

**From:** Boilermaker Road Race

**Subject:** Mile Marker Eight, Let's Get Ready to Party 🍷



**Boilermaker Road Race**

*Boilermaker*

**THE  
Mile  
MARKER**

**Marker #8**  
**Let's Get Ready to  
(Post-Race) Party with  
Fred Matt, President of  
F.X. Matt Brewing Co.**

**Fred Matt  
President  
F.X. Matt Brewing  
Company**

10 days away from race day, and it's time to talk about one of everyone's FAVORITE parts, the Saranac Post-Race party!

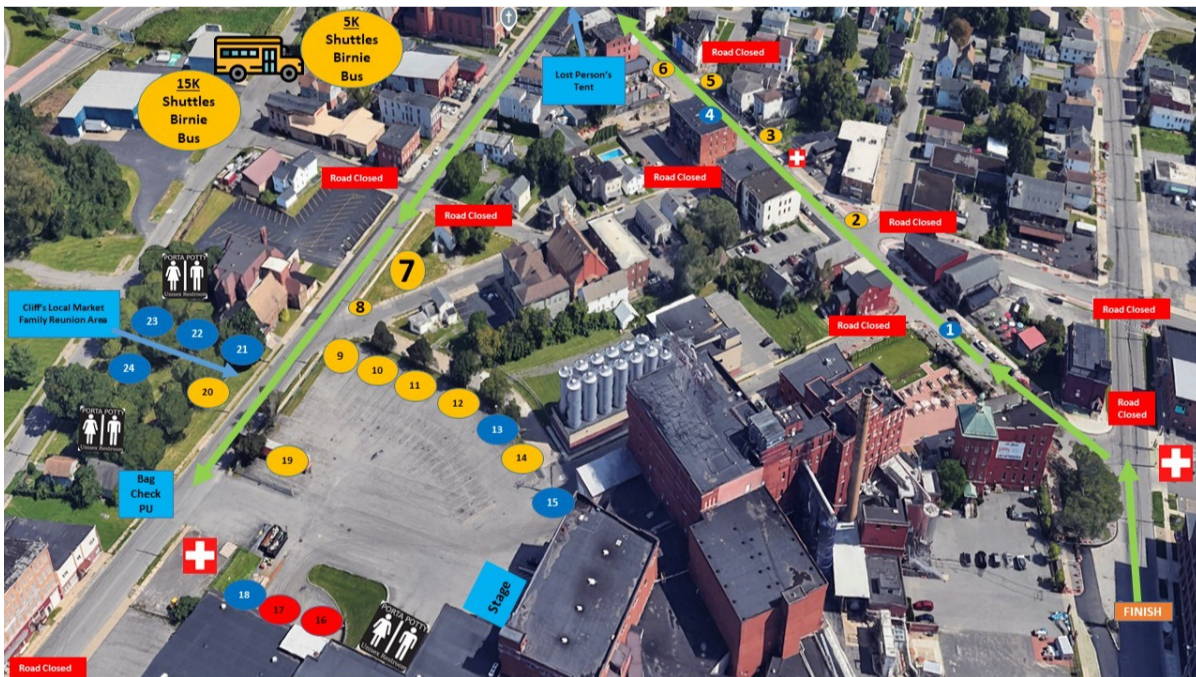
In this episode, we will go over everything to expect once you cross that finish line. Covering the chute down Varick St, all the food options, and most importantly perhaps, what the beer tents will be pouring!

And our special guest for today's episode is none other than Fred Matt, president of F.X Matt Brewing Company!

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## A Bird's Eye View On The Post-Finish Line Experience

We will reference the numbers throughout this email, so use this as a key to what to look for and where.



## FINISH LINE CHUTE

We know that when you cross the finish line at the Boilermaker, you are feeling a combination of elation and exhaustion. Our goal is to make this process of guiding you to the post-race party as simple as possible. Here is a little bit about what to look for on your journey.

## **#1-Pins & Medals**

**The first people you will see when you cross the finish line are our fabulous volunteer team, responsible for providing all the 5K finishers with their finishers' pins and the 15K finishers with their official finishers' medals!**

**\*If you ordered a 15k finishers' pin or a 5K finishers' medal, please note that these will be mailed to you. We are working to get some of them out before the race. If you have ordered in advance of the week of the 4th, the rest will go out post-race. If you did not order one and are interested, please stop by the merchandise store at the expo or the merch tent at the post-race party.**

## **#2- Water Station**

The last water stops you will encounter will be located on either side of the road. With that being said, there are ABUNDANT locations to get bottled water, so grab a cup, dump it on your head or down your throat, and keep moving!

## **#3- Freeze Pops**

**Depending on the weather, come Boilermaker Sunday, this may be your saving grace! Grab a classic ice pop and head to the next stop!**

# STOP #4

## PR BELL

If it is your BEST Boilermaker, and first ones do count, check out the PR Bell and get your photo snapped right here on Varick St.



## #5- McDonald's Chocolate Milk

The perfect way to refuel after the race! Our friends at McDonald's will be in the Post-Race chute to pass out chocolate milk to all runners who want it!

# STOP #6

Please enter one of the three chutes when you get to this part of Varick! Every line leads you to the same place!

Walmart   
WATER  
BOTTLES

  
SNACK BAGS

  
BANANAS

**LOST PERSONS AREA AT THE END OF  
VARICK ST**

You are out of the chute! Hurray! Now, the trek down Columbia may seem daunting, but if you are looking for something a little more substantial or better suited to your tastes, stop by our food truck area! We've worked with our vendors to make sure every dietary restriction is met. You'll find them at number 7 on your map, and right on the corner at number 8, you'll find more water bottles from Walmart.

# **SARANAC**

## **POST RACE PARTY**

**WITH MUSIC BY SHOWTIME & FRIENDS**

### **BEER TRUCKS**

**SPOTS #14, #19, #20**

**WEEKEND WARRIOR PILSNER IS THE SIGNATURE BEER OF THIS YEAR'S BOILERMAKER! ALL BEER TRUCKS HAVE WATER.**

**PLEASE DRINK RESPONSIBLY**

### **OTHER BEVERAGES**

**#9- Chobani Yogurt**

**#10- Pepsi Products & Gatorade**

**#11 - Freihofer/Bimbo Products**

**#12- Monster Energy Products**

## **LOWER GARAGE HIGHLIGHTS**

### **Spot #16 - Pint Glass & Program Book Pick Up**

Didn't make it to the expo? Not a problem, show your bib and grab your glass! After all, you've earned it.

### **Spot #17- Merchandise Store**

We bring every piece of merchandise you might have missed at the expo down to the post-race party, so you can shop while you sip!



**STOP #18**  
**Finish Line Selfie**  
**Station**  
Break the tape  
with our fun,  
mock finish line  
set up! Great  
photo op for  
friends & family!

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## **AWARDS CEREMONY**

The Awards Ceremony begins promptly at 9:50 am with the singing of the National Anthem, and we are working on securing the famous flyover (details coming soon)! Then watch as we honor some of the top athletes from around the world.



## BOILERMAKER SQUARE PARK

In the park directly across from the post-race party, you will find the Cliff's Family Reunion, a variety of tents, and a brick replica of the 15K course in which you can purchase a brick to have placed and be a part of Boilermaker history!

# POST-RACE BIRNIE BUS SHUTTLE

Free shuttle bus service will be available  
after the race

**Buses will be available to take:**

15K runners back to the 15K start area

5K runners back to the 5K start area

**OR**

5K runners back to the Shuttle pick-up area

Buses will leave from behind the Post-Race Party &  
will run until 12:30



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