**CHECK-IN PARTY**
*Pick up your packet in advance.*

**FRIDAY, JULY 28**
11:00 AM - 6:00 PM
Calder Plaza
300 Ottawa Ave NW
Grand Rapids, MI 49503

It’s party time! Come to the Check-in Party and pick up your participant kit, shop at The Color Run Store, and meet other runners.

Please remember to bring a printed or digital copy of your confirmation email with the QR code. To find your confirmation email, please search your inbox for “Registration Confirmation for The Color Run.” You can also pick up kits for your friends and teammates provided you have a copy of their confirmation email as well.

You cannot pick up kits for other runners without their QR code!

**CAN’T MAKE IT?**
*Pick up your packet the morning of*

**SATURDAY, JULY 29**
7:00 AM - 9:00 AM
Calder Plaza
300 Ottawa Ave NW
Grand Rapids, MI 49503

**PLEASE NOTE:**
If your participant kit was mailed to you, you DO NOT need to check in for the event. Simply show up on-site with your race bib on and you’ll be set!
Due to the beautiful downtown course we can not have anyone starting after 9:45 AM. The start chute will OPEN at 8 AM and CLOSE at 9:45 AM. All Color Runners MUST arrive to the start chute before 9:45 AM. No participants will be allowed in the start chute once it is closed!

Make sure you plan your day with plenty of time. At The Color Run, the start line is its own pre-race party with music, dancing, warm-up stretching and giveaways!

Please note: There are no lockers, so arrive ready to run. Plan to keep any items you bring with you, or leave valuables at home.

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PARKING AND DIRECTIONS

There are 18,000 off street parking spots in downtown Grand Rapids lots and garages. Plan ahead and find one that works best for you. CLICK HERE to find out more information on parking options.

Please note that the Start Line will be located at the corner of Ottawa and Lyon. The Finish Festival will be at the corner of Ottawa and Michigan.

We highly encourage you to arrive early for this event. With thousands of other participants coming, you’ll want to avoid the rush right before the race. We encourage you to carpool, pick up your packet early, and hang out with us, rather than waiting until right before the event.
REGISTRATION INCLUDES

You will receive your t-shirt, headband, happy tattoo, and your bib* at check-in. You will receive your Unicorn Medal and Color Pack when you cross the finish line.

*Make sure to color in your bib and please wear it on race day!

WEATHER

In case of extreme weather, stay updated on race day conditions by checking the city event page on The Color Run website.

www.thecolorrun.com/Grand-Rapids

ON-SITE STORE

Our on-site store will be set up at the check-in and the finish festival along with other local and national vendors. (Bring cash or cards).

RUNNING WITH CHILDREN

Participants who will be running with children are encouraged to pick up a wristband for their child. You can pick up a wristband at the check-in party.
THANK YOU

The Color Run could not be what it is without the help of many behind the scene heroes. We’d like to thank all the selfless volunteers for donating their time and efforts. A special Thank you to City of Grand Rapids, Lake Michigan sunsets and Western Michigan Sports Commission. We thank our awesome charity partners for their commitment to the community, and we thank you - our fearless Color Runners. Until next year, be happy, be healthy, and be you!

From all of us at The Color Run

CHARITY HIGHLIGHT

For the 5th year in a row we are partnering with the West Michigan Sports Commission. The Purple Color Zone will also brought to you by the Van Andel Institute’s Purple Community.

Van Andel Institute’s Purple Community

Purple Community is Van Andel Institute’s grassroots community awareness and fundraising program that connects individuals, schools, teams, and businesses to the resources needed to join the fight against cancer and neurodegenerative diseases.

West Michigan Sports Commission

The mission of the West Michigan Sports Commission is to promote Michigan’s West Coast as the premier venue for hosting a diverse level of youth and amateur sporting events, enhancing the economy and quality of life in the region.
SAFETY FIRST

Alcohol is **not allowed** at The Color Run.

The Color Run is a **non-smoking** event

Runners please keep to the left; walkers and participants with strollers, etc. keep to the right.

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

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

Please follow any directions provided by race officials, volunteers, and law enforcement.

No glass bottles, containers etc. allowed at the venue (parking lots, sidewalks, streets, course, etc.)

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

REMINDERS

To find lost items or to be reunited with friends, our Lost & Found area will be located at/near the Check-in tent.

Please attach your bib number so it is visible on your shirt. This is how you will be identified as a Color Runner.

Teams may run in a group or separately. It is completely up to you!

Friends and family are welcome to meet up with participants in the general festival areas. Only Color Runners will be allowed in the finish chute area.

ADDITIONAL INFO

Additional Information - TheColorRun.com
FAQ - TheColorRun.com/faq
Charity Work - TheColorRun.com/charity