out the t-shirts of those who did not pick them up and we will know if we have any extras. Up until then, we need to make sure we have a shirt for everyone pre-registered. Again, if registered after the last, final t-shirt order on April 28, we cannot guarantee your t-shirt size.

Extra t-shirts (beyond what you registered for) will be available for purchase (exact change/cash only or make a check out to "The Foundation for Early Childhood Family Services") for \$10/each after the race only.

14. CHILDREN AGES 0-5: Also, just as a reminder, children ages 0 - 5 are free, so no registration is required. However, if you wanted your child to have a t-shirt and a race bib, you needed to register your child under the youth rate of \$15. If you registered your child after April 28, we cannot guarantee a t-shirt in his or her size. Consider the "swap option" after the 5K starts as mentioned in #13 if you want a different size.

We look forward to seeing you bright and early on Saturday, May 14, 2016!!!

THANK YOU FOR YOUR SUPPORT!



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