



THE COLOR RUN ATLANTA ENCORE RACE GUIDE

Welcome to The Color Run Atlanta Encore! Thank you for joining us on this crazy running adventure. We have made this race guide to provide you with all the information you need to make your Color Run experience as FANTASTIC as possible!

SCHEDULE OF EVENTS

PACKET PICK-UP

Packet pick-up for the 2012 Color Run Atlanta will be held at Road Runner Sports on Wednesday and Thursday in North Atlanta the week of the race. If you can't make it to either of those days we will be holding packet pickup on Friday at the race site at The Atlanta Motor Speedway. At both locations there will be signs directing you to our check-in zones. At this zone you will be asked to show some form of I.D. or a copy of your registration email and will be given the following: t-shirt, race number, Color Run tattoo, Color Runner headband, Color Run wristband, race information, and promotional items. You will also receive a bag of colored powder that you **will need to bring to the finish festival after the race**. Don't forget to check out Road Runner's incredible selection of running gear while you're there.

**If would like someone else to pick up your race packet, you need to complete the "pick up waiver" (found at the end of this document) and have them bring it to pick up.*

WEDNESDAY & THURSDAY LOCATION

Wednesday, April 4th (10am-7pm)

Thursday, April 5th (10am-7pm)

ROAD RUNNER SPORTS

3756 Roswell Road Northeast #16

Atlanta, GA 30342

FRIDAY LOCATION

Friday, April 6th (5pm-8pm)

RACE SITE:

ATLANTA MOTOR SPEEDWAY

1500 Tara Place

Hampton, GA 30228.

**Choose whichever day works best for you!*

Saturday, April 7th

7:00 am - Venue Opens for Color Runners. You wake up like a kid on Christmas!

We STRONGLY encourage you to pick up your pack AT the packet pick up dates and locations. If there are no other options, you can pick up your packet on race day at the race location....but you would need to be there by 7am. Race day is CRAZY....good crazy of course.....but we'd hate to see you miss the start of the race standing in line trying to get your packet!!

8:30am - Athletes begin lining up at the start line

9:00-9:45am - The Color Run Start window. (The race will start in waves. The first wave will be sent off at 9am. Waves of approx 1,000 will leave every 3-5 minutes after that.)

9:30am-11:30am - Finish Line Festival

11:30am-12:00am - Bask in the glory of your Color Run! Take a shower:)



COLOR RUN GEAR

We will have some sweet Color Run items for sale at check in and on race day (bring cash or card!)

- *Lots of Groovy Color Run shirts to choose from, great for kicking around.
- *Color Run sunglasses (keeps out UV rays and Color grenades!).
- *Stylin' color sweatbands, wristbands, and knee high socks.
- *Beach balls & frisbees for the kids (and adults of course).

WEATHER

We will do EVERYTHING in our power to hold the Color Run event as scheduled... however excessive wind or rain may cause us to modify or cancel the event. Runner safety is our highest priority. Stay tuned to your email and the Atlanta Color Run webpage all race week for updates from us regarding any race related news and weather conditions.

RACE MORNING

Arrive early. The Color Run will begin at 9 am so be there in plenty of time get to the park & get prepped for start time. Make sure you have your bib and wristband. Your race bib and wristband ARE your tickets into the run. You HAVE to have them in order to be on the course..... and we cannot give you another one if you leave them at home! So tape them to your forehead, roll them up in your running shoes, or pin them to your running shirt as soon as you get it! Oh and don't forget to wear white - it's more fun, we promise.

The announcer will begin calling runners to the start line around 8:30 am. The first wave will take off at 9 am. The next wave will advance to the start line and leave about 5 minutes later. The final wave will leave at 9:45 am.

COLOR RUNNER PACKING LIST

- | | |
|---------------------|-----------------------|
| *Change of Clothes | *Towels (paper/cloth) |
| *Change of shoes | *Sunscreen |
| *Color Packet | *Bandana |
| *Garbage bags | *Sunglasses |
| *Cash & Credit Card | *Camera/Cell phone |

RACE DAY TRANSPORTATION

Atlanta Motor Speedway is located approximately 30 miles south of Atlanta on U.S. Highway 19 & 41 in Hampton in Henry County. The track's physical address is 1500 Tara Place, Hampton, Ga 30228.

TRAVELING SOUTH

If you are driving south towards Atlanta Motor Speedway, there are two exits off I-75 for reaching the track and both are comparable distances.

Traveling south on I-75, you can take Exit #235 (11.1 miles south of downtown Atlanta) and continue south on Highway 19 & 41 for 15 miles.

You can also take Exit #218 while traveling south on I-75 (27.7 miles south of downtown Atlanta). Once on Highway 20, head west for 10 miles and follow signs to the track.

Alternate routes to the track are available, but are not as direct.

TRAVELING NORTH

You can exit at three locations off I-75 when driving north towards Atlanta Motor Speedway.

Traveling north on I-75, you can first take Exit #205 and head west on GA 16 West into Griffin. Then take U.S. Highway 19 & 41 north towards Atlanta Motor Speedway (approximately 10 miles).

You can also take Exit #212 off I-75 and head west on Hampton-Locust Grove Road to GA 20. Take GA 20 west for approximately two miles to Atlanta Motor Speedway.

Traveling from the south, you also have the opportunity to take Exit #218. Take GA 20 west to the Speedway (10 miles).

Look for additional signage to direct you to the race site when entering the Speedway.



STARTING LINE

Color Runners will gather at the starting line in 1,000 person waves. The wave will leave every five minutes. Once in your wave, gather according to running speed. Rabbits at the front and turtles at the back. Remember the event is not timed so there is no reason to go CRAZY jockeying for position. Take your time and enjoy the Color Run experience with your friends and family. *Please make sure your bib number is attached and visible on the front of your shirt. You also need to have your wristband to be allowed to race. This is how you will be identified as a Color Runner at the finish line and allowed past security at the start. Teams may run in a group or separately, it is completely up to your discretion.



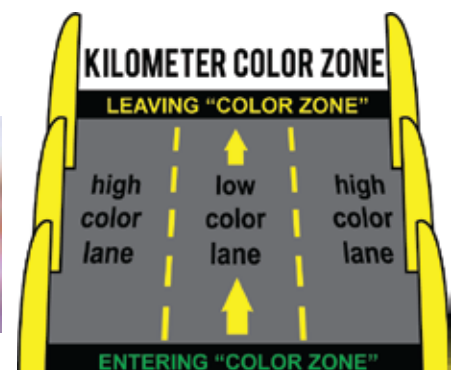
COLOR ZONES

Each kilometer of the event is associated with a designated color. 1k is Yellow, 2k is Green, 3k is Purple, 4k is Pink, and the 5k finish is a "Color Extravaganza." As the runners/walkers hit the KILOMETER COLOR ZONE, they will be blitzed by our volunteers, sponsors, and staff with COLOR. The color is a special "elf made" recipe of magical color dust. All products are 100% natural and safe. See the diagram below for the "Color Zone" specifics:

As with any substance, you want to keep it out of your eyes and our "certified" color throwers try to aim low as you pass by. Some "Color Runners" opt to wear glasses or goggles for their eyes and use a bandana or dust mask for their mouths. As shown below, the middle lane is the "low color lane," which offers a "lighter" color experience. *Please do not stop in the Color Zones. This will create a bottleneck and problems for runners behind you.* In summary: We work pretty hard to make it so our precious "Color Runners" get as much or as little color on them as they like.



"COLOR ZONE DIFFERENT SAFETY LOOKS"





THE COLOR RUN FESTIVAL FINISH

Remember, you must be visibly wearing your race bib number so you can enter the post race festival and help yourself to the post-race snack and water. Only “Color Runners” are allowed in the finish chute area. Friends and family are welcome to meet up with athletes in the general festival areas.

The Color Run Throw:

Every 15 minutes, we will countdown to a mass color throw. This creates the infamous color cloud. Join us as we welcome all Color Runners to the finish line. Everyone throwing their colors into the air at the same time creates a spectacular sight. ***This is where you'll want to use the color pack you received in your race packet.*** Hopefully you were able to resist throwing it for this long. Trust us, it's worth the wait.

Purchasing Additional Color:

If you have used or forgotten your personal color pack, or have brought spectators who would like to purchase additional color, we will have a limited quantity for sale at the festival. First come... first serve! *Cash or Credit please.*

The Color Run Store:

The Color Run Store will be set up at the festival along with other groovy local and national businesses. Hang around and check them out.

Cleaning Station:

We will have our air blown cleaning station set up to dust you off before the ride home.

Getting Home

Unless you are some kind of ninja, you will be extremely colorful at the end of The Color Run. Please plan accordingly. You should probably bring a change of clothes and towels for your car. Garbage bags and baby wipes are also super helpful. If you are using public transportation, please be respectful of their property. We don't want to get the colored powder the buses, trains and stations of Atlanta.

Clean Up

A good solid shower will get rid of most of the color powder. Any small amounts remaining will be gone in a day or two. We are sorry, there will be no “color excuses” keeping you from going to school or work the next week:)

RACE DAY FAQ REMINDERS

Do I need to be some sweet ole' runner to do this?

Oh my goodness, NO. There are plenty of other great 5ks out there to test speed and performance. The Color Run is all about a color crazy day with friends and family. You can run, walk, crawl, or cartwheel it if you wish!

How does a "Color Team" work compared with a solo runner?

Pretty simple, you register as a (4 minimum/infinity max) unit rather than as an individual. You get to pick a groovy custom team name, run/walk together, and "help" each other get really colored up over the 5 color kilometers. There is no "relay" component and team members can finish together as a unit or separately.

How strict is the "white clothing dress code" for the start of the event?

We will have white clothing police inspectors located throughout the event. You will be arrested and put in Color Run jail if more than 11.8% of your person is a hue other than white.

Were you kidding about the question above?

Yes we were. As long as runners wear shirts that are mostly white, you are totally good. They can include team logos and any other image you see fit. Shorts/pants don't need to be white, especially after Labor Day. To the point... It is really just more fun to "Color Run" starting in white and ending well... COLORIFFIC !!!!!

How is the color administered? Will I be hurt, maimed, or killed?

Ha ha ha! We love this one. No, it doesn't hurt at all. It is like getting into a powdered sugar food fight.

You are sure???

Yes. We are 100% sure.

Will the Color ruin clothes or running shoes?

The "color" mostly washes out after the event. However as with anything dirty, the sooner the gear gets washed the better. Dust off all excess powder before washing with water. Wash your color run gear separately and use cold water. Oxiclean, or a similar product, will work wonders. We suggest wearing items that you wouldn't mind getting colorful. If you would like to preserve the color in your running shirt, we suggest spraying it with vinegar and ironing it when you get home. This is the most likely way the shirt will retain its coloring.

Do you have "cleaning stations" at the finish after party?

We have air blown color cleaning at the finish line. With a good dusting off, you aren't 100% clean, but you are totally good for the drive home. It is actually pretty fun to see people still colored up around town after The Color Run event. It is like a badge of honor!

How does the color affect the inside of cars?

Most people bring some towels for the insides of their cars, just in case. It's like driving home from the swimming pool in your swimsuit:)

Can spectators attend the post-race Color Run party?

Absolutely. We will have Color Run powder packets available first come/first serve for everyone to purchase. You may want to warn them though... they ain't coming out of the Color Run party clean!

Are cameras and phones safe to have in the color zones?

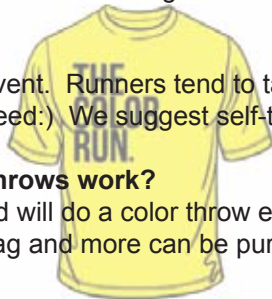
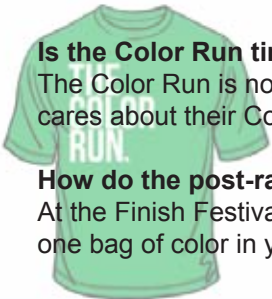
Our race photographers are totally fine shooting from a medium distance (25-50 feet). If you want to get shots right in the midst of the color we recommend covering cameras/phones with plastic wrap.

Is the Color Run timed?

The Color Run is not a timed event. Runners tend to take their sweet time out there and we realized no one really cares about their Color Run speed:) We suggest self-timing for anyone desiring a finish time.

How do the post-race color throws work?

At the Finish Festival, the crowd will do a color throw every 15 minutes to welcome new runners coming in. We provide one bag of color in your race bag and more can be purchased at check-in or the finish if desired.



RULES AND SAFETY

We have just a few rules to ensure that everyone has a FANTASTIC Color Run experience.

-No alcohol is allowed at The Color Run.

-If you are running with a stroller, please start at the back of the pack. Be courteous to and aware of other Color Runners..

-If you are running with small children, please watch and direct them through the race.

-If you are concerned at all with any part of the Color experience, feel free to wear safety glasses, a bandana, or a dust mask.

-Please follow the directions provided by race officials and volunteers.

-Above all, please be courteous and respectful to everyone around you.

POST RACE COVERAGE

We will be running some fun FACEBOOK and TWITTER campaigns for best photos and best blogs. So keep any eye out and if you don't already, like us at facebook.com/thecolorrun.com

CHILDREN'S HEALTHCARE OF ATLANTA - OFFICIAL CHARITY PARTNER

The 2012 Color Run Atlanta official charity is Children's Healthcare of Atlanta. We really couldn't be teamed up with a more supportive and wonderful organization. Through donations provided from events like The Color Run, they are able to better serve the Atlanta community. For more information about CHOA or to make an additional donation, please visit

<http://www.choa.org/Support-Childrens>. Thanks for supporting them and us. We really appreciate it!

BAG DROP

The charity will provide an area to drop your bag for a small donation.

THANK YOU

Last but not least we want to thank everyone who has helped to bring The Color Run to Atlanta Encore. The City of Atlanta, Children's Healthcare of Atlanta, Road Runner Sports, the hundreds of volunteers who will support us on Packet Pick Up and Race Day and YOU (our fearless Color Runners.)

Be Safe, Be Happy, and Be ready for the most colorful 5k of your DANG lives!

SETH KING, EVENT DIRECTOR
THE COLOR RUN *ATLANTA ENCORE



HOW TO GET CLEAN!

CLEANING UP

You'll want your memories of The Color Run to stay with you forever. But if you want the color to wash out of your hair and skin ASAP, here are a few tips...

BEFORE THE COLOR RUN

- Oiling your hair well on race morning will make it easier to wash out the color later. Coconut oil or olive oil work best. A good leave in conditioner will do the trick as well. This is a particularly useful tip for runners with light colored or highlighted hair.
- Some runners wear a thick scarf or bandana to cover their hair. Others use the bandana to cover their mouth as they run through the color zones or to help wash off after. However you choose to use it, a bandana or scarf is pretty useful at The Color Run.
- Wear a good sunscreen and lip balm.
- We suggest some form of Color Run eyewear. Some people wear sunglasses or swim goggles. Have some fun with it and try to avoid getting a lot of powder in your eyes.
- Though the color will eventually wash out of just about everything, you may not want to bring your Peg Perego Stroller... Or your \$500 running shoes... Or your white suede pants.

AFTER THE COLOR RUN

- You just ran the craziest 5k of your life! Congratulations. You deserve a nap. But not quite yet. Take a few minutes to clean up or color might end up all over your house!
- Dust off as much dry powder as you can before you apply any water. Take advantage of our "Color Blower Station" at the post race festival for some help. Most of the color will evaporate like magical fairy dust.
- Cleaning your hair: Dust any loose powder out of your hair. Rinse out the oil/conditioner you wisely applied before the race with cold water. Most of the color should come right out. Now wash your hair as you normally would. It is not uncommon for hints of some of the color, pink and purple particularly, to stick around for a few washes. Wear it like a badge of honor. Or wear a hat.
- The color is probably not coming all the way out of your white cotton shirt. You should be proud of that. But just about everything else should clean up fine. Remove all excess powder before adding water. Wash your Color Run gear separately, with COLD water. Oxiclean, or a similar product, will work wonders on your running equipment. Every so often you may look down and see a little trace of pink on your shoe and smile. It'll remind you that we love you. Eventually, it'll all be gone.

Until next year... you beautiful Color Runner.

2012 The Color Run Atlanta Encore Pick Up Waiver

Color Runner Printed Name

Gender

Shirt Size

Team Name

ALL ATHLETES MUST READ AND SIGN. PLEASE READ CAREFULLY BEFORE SIGNING THE ACKNOWLEDGMENT, WAIVER AND RELEASE FROM LIABILITY (AWRL). I acknowledge that a is a running event is a test of a person's physical and mental limits and it carries with it potential for death, serious injury, and property loss. I HEREBY ASSUME THE RISKS OF PARTICIPATING IN THE COLOR RUN. I certify that I am physically fit, have sufficiently trained for participation in this event, and have not been advised otherwise by a qualified health professional. I hereby take the following action for myself, my executors, administrators, heirs, next of kin, successors and assigns, or anyone else who might claim or sue on my behalf, and I expressly acknowledge that it is my intent to take these actions: (a) I AGREE to abide by the competitive rules adopted by The Color Run (b) I AGREE that prior to participating in an event, I will inspect the race course, facilities, equipment, and areas to be used and if I believe any to be unsafe I will advise the person supervising the event, activity, facility, or area; (c) WAIVE, RELEASE, AND DISCHARGE FROM ANY AND ALL CLAIMS, LOSSES, OR LIABILITIES FOR DEATH, PERSONALLY INJURY, PARTIAL OR PERMANENT DISABILITY, PROPERTY DAMAGE, MEDICAL OR HOSPITAL BILLS, THEFT OR DAMAGES OF ANY KIND, INCLUDING ECONOMIC LOSSES AND LOSS AND/OR STOLEN ITEMS, WHICH ARISE OUT OF OR RELATE TO MY PARTICIPATION IN, OR MY TRAVELING TO AND FROM THE EVENT, THE FOLLOWING PERSONS OR ENTITIES: The Color Run LLC sponsors, race directors, employees, event owners, volunteers, all states, cities, counties, or localities in which events or segments of events are held, and the officers, directors, employees, representatives, volunteers, and agents of any of the above even if such claims, losses, or liabilities are caused by the negligent acts or omissions of the persons I am hereby releasing or are caused by the negligent acts of any other person or entity; (d) I ACKNOWLEDGE that there will be traffic on the course route, and I ASSUME THE RISKS OF RUNNING AND PARTICIPATING IN THIS EVENT. I ALSO ASSUME ANY AND ALL OTHER RISKS associated with participating in this event including but not limited to falls, contact and/or crashes with other participants, effects of weather including heat and/or humidity, defective equipment, the condition of the roads and railroad crossings, water hazards, and any hazard that may be posed by spectators of volunteers all such risks being known and appreciated by me, and I further acknowledge that these risks include risks that may be the negligence of the persons or entities mentioned above in paragraph (c) or other persons or entities; (e) I AGREE NOT TO SUE ANY OF THE PERSONS OR ENTITIES MENTIONED ABOVE IN PARAGRAPH (c) for any of the claims, losses, or liabilities that I have waived, released or discharged herein; (f) I INDEMNIFY AND HOLD HARMLESS THE PERSONS AND ENTITIES MENTIONED IN PARAGRAPH (c) for any and all claims made or liabilities assessed against them as a result of (i) my actions or inaction's, (ii) the actions, inactions or negligence of others including those parties hereby indemnified; (iii) the conditions of the facilities, equipment, or areas where the event is being conducted; (iv) the Competitive Rules; or (v) any other harm caused by an occurrence related to the 2012 Color Run event; and (g) I GRANT PERMISSION for the use of my name and/or likeness relating to my participation in The Color Run event, and I waive all right to any future compensation to which I may otherwise be entitled as a result of the use of my likeness; (h) I UNDERSTAND and accept that my entry fee is non-refundable under any circumstance.

I HEREBY AFFIRM THAT I AM EIGHTEEN (18) YEARS OF AGE OR OLDER. I HAVE READ THIS DOCUMENT AND UNDERSTAND ITS CONTENTS.

Printed Name

Signature

Date

I give permission to _____ to pickup my race packet and T-Shirt.

Signature

FOR PERSONS UNDER EIGHTEEN (18) YEARS OF AGE A PARENT OR LEGAL GUARDIAN MUST SIGN THE ABOVE AWRL AND COMPLETE THE FOLLOWING SECTION.

The undersigned _____(parent/guardian) is the parent and natural or legal guarian of _____(minor's name) hereby acknowledges that he or she has executed the foregoing AWRL for and on behalf of the minor named herein. As the natural or legal guardian of such a minor, I hereby bind myself, the minor and our executors, administrators, heirs, next of kin, successors and assigns to the terms of the foregoing AWRL. I represent that I have the legal capacity and authority to act for and on the behalf of the minor named herein, and I agree to indemnify and hold harmless the persons or entities mentioned in the foregoing AWRL for any claims made of liabilities assessed against them as a result of any insufficiency of my legal capacity or authority to act for and on the behalf of the minor in the execution of the foregoing AWRL or in the execution of this Consent. I hereby authorize any licensed physician, emergency medical technician, hospital or other medical or health care facility ("Medical Provider") to treat the minor named herein for the purpose of attempting to treat or relieve any injuries received by said minor arising out of or relating to The Color Run event. I authorize such Medical Provider to perform all procedures deemed medically advisable in attempting to treat or relieve such injuries. I consent to the administration of anesthesia as deemed advisable during the course of treatment. I realize and appreciate that there is a possibility of complications and unforeseen consequences in any medical treatment, and I assume and such risk for and on behalf of myself and said minor. I acknowledge that no warranty is being made as to the results of any medical treatment. NOTE: PARENT/GUARDIAN MUST ALSO SIGN AWRL ABOVE.

Printed Name of Parent/Guardian

Signature of Parent/Guardian

Relationship to Minor

Date