IT’S
ATLANTA’S
MOMENT.
GO!

The AJC Peachtree Road Race.
The largest 10K in the world.
The biggest moment that brings Atlanta together.
And the proudest milestone for thousands of runners.
FUEL THE BURN
PEACHTREE MAGAZINE

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Photos: Paul Kuhn
WHEREVER YOU GO

NORTHSIDE IS THERE

EVERY STEP OF THE WAY

Northside Hospital
A Lifetime of Care
northside.com/peachtree
From the Race Director

Welcome to the 48th running of the AJC Peachtree Road Race. Our race staff and volunteers are entering the final stages of race-day preparations, and we hope you are as excited to step up to the start line as we are to deliver you Atlanta’s Independence Day tradition.

As the world’s largest 10K, Peachtree draws participants from across the nation and around the world each year. This year is no different. From top American distance runners who will be competing for a national title to those who are traveling to Atlanta to experience this bucket list race, we are proud to host runners and walkers of all abilities. While the Peachtree has long attracted a local following, the event’s standing nationally and internationally continues to grow. In 2017, we expect participants from 47 states and 21 different countries.

In these pages, you will find stories to inspire you as well as everything you need to know before race day. Safety and security are our top priority, so please familiarize yourself with our safety initiatives including our Event Alert System (page 32). Some other initiatives you won’t want to miss are:

• **USA 10K Championships.** The USA 10K Championships return as the best athletes from across the country compete for part of the $70,000 prize purse.

• **Military Team Competition.** Peachtree will once again honor our men and women in uniform on the Fourth of July with a military team competition. Teams representing each branch of the military will start in their own special wave in hopes of being named the fastest military branch.

• **4th Annual Kilometer Kids Charity Chase.** Help Atlanta Track Club raise money to revitalize the track at Atlanta’s Phoenix Park such that the community has a place to run and walk every day of the year. Formerly known as Cheney Stadium, the track was the warm-up facility for the 1996 Olympic Games.

• **Peachtree Health & Fitness Expo.** The Expo is one-stop shopping to pick up your race number, find official Mizuno event merchandise including the Limited Edition Peachtree Wave Rider 20 custom shoe, score a great deal on Atlanta Track Club membership and more.

• **Coveted Finisher’s Shirt.** Peachtree is one of the few races that feature a true finisher’s shirt. The finisher’s T-shirt is a cotton-poly blend courtesy of Mizuno, but the design and color of the shirt remains a mystery until the first participants cross the finish line. Wear yours with pride as you continue your celebrations on July 4.

We hope this is your best experience yet at the AJC Peachtree Road Race. On behalf of our staff, volunteers and all the city agencies that make this event possible, thank you for spending your holiday with us.

Rich Kenah
Race Director
TELL EVERYONE YOU’RE TAKING ON 10!

OCTOBER 22 - ATLANTIC STATION

Last year, this event sold out. Don’t miss your chance.

Register today at atlantatrackclub.org

EARN A MEDAL BEFORE YOUR MEAL!

Earn your turkey through some Thanksgiving family fun!

Half Marathon, 5K, One Mile & 50m Dash

November 23

Register at atlantatrackclub.org
This year will mark the 48th running of Atlanta’s Fourth of July tradition, the AJC Peachtree Road Race. While each year celebrates health, fitness and Independence Day, the 2017 edition of the world’s largest 10K will be even more exciting with the crowning of the USA 10K champions.

This year the men’s and women’s USA 10K Championships return to Atlanta. This will be the sixth time the AJC Peachtree Road Race has hosted the men’s championships and the third time to host the women’s race. The championships were most recently held at Peachtree in 2013 and 2014.

“It is an honor to bring the USA 10K Championships back to the AJC Peachtree Road Race this year,” says Rich Kenah, Atlanta Track Club’s executive director. “Atlanta Track Club has a long history of hosting the best endurance athletes in the U.S. at our flagship Fourth of July event, the AJC Peachtree Road Race. In partnership with USA Track & Field, we look forward to crowning the 2017 U.S. men’s and women’s champions.”

A prize purse of $70,000 will be awarded at this year’s championships. The top male and female will each earn $10,000.

Learn more about two of the athletes who will be competing in the USA 10K Championships on pages 8-11.

AMERICA’S BEST TO COMPETE ON INDEPENDENCE DAY

By Amanda Kowaleski

The women’s elite field at the start of the 2016 AJC Peachtree Road Race.

2017 USA 10K Championships

While the full field was not finalized at print time, the following athletes are confirmed to compete in the USA 10K Championships at the AJC Peachtree Road Race.

Men
Abdi Abdirahman
Sam Chelanga
Trevor Dunbar
Diego Estrada
Leonard Korir
Bernard Lagat
Christo Landry
Jared Ward

Women
Shalane Flanagan
Neely Spence Gracey
Jordan Hasay
Jen Rhines
Natasha Rogers
Aliphine Tuliamuk
Tara Welling

Learn more about two of the athletes who will be competing in the USA 10K Championships on pages 8-11.

Photos: PhotRun
PEACHTREE
ROAD RACE
BY THE NUMBERS

21 COUNTRIES REPRESENTED

ARUBA
AUSTRALIA
BAHAMAS
BARBADOS
BELGIUM
BRAZIL
COSTA RICA
CANADA
CZECH REPUBLIC
FRANCE
GERMANY
IRELAND
ITALY
MEXICO
NETHERLANDS
SOUTH AFRICA
SPAIN
SWITZERLAND
TRINIDAD AND TOBAGO
UNITED KINGDOM
UNITED STATES

Seven years later, you could cut and paste that headline onto this page and its declaration would be no less accurate.

On July 4, Lagat will make his AJC Peachtree Road Race debut, so decisively “not done yet” that he’s a virtual rookie at the 10K distance. After an 18-year career on the world stage that has included five Olympic teams, 14 major international medals, 18 top-10 world rankings and at least 10 U.S. titles on the track, the 42-year-old will be running only his third road 10K and his first in this country, a top contender for the U.S. title.

“I’m not that much of a professional on the roads,” said Lagat in a recent phone conversation. “On the track, you know who your targets are. On the roads, I don’t know those guys that well. You learn as you run. I’m basically going with the flow.”

Going with the flow has gotten Lagat a long way for a long time. Born a Nandi in the Rift Valley of Kenya, Lagat as a teenager ran 3:37 to finish third at 1500 meters in the 1996 Kenyan national championships, catching the eye of U.S. college coaches. He ended up at Washington State University, where he won four NCAA titles before forgoing his final year of eligibility to turn pro.

Lagat made his first appearance in the Track and Field News world rankings—considered the gold standard of the sport—in 1999, when he came in as #4 at 1500 meters. In 2000 and 2004 he won Olympic bronze and silver medals, respectively, while still competing for Kenya, before becoming an American citizen in 2005.

Competing as an American for the first time in international competition, Lagat in 2007 became the first man in history to score the double of winning gold at 1500 meters and 5000 meters at the same IAAF World Championships. In the process, he became the first American World Champion at either distance.

But his effect on U.S. distance running has also been reflected in the performance of his fellow American athletes: Since Lagat became a citizen in 2005, five men other than Lagat himself have won eight Olympic or World Championship medals at distance events on the track (counting Lagat’s hardware, the total is 12). Before 2005, there had been only seven medals in 40 years.

Chris Solinsky in 2010 broke the American record for 10,000 meters in his debut at the distance, but when he retired last year he told Competitor magazine, “The best race I ever ran was U.S. nationals in 2011,” where he pushed Lagat all the way at 5000 meters but finished second. “That was the closest I ever came to beating Lagat. I looked at Lagat as a measuring stick against how I could do versus anyone in the world. … Running against Lagat made me a way better runner.”

He’s also universally regarded as one of the nicest guys in the sport, as popular with his rivals as he is with his fans. “I can’t imagine any competitors not liking Bernard Lagat,” said 2016
Olympic marathoner Jared Ward, who is also confirmed to run Peachtree this year.

Since turning 40 on Dec. 12, 2014, Lagat has laid waste to the over-40 record books, setting 10 masters world records on the track and roads, but he still thinks of himself as an open runner. For good reason: in his 10K debut on the roads in 2015, at the Great Run Manchester 10K, his third-place time of 27:48 not only broke the world masters mark but tied Mark Nenow’s open American record, which has held up since 1985. And last year, Lagat not only won at 5000 meters in the U.S. Olympic Trials, he placed fifth in the Olympics themselves.

“I can’t really look at myself as a masters runner when I’m lining up with these guys,” he said. “I always think of it after the fact, when I set a record.”

Coached by James Li for his entire career, collegiate and pro, Lagat now lives and trains in Tucson, Arizona, with a cast of young studs that includes Stephen Sambu of Kenya, who ran the fastest road 10K in the world in 2014, and U.S. road veteran Abdi Abdirahman (who is also set to run Peachtree).

“Before a road race, I talk to Abdi; I talk to Stephen,” said Lagat. “They give me honest opinions, and I try to follow that. They give me advice because they want me to succeed.” Unless, he added, they are also in the race. Then it’s “this old man … we need to put him in his place.”

Even Lagat himself thought the 2012 Olympics would be his last. “I went to the Opening Ceremony, the Closing Ceremony, everything, thinking ‘this is it.’ But that fourth place in London (at 5000 meters) wasn’t satisfying to me. I felt something was unfinished.”

Instead, in 2016, he became the oldest American ever to run at the Olympic Games.

In finishing fifth in Rio, Lagat’s time of 13:06.78 was considerably faster than his time of 13:42.99 when he finished fourth in London. “I gave all I had,” he said after he walked off the track in Rio. “There is nothing else. I finished and I was just smiling.” At the end of last season, he retired from the track to focus on the roads.

To put Lagat’s longevity in perspective, world-record holder Hicham el Guerrouj was ranked #1 in the world at 1500 meters in 1999, the same year Lagat made his first appearance in the world rankings. The great Moroccan, who won Olympic gold to Lagat’s silver in 2004, retired in 2006—11 years ago—saying “I have no willingness or motivation to continue competing.”

He and Lagat are both the same age, born just three months apart.

Since his debut on the list, Lagat has been ranked among the top 10 in the world 10 times at 1500 meters (nine of them in the top five, including the #1 spot in 2004) and in the top 10 eight times at 5000 meters. In 2016, the year in which he turned 42, Lagat came in at #7 at 5000 meters.

While he has been a steady presence on the world list, he has dominated the U.S. rankings, owning the top spot for 1500 meters from 2005 to 2009 and heading the 5000-meter list for a breathtaking nine consecutive years, from 2005 to 2013. Last year, he was #2.

Still, there are the occasional sharp elbows of doubt. A few months ago, Lagat wasn’t quite sure of his next step. Despite his overall success, he had been forced to drop out midway through two important track races last year, the 5000 meters at the Pre Classic and 10,000 at the Olympic Trials before his stunning success at the 5000. But then, in early May, he served as one of the pacers in Eliud Kipchoge’s 2:00:25 marathon, running shifts of 4.8K with 30 minutes rest in between.

“That changed everything,” he said. “It changed the way I felt mentally. That unlocked something in my mind. I thought, ‘I guess I’m in shape.’ When I went back to training, it was amazing.”

On May 28, Lagat ran the second 10K road race of his life, finishing as runner-up to Dathan Ritzenhein in the Great Manchester Run 10K in 28:13. His next race will be Peachtree.

“I can’t wait,” he said of having 60,000 companions on the streets of Atlanta. “How fun it is to run with a lot of people from all walks of life.”

He also can’t wait to win, so that he and his wife, Gladys Tom; his son, 11-year-old Miika; and daughter, 8-year-old Gianna, can attend the Atlanta Braves game that night, where the Peachtree victor has the honor of throwing out the first pitch.

“I’ve never been to a baseball game,” he said.
There are two things Jordan Hasay associates with the Fourth of July; grilling steak and running fast. “In 2008, I set the national high school record on July 4,” Hasay recalls. “It’s the best race I have ever run.” Hasay is referring to her fifth place finish in the 1500m semifinals at the U.S. Olympic Track and Field Trials when she was just 16 years old. Her time of 4:14.50 set the U.S. high school record. (It is still the fourth fastest time run by a high schooler. The record has been held by Mary Cain since 2013.) Nine years later, Hasay will celebrate Independence Day at the USA 10K Championships in the AJC Peachtree Road Race.

For Hasay, a California native, the journey from 1500m phenom to rising road racing star has been circuitous. Since the age of 12, she has raced everything from 1500m to 10K on the track. Her high school times in the 1500, 3000 and 3200 all place her among the top ten performances in U.S. history. At the University of Oregon, she won two NCAA championships and made nine appearances in the top three. As a professional, Hasay has competed in three Olympic Trials and owns three silver medals from U.S. Championships.

Now the 25-year-old veteran of the oval with the trademark blonde braids is leaving the track behind and setting her sights on being one of the best road racers in the world. “It’s been rejuvenating,” she says. “It’s different running in circles versus running on the roads. The spirit is different. It’s a different energy.” Hasay says she made the decision with her coach after struggling in 2016. She placed a disappointing eighth in the 5,000m and ninth in 10,000m at the Olympic Trials. In the same year, she won the U.S. 10 mile road title and placed third in the 5K road championships. The choice was an obvious one because I had done a lot of long runs up to 25 miles and I was really confident in my preparation. I wasn’t really focused on place or winning.” But at the halfway point, winning became a very real possibility. By 30K, Hasay was the lone American in a trio that included World Marathon gold medalist (and 2016 AJC Peachtree Road Race winner) Edna Kiplagat and Olympic marathoner Rose Chelimo, both of Kenya. Television commentators began to wonder out loud if Hasay would break a 33-year drought for American winners at the Boston Marathon. The internet was abuzz. “However you look at it, this is going to be an amazing debut for Hasay,” one person wrote on the message boards of the infamous running website LetsRun.com which were filled with a running amateur.
Jordan Hasay has the heart of a lion,” another commented minutes later. The thought even crept into Hasay’s head. “At times, I thought, ‘I feel really good. I actually might win this thing.’”

With 10K to go, reality and inexperience set in. When Kiplagat made her decisive move at mile 20, Hasay did not move with her. “There were just too many unknowns and so much time left,” she says. “I didn’t know how my body would respond and how I would feel in those last six miles.” Hasay recalls her thought process as Kiplagat pulled away taking Chelimo with her. “I just kept my pace and figured if my pace was fast enough to catch them, I’d reel them back in, but it was important to me that I finished feeling comfortable,” she says.

In the end, she was oh-so-close. Although Kiplagat hung on to her blistering pace to win by nearly one minute, Hasay finished third, just eight seconds behind Chelimo. Her time of 2:23:00 is the fastest marathon debut by an American woman by nearly three minutes.

“It was definitely a success,” she said weeks after the race. “I am glad I walked off feeling like there was more in the tank. Realistically speaking, if it were my second marathon and not my first, I would have gone with Edna’s move.”

The day after the race, Hasay says she was so sore she did laps around her hotel room just to make sure she could still run. Like most runners who run the Boston Marathon, her quads were screaming from the early downhill sections of the course.

Last year, Hasay’s mother passed away unexpectedly. She refers to her as “her best friend.” Instead of grieving, Hasay says the sudden loss has given her purpose and motivation. “I feel she is with me every step of the way. She would always wait for me at the finish line and now she is there through the entire race.” She attributes her recent success on the roads to that purpose and motivation from her mother combined with her unwavering faith. “I see my running as a gift from God,” she says. “I run every race to the best of my ability and give the best I have and that is the only expectation I set for myself.”

Heading into Peachtree, the soreness in her quads is long gone and Hasay is deep into planning her second go at 26.2. She says she plans to race a marathon major in the fall. Peachtree will be her first race since Boston. Hasay says the timing works out well with her training plan, plus she’s heard about Atlanta’s infamous humidity and, “what’s the name of that big hill?” she asks. “My neighbor is from Georgia and told me horror stories about it.” To prepare for the conditions and for Cardiac Hill, Hasay will wear a sauna suit and spend time sweating it out in the steam room.

And immediately following Peachtree? You might not expect someone as petite and lean to be a beef connoisseur, but Hasay fancies herself as somewhat of a grillmaster. She says she grills a steak on her backyard grill in Portland, Oregon, at least twice a week. After Boston, she went to a Brazilian steakhouse where the slices of meat “just kept coming.” So, what happens after she runs and perhaps wins another memorable race, this time on the Fourth of July. “Oh yeah, I’ll be grilling,” she says.

Jordan Hasay’s 5 Step Race Morning Routine
1. Wake up at 4 a.m.
2. Put on Adele music
3. Do my braids (it only takes five minutes!)
4. Drink coffee and eat breakfast (Yogurt, oatmeal with banana and peanut butter)
5. Foam roll
After the Peachtree Road Race lost its title sponsor 41 years ago, Jim Kennedy was approached by Atlanta Track Club for help in finding a new one.

Kennedy, then the assistant to the president of Cox Enterprises, Inc., and now chairman and CEO, made a few calls, according to the book “25 Years of the Peachtree Road Race.” His entreaties went nowhere.

The proverbial light bulb went off. “Why doesn’t the newspaper sponsor it?” he thought at the time. “It doesn’t cost much and it’s a neat little thing.”

Thus did the Atlanta Journal-Constitution become the title sponsor of the AJC Peachtree Road Race in 1976, a year in which the race had approximately 2,250 finishers. That figure was more than double the year before, offering a hint of what was to come. Last year, 56,933 participants crossed the finish line on 10th Street, making Peachtree the largest road race in the country and the largest 10K in the world.

“I like that the AJC really puts a lot of effort into making this event a big deal in Atlanta,” said Mark Medici, senior vice president, audience & group lead for Cox Media Group Newspapers. “Everyone wants to run that thing.”

Medici is among them. A former national-level triathlete who moved to Atlanta six years ago, the 44-year-old began running cross country back in elementary school, and he will be running Peachtree for the fourth time.

“The benefits [of sponsorship] are very tangible, very real to me,” said Medici, speaking both personally and professionally. “These are events that newspapers should be more involved in throughout the country—that’s how strongly I feel about the relationship between the race and the newspaper. At their core, newspapers were activists for a community and they connected people. I’m proud to be associated with a company that still values that type of community activation and encourages it among its employees.”

Cox also owns the Austin American-Statesman in Austin, Texas, which sponsors the Statesman Cap10K. With 16,578 finishers last year, it ranks as the sixth-largest 10K in the country.

Medici isn’t the only staffer who’ll be hitting the streets of Atlanta on July 4: About 1,300 Cox employees are expected to run Peachtree this year.

Among them is Matt Sabath, who not only runs Peachtree but works it, as well.

As senior manager for platforms & projects, Sabath manages the AJC’s relationship with Atlanta Track Club from a technology perspective, including the voting for the finisher’s T-shirt design, entering of the lottery, and posting of stories, photos, videos, and results on race day.

Last year, Sabath finished up advance preparations at about 10 p.m. on July 3, giving him a decent night’s sleep before heading to the start line the next morning. After the race, the 44-year-old hit the AJC employee hospitality tent to grab a drink, then called his team to make sure the content-posting schedule—
especially the reveal of the finisher’s T-shirt – was going according to plan. Sabath then hopped on MARTA to get home so that he could be on his laptop monitoring the results as they came pouring in.

In 2015, the year Sabath began his job at the AJC, sleep was in shorter supply thanks to a rebuild of the race results pages to make them mobile-friendly, as well as the addition of the MyRunners feature. Although last-minute tweaks and testing kept him up most of the night before the race, by 4 a.m. everything was working perfectly, so he decided to run. After finishing, he buckled back down to work.

By 8 p.m., he finally hit the wall and fell asleep on the couch.

But Sabath’s connection to Peachtree goes back much further than his connection to the AJC. When he and his wife, Amy, first moved to Atlanta, they went out for breakfast on July 4 and noticed “all these people” coming into the restaurant wearing their T-shirts. What a great way to start the holiday, they thought. A few years later, a group from his Hillbrooke neighborhood began making the race, followed by time at the pool, a parade for the kids and then fireworks, an annual event. He’s run Peachtree every year since 2003, and has also run three marathons since then.

“It clears my head,” he says of running. “I just gravitated to it. It makes you feel good and gives you a chance to think things through.”

Indeed, physical fitness was in the forefront of the AJC’s original decision to sponsor the race. Kennedy told “25 Years of the Peachtree Road Race” author Karen Rosen that the newspaper liked that “the average person who runs two miles a day can run and feel he’s accomplished something. What we want to do is build it into something that is big and good.”

Medici has helped carry that mission forward. “The health and wellness piece of it to me is such a natural fit,” he said, because of the newspaper’s role as a community watchdog, holding the powerful accountable on a range of issues from government to education to health. “For me, this is a very natural extension of that, because it shows the Atlanta Journal-Constitution not only is hard-hitting when it needs to be on health and wellness with our regulators and politicians, but that we live it as a brand. For us to be affiliated with the type of event where we actually get to participate in some of the things we cover on a day-to-day basis completes the circle.”

After he finishes Peachtree this year, Medici plans to do what he always does: Immediately don his T-shirt, which he called “absolutely an iconic symbol of race day.” Then he’ll head over to the Meadow to visit the vendor tents.

If he pokes his head into the AJC hospitality tent, he will likely see Sonia Edwards, senior marketing coordinator for the AJC. After months of acting as the project manager for the AJC on all aspects of the race other than digital, on race day Edwards is on site by 5:30 a.m. to set up food and serve AJC employees after they cross the finish line. She stays until she’s satisfied that every AJC employee has finished the race and gotten something cold to drink and good to eat.

Edwards, who calls herself more of a walker than a runner, mused that as much as she enjoys the day, she wouldn’t mind finding a partner to manage the tent some year so that she, too, could finally do her first Peachtree—joining Medici, Sabath, and the rest of the AJC participants.

“It would be nice to come into the tent and enjoy a bagel like everyone else,” she said.
THE PICTURE OF HEALTH

There are so many different ways to stay healthy. And everyone has their own routine. But one thing that’s important for all of us is making sure you look at the “whole” you, connecting all the parts to stay fit and strong.

That’s the idea behind Blue Cross and Blue Shield of Georgia’s Whole Health ConnectionSM. Our medical plans work hand-in-hand with our pharmacy, mental health, dental, vision, life and disability plans. By coordinating the efforts of doctors and specialists who can share information and resources, we help them see the “whole you” to make sure that everything you’re doing to stay healthy works well together. And that makes it simpler for everyone.

bcbsga.com/specialty

We support all AJC Peachtree Road Race runners! Congratulations on finishing the race!
The Kilometer Kids Charity Chase is moving from the roads to the rubber. This year’s fundraiser for Atlanta Track Club’s free youth running program will come in the form of a 48-hour treadmill challenge at the 48th running of the AJC Peachtree Road Race. Team Stars vs. Team Stripes will face off, starting at 6 p.m. on July 1 and ending at 6 p.m. on July 3, inside the Peachtree Health & Fitness Expo.

Runners will raise money to revitalize the track at Atlanta’s Phoenix Park, formerly known as Cheney Stadium, which served as the warm-up track at the 1996 Olympic Games. It has not been resurfaced since the games and has fallen into disrepair. “This track is a major piece of Atlanta’s Olympic legacy,” said Rich Kenah, Atlanta Track Club’s executive director. “Before stepping onto the world stage at nearby Olympic Stadium, legendary athletes like Dan O’Brien, Michael Johnson, Gwen Torrence and Gail Devers used this track to prepare to win their gold medals.”

Team Stars and Team Stripes, made up of national and local celebrities as well as participants and supporters of the AJC Peachtree Road Race, will run side-by-side continuously on Woodway treadmills for 48 hours. Cumulative mileage, money raised, average speed and average heart rate will be displayed on screens above the treadmills provided by Polar and Athlios. Teams will compete to see who can log the most miles and raise the most money. Donations can be made via cell phone or online.

“This allows participants in the world’s largest road race to not only give back to fellow runners and walkers but it also adds another exciting event to their already-unforgettable July 4 weekend,” said Ronnel Blackmon who will be serving as one of the emcees at the event. “This is not just going to be a fundraiser; it’s going to be a party within the party that is the Peachtree Health and Fitness Expo.”

Once repaired, Atlanta Track Club hopes the Phoenix Park track will continue to be a community meeting spot and a resource for Kilometer Kids programs in the area. “We have a long-term goal of holding free track and field meets for kids from across metro Atlanta,” said Kenah. “There is no doubt in our mind that this track will be an integral part of a local child’s Olympic journey.”

This year Atlanta Track Club’s Kilometer Kids program marks 10 years of providing free running programs to kids ages 7-14. The program launched in 2007 with one location serving 38 kids. Kilometer Kids has grown significantly and now impacts more than 8,000 children each year in the Atlanta area and beyond.
Satellite Races
Since 2004, Atlanta Track Club has helped bring a little bit of home to our nation’s military members who are deployed for Independence Day. Each year, the Club works with coalition forces to stage their own version of the AJC Peachtree Road Race overseas. This year a total of 2,000 service members will participate in satellite races at six military installations. Each participant will receive an official race number as well as the same finisher’s T-shirt as those who cross the finish line here in Atlanta.

Military Team Division
Our service members will also be represented at the AJC Peachtree Road Race. In partnership with United Military Care, there will be a special team competition between the branches of our nation’s military. Seven military teams will compete for bragging rights as the fastest military branch: Team Air Force, Team Air National Guard, Team Army, Team Coast Guard, Team Marine Corps, Team National Guard and Team Navy. Each team will consist of six runners, three men and three women.

Shepherd Center Wheelchair Division
The Shepherd Center’s Wheelchair Division of the AJC Peachtree Road Race is considered one of the largest and fastest wheelchair 10Ks in the country. This year marks the 36th annual race. In addition to several wheelchair divisions, there is also a push-assist division. The Shepherd Center specializes in spinal cord and brain injury rehabilitation, and every year patients cheer on participants near the top of Cardiac Hill.

Media Race
You may recognize a few faces at the start line of the AJC Peachtree Road Race. For the second year in a row, Atlanta Track Club has invited Atlanta-based media personalities to compete in a start wave of their own. Television and radio talent will vie for the title of fastest media outlet. There are several personalities returning to the media race division as well as some new faces mixed in this year.
A true southeast tradition, the Publix Georgia Marathon & Half Marathon embodies the spirit of the city thanks to its hometown participants.

Be a part of next year’s celebration and register today!
March 18, 2018 - Atlanta, GA

Learn more at atlantatrackclub.org
Last year, Nick Jenkins slowly made his way out of the Shepherd Center, where he was recovering from injuries sustained in a motorcycle crash, to watch his first AJC Peachtree Road Race. Although amazed by the throngs of runners and especially inspired by the wheelchair racers—“It was just unbelievable to watch the athleticism and determination”—fatigue soon forced him to give up his viewing spot outdoors and head back inside.

“I didn't even have the energy to sit on the sidewalk to watch,” he recalled.

On July 4, the 31-year-old from Crossville, Tennessee, will be back in Atlanta to fulfill the vow he made that day: That this year, he would run the race.

Jenkins joined a gym early this year, and by May 2 he ran 10 miles at 7:26 pace on the treadmill to celebrate a birthday his loved ones feared he might never see. While he was riding his motorcycle last June 4 on a rural two-lane road, a deer apparently jumped over a nearby fence and smashed headlong into his body. Nearby residents ran from their yard when they heard the sound of the crash, comforting him and calling an ambulance.

Somewhere in transit, Jenkins’ ID was overlooked and he ended up at Erlanger Medical Center in Chattanooga as a John Doe. When he failed to arrive that evening to celebrate a friend’s birthday, his longtime girlfriend, Heather Smith, and the birthday honoree went out looking for him. By morning, still with no word, the search party grew.

“It’s the worst thing I ever went through in my entire life,” said Smith, who recalled walking up and down the mountain road, peering into ravines for any sign. “We only knew that he didn’t come home, and that’s not like him.”

Police later that day were able to locate Jenkins, who had suffered a broken collarbone, punctured lung, ruptured spleen, broken ribs, an orbital fracture, and—most devastatingly—multiple skull fractures plus bleeding and swelling on the brain. Smith and several friends rushed to Erlanger, only to be met with a grim prognosis. The next 48 hours would probably tell the tale.

“I thought that he was never going to walk out of there,” said one of those friends, Christy Kerley.

A few days later, Jenkins’ breathing tube was removed and he was able to sit in a chair. His feeding tube came out a few days after that. Soon, there was talk of transferring him to a rehabilitation facility. With the Shepherd Center consistently ranked as one of the best rehab hospitals in the U.S. for spinal cord and brain injuries, it was a logical choice.

“I wanted him to go there because I knew it was the best, but at the same time I was scared because it’s four hours away,” said Smith. When she learned that Shepherd makes apartments available to long-distance families for up to 30 days, the plan was finalized. Jenkins remembers nothing before that day, and even his recollection of the transfer is hazy. One of his first
solid memories is of watching Peachtree. Sometime that day, he told Smith: “I’m going to do that next year.”

Jenkins said that, at the time, he was only vaguely aware that the Shepherd Center was involved in the race. Since 1982, Shepherd has sponsored the wheelchair division of the AJC Peachtree Road Race, considered one of the best wheelchair races in the world. Over the years, it has been won by Paralympic medalists such as Ernst van Dyk, Kurt Fearnley, Krige Schabort, Jean Driscoll, and Tatyana McFadden. In 2016, more than 60 wheelchair athletes participated, and each year hundreds of Shepherd patients, their families, and staff line the race route on Peachtree Road in front of the center to cheer the runners.

On July 4, they will be cheering for Jenkins.

“He’s a miracle boy,” said Kerley. The weekend after Peachtree last year, she visited Jenkins at Shepherd and was alarmed when he rose from the edge of his bed to walk over and greet her.

“I was like ‘Holy cow, is he supposed to be doing this?’” she recalled. It was during that visit that Jenkins told her about his plan to run Peachtree, and Kerley immediately pledged to join him, saying “I will crawl across that finish line if you do it.” Smith is weighing whether to walk the race or greet Jenkins at the finish.

Jenkins was released from Shepherd in late July, and after four more weeks as an outpatient, he returned home to Tennessee on a Friday and returned to work, part-time at first, to his job as a metal fabricator the next Monday.

“I’m not one to just sit around,” he said. “I hold myself accountable more than most people.”

To prepare for the first road race of his life, Jenkins has been running from three to six miles most days, occasionally battling back the nagging knee issues that for years made him a self-described “on-again, off-again” runner. He says that he’s enjoyed the training “very much. I’m not a competitive person with other people, but I am with myself. It’s a good feeling when you did better than yesterday, and you know you’re going to do better tomorrow. That’s one thing that drives me to keep going.”

What doesn’t drive him is attention.

“I almost feel wrong talking about it,” he said of his recovery. “I don’t remember anything [from the first few weeks], so I feel unremarkable about it. But I didn’t see a lot of what I went through.”

It was Kerley who first alerted Atlanta Track Club to Jenkins’ story, detailing the arc that began with Jenkins’ life-threatening crash to Kerley and Smith walking hand-in-hand into the sheriff’s office so they could report him missing to the blessed challenge of running Peachtree this year.

“I believe with my whole heart that the Shepherd Center is the reason he came so far so fast,” she wrote.
It’s been 35 years since Cindy Warren last ran the AJC Peachtree Road Race with her daughter, Jenny Caccavale. This year her daughter will have to work a little harder to get across the finish line than she did at her first Peachtree.

“I ran in the race in 1982 when I was two months pregnant with my daughter Jenny,” says Warren. She still has the finisher’s shirt from that race.

Warren and her husband, Bill, grew up in Atlanta. They married in 1981 and soon after moved to Virginia. The very next year, Warren registered for the AJC Peachtree Road Race. “Not even sure I knew I was pregnant at the time,” she recalls.

“When race day came along, I completed the race and then gathered with our families to share the happy news of my pregnancy. I must admit they were not thrilled to hear I had just run a 10K in the Georgia heat, but all went well.”

Caccavale was born the following February. She’s now 34 years old, living outside of Boston with her own daughter, a two-year-old, and her husband. Like her mom, Caccavale has also become a runner. She ran cross country in high school and has completed more than 20 half marathons, including Atlanta Track Club’s Thanksgiving Day Half Marathon, as well as one marathon.

“I have always been connected to Atlanta and gone back at least once a year to visit family in the area,” says Caccavale. “My mom has always raved about the Peachtree Road Race, and this is the first time I’ll be running it.”

“When I saw the Peachtree Road Race lottery was open, I immediately signed up and convinced Jenny she should try as well,” says Warren. “Realizing this one is the 35th anniversary of our first run together made it so special.”

One of Warren’s favorite Peachtree memories was from 1986. “I vividly remember hitting the killer hill on the course [Cardiac Hill] and someone had the ‘Rocky’ theme blasting out of their apartment window. The Peachtree Road Race is like coming back to my roots.”

Warren is looking forward to making new memories with daughter as well. “Not sure we’ll be setting any records but we’re both so excited to be a part of this wonderful Atlanta tradition.”
Welcome to the world’s largest 10K!

Come visit us at the Mizuno expo area to pick up last minute race needs and all your Official Licensed Merchandise of the AJC Peachtree Road Race. Limited Edition Peachtree RUNATL Tanks & Tees are also available, while supplies last!

Have a Happy Fourth of July!

Big Peach Running Co. is a locally owned Running and Walking Specialty Store. We not only offer the best service and selection but our fun, friendly staff are dedicated to making sure your best miles are those covered on foot! We are open 7 days a week for your shopping convenience.

$10 OFF any purchase of $50 or more!

*Cannot be combined with any other offers or used on SALE merchandise. Valid only at 7 listed BPRC locations.

Visit www.bigpeachrunningco.com for store directions & hours.
“I have always thought of running the Peachtree, but I could never make it fit my running plans until 2017.”

And George McMenemy has a lot of plans this July. The Canadian native will be celebrating two special days – “The birthdays of two neighboring countries, mine which is Canada and our neighbor to the south, the United States of America” – by running road races in each country.

Canada celebrates its 150th birthday July 1. That’s when McMenemy will travel from his home in Burlington to Ottawa to run the Canada Day Road Races 5K. Then three days later, as the U.S. celebrates its independence on July 4th, McMenemy will finally make the trip to Atlanta to participate in a race he’s had his eye on for years.

“The Peachtree is a race that I classify as a special, one-of-a-kind that if you get a chance to run, you have to run it,” he says.

McMenemy didn’t find running until his mid-50s. He used to walk to from his house to a coffee shop and suddenly decided to mix in some running intervals in July of 2003. About a month later, he ran his first 5K. “I have not stopped running from that day.”

Now 68 years old, McMenemy has run the Boston Marathon twice as well as eight other marathons in Europe and the United States. He says he seeks out distance races that have a special meaning to him – and he didn’t want to leave his dual birthday celebration to chance.

“When I went to the website and found out there was a lottery to gain registration, my plan was not looking good,” McMenemy recalls. But he decided to guarantee his entry by becoming a member of Atlanta Track Club before the February 1 deadline. “I am now a member with an Atlanta Track Club car decal beside my rear license plate.”

As a new member, the AJC Peachtree Road Race may not be the only event McMenemy runs in Atlanta this year. “I am trying to adjust my running schedule to see if I can run the [PNC Atlanta] 10 Miler and [Thanksgiving Day] Half Marathon this fall.”
NO ONE CHANGED THE WORLD BY STAYING PUT.

Proud to be the Official Airline of the AJC Peachtree Road Race.
FLORIDA WOMAN HOPES TO LEAVE EVERYTHING AT THE FINISH LINE

By Amanda Kowaleski
Floretta Stewart is a woman on a mission these days. After more than two decades of focusing on her family, the 41-year old Tampa-area resident is turning her attention to something new: her own health.

“I am the mother of four beautiful and active kids,” says Stewart. “I have spent the last 22-plus years pouring myself into them, and others!” Now those kids, Veronica (22), Thomas (21), Keyshawn (18) and Kollin (15), are getting older, leaving more time for Stewart. Recently her friend, Nina Lancaster, helped her to realize age is just a number.

“About a year ago, I decided to take the first step towards a healthier me,” explains Stewart. She began working out with Lancaster, someone she describes as “a beautiful workout beast” who participates in obstacle course races. “She encourages you, shows you the appropriate form and pushes you, without making you feel defeated.”

Stewart participated in some 5Ks over the past year – but the AJC Peachtree Road Race will be her first 10K. She registered for the lottery after her cousin, Lisa Sheey-Davis of Stone Mountain, Georgia, ran the race last year and talked about how much fun she had.

“I’m excited, and also ready to truly focus,” says Stewart. “I’ve explained to family and friends I’ll be out of sight for a bit, but it means a lot to me to start and finish. I’m pouring a lot of emotions into this.”

And she’s setting a good example for her children in the process. “My mother’s efforts have surprised me because I haven’t seen her as determined as she is now - from eating right to constantly working out, even after long days of work,” says Thomas Bartley III, her second eldest child. “I feel proud that my mother is chasing her fitness goals. A lot of people say they’ll work out and eat right, but some never do.”

“My training has been going well,” says Stewart. “Work/family balance, especially with three children graduating this year (college, junior college and high school), is at times challenging, but I make it work.”

Stewart has been doing her homework on the Peachtree course as well. “I hear that the hills in the race are challenging, so I found a local park with a few hills to better prepare.” That’s not exactly an easy find in Florida.

In addition to the physical changes in Stewart’s life, there has been a shift in her attitude as well. When Sheey-Davis suggested she run the world’s largest 10K, Stewart was not sure she would be able to do it. But she is proving herself wrong. “I am in the best shape and more active than I have been in 15 years!”

“I applaud my mom for doing her first 10K,” says Bartley. “Not many people can say they have done that. I hope the best for her while she continues to reach these milestones in her life.”

Come race day, Stewart plans to leave everything out on the course, in more ways than one. “Some not-so-favorable moments over the past few years I plan on leaving at the finish line. So there’s more to the AJC Peachtree Road Race for me – it’s not just any race. I’m participating with a purpose.”

And this race isn’t just for her. She hopes she can inspire others to try something they never thought they could do.

“I’m extremely excited about the opportunity to participate, and I can’t wait to share this experience in hopes to influence someone else to join next year!”

“Some not-so-favorable moments over the past few years I plan on leaving at the finish line. I’m participating with a purpose.”

– Floretta Stewart,
Seffner, FL resident

Floretta Stewart and her four children.
GET IN GEAR: 2017 PEACHTREE HEALTH & FITNESS EXPO

The Peachtree experience begins with the Peachtree Health & Fitness Expo. The Expo offers an easy way to pick up your race number, but there are plenty of reasons to stop by even if you chose to have your race number mailed to you.

Along with giveaways and great deals on running apparel, shoes and health and fitness services, the Peachtree Health & Fitness Expo will leave you excited to toe the line at the AJC Peachtree Road Race. There is even an interactive area to test your track and field skills. Highlights include:

• Long Jump, high jump, shot put, javelin and timed 40-yard dash at the Blue Cross Blue Shield of Georgia Family Fitness Zone
• Find your name on the participant wall and showcase your hometown on our world map
• Check out our Kilometer Kids Charity Chase treadmill competition
• Mizuno batting cage, Atlanta United FC and Springfree Trampoline challenges
• Special appearances by the Atlanta Braves Heavy Hitters and Tomahawk Team as well as the Home Depot Tool mascots
• Official Peachtree merchandise by Mizuno including the Limited Edition Peachtree Wave Rider 20
• Free samples from Yuengling, CLIF Bar, Waffle House, Generation UCAN, Stubbs BBQ Sauce and sports nutrition-related food and beverage vendors
• 18-month membership offer from Atlanta Track Club, complete with guaranteed entry into the 2018 AJC Peachtree Road Race

Peachtree Health & Fitness Expo
Georgia World Congress Center, Exhibit Hall C1
• Sunday, July 2 – 10 a.m. – 7 p.m.
• Monday, July 3 – 10 a.m. – 7 p.m.
• Free and open to the public
For more information about the Expo, visit peachtreeroadrace.org.
RULE THE ROAD. FINISH STRONG.

The Home Depot is proud to sponsor the AJC Peachtree Road Race. We wish good luck to all runners as you take on the road. We’ll see you at the finish line.
Check out this year's gear essentials from Mizuno

GET DECKED OUT IN RED, WHITE AND BLUE
Check out this year’s gear essentials from Mizuno

Follow us on social media for the latest on the limited edition Peachtree Wave Rider 20 and more.
The AJC Peachtree Road Race finisher’s T-shirt is one of the most celebrated traditions in road racing. Since the shirt is given out at the finish line, it can only be earned. And although the public has a say in what each year’s shirt looks like, the actual design and color remains a secret until the first runners make their way into Piedmont Park.

**The History of the Contest**

The Original 110 who completed the first Peachtree Road Race in 1970 didn’t receive a shirt – there was only enough money in the budget for the winners’ trophies. Organizers quickly decided there should be some reward for running a 10K in the Atlanta heat on Independence Day.

The second year launched the days of only receiving a shirt if you were fast enough to finish before the supply ran out. Race founder Tim Singleton designed the shirts with the help of Dan Tebor and Carling Brewing Co. from 1971 to 1975.

Peachtree’s popularity continued to grow, and in 1976 the Atlanta Journal-Constitution became the title sponsor of the event. The AJC began designing the shirt, and would continue to do so for almost two decades.

Then came 1994. It was the 25th running of the AJC Peachtree Road Race, and expectations were high. Participants were looking forward to a special shirt to celebrate the milestone. The design submitted by the AJC featured a peach in the middle with runners arched above it. But the runners weren’t happy. They dubbed the design “the running pumpkin,” and voiced their disgust.

Then-publisher of the AJC John Mellott suggested holding a contest to determine the look of the shirt in 1995. Students and professional designers were encouraged to submit their work, a committee narrowed the submissions down to five finalists, and the public voted to determine the winning design. The contest is still used to choose the shirt’s design today.

This year’s finalists include three local professional designers and a graphic design student at Auburn University. One of the finalists, Kevin Benton, had two designs selected. Another finalist, Bart Sasso, also made it into the top five of last year’s contest.
The 2017 Finalists

Kevin Benton
Residence: Lawrenceville, GA
Occupation: Creative Director/Graphic Designer
Has never run Peachtree
What inspired his design: I focused my designs on patriotism, fun and the exciting energy that reverberates throughout town during the race. Atlanta is proud to host such an awesome event, so I put a lot of focus on the Georgia Peach as well.

Stephen Mullinax “The Main Event”
Residence: Atlanta, GA
Occupation: Graphic Designer
Will run Peachtree for the 15th time this year
What inspired his design: I was inspired by the simplified aesthetic of vintage athletic logos. I focused on a vibrant color palette and bold type to create a timeless and memorable design.

Bart Sasso “Farm to Finish Line”
Residence: Atlanta, GA
Occupation: Creative Director/Graphic Designer
Has run Peachtree many times
What inspired his design: I’ve always loved the bold colorful hand-painted graphics on old fruit crates, especially old peach crates.

Lydia Sweeney “Meet Me at the ‘S’ Balloon”
Residence: Auburn, AL
Occupation: Graphic Design Student at Auburn University
Will run Peachtree for the 10th time this year
What inspired her design: My design was inspired by both the Peachtree course and my personal experience running the race. It’s a Fourth of July routine to take the jam-packed Marta to Lenox Square, run through the heart of Atlanta, stop to see the family cheer squad just past SCAD, and regroup under the ‘S’ balloon.
Safety is Atlanta Track Club’s top priority. With the help of the City of Atlanta and various local, state and federal agencies, we have done extensive planning to ensure the safety of our participants, spectators, volunteers and partners.

On this page you will find information about some of our security measures as well as simple things you can do to help make the 2017 AJC Peachtree Road Race a great event.

**Substantial law enforcement presence** will exist at the start, finish and post-event area as well as along the course.

**There will be clearly defined restricted areas** at the start and the finish area in Piedmont Park. Additional fencing with designated entry and exit points will be in place around the post-event area. Anyone entering a restricted area with a backpack, bag, purse, etc. will be subject to search.

**See something, say something.** Be vigilant. If you see something suspicious, contact the nearest police office or call 911.

### Event Alert System

Event Alert System colored flags will be located at the start line, along the course at the water stations and in the finish area. The flags will communicate the specific alert level which could range from low (green) to moderate (yellow) to high (red) to cancelled (black) and are based primarily on weather conditions.

<table>
<thead>
<tr>
<th>ALERT LEVEL</th>
<th>EVENT CONDITIONS</th>
<th>RECOMMENDED ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENT CANCELLED</td>
<td>Extreme conditions/ Event cancelled</td>
<td>Participation stopped/ follow official event instructions</td>
</tr>
<tr>
<td>HIGH</td>
<td>Potentially Dangerous Conditions/ Follow Official Event Instructions</td>
<td>Slow down/ observe course changes/ follow official event instructions/ consider stopping</td>
</tr>
<tr>
<td>MODERATE</td>
<td>Be Aware of Worsening Conditions</td>
<td>Slow down/ be prepared for worsening conditions</td>
</tr>
<tr>
<td>LOW</td>
<td>Enjoy the Event</td>
<td>Enjoy the event/ be alert</td>
</tr>
</tbody>
</table>
JULY 4 SCHEDULE OF EVENTS

5:00 a.m.  
MARTA trains begin carrying runners to the start line

6:30 a.m.  
Runners begin getting into start waves

6:43 a.m.  
Start of Shepherd Center Wheelchair Division

7:30 a.m.  
Start of AJC Peachtree Road Race

7:43 a.m.  
Start of Media Race

7:18 a.m.  
Start of Elite Women’s race

7:33 a.m.  
Start of Military Team Division

9:30 a.m.  
Awards ceremony begins

9:10 a.m.  
Last start wave leaves start line

Ways to Watch

Our media partners will have complete coverage of the 2017 AJC Peachtree Road Race.

AJC The Atlanta Journal-Constitution

Race day coverage and results can be found online at AJC.com

One-hour highlights show at 7 p.m.

NBC Sports Network

Live race coverage from 6:30-10 a.m. and a one-hour special at 8 p.m.

11 Alive

Live race coverage from 6-10 a.m.
START TIMES

Wheelchairs 6:43 a.m.
Elite Women 7:18 a.m.
Elite Men 7:30 a.m.
Seeded 7:30 a.m.
A 7:30 a.m.
B 7:35 a.m.
C 7:40 a.m.
D 7:46 a.m.
E 7:50 a.m.
F 7:55 a.m.
G 8:00 a.m.
H 8:05 a.m.
J 8:10 a.m.
K 8:15 a.m.
L 8:20 a.m.
M 8:25 a.m.
N 8:30 a.m.
P 8:35 a.m.
Q 8:40 a.m.
R 8:45 a.m.
S 8:50 a.m.
T 8:55 a.m.
U 9:00 a.m.
V 9:05 a.m.
W 9:10 a.m.

Getting There

MARTA: Participants and spectators are strongly encouraged to take MARTA to the Lenox station to get to the start line. MARTA will begin running at 5 a.m. on race day. Breeze Cards are available for purchase at the Peachtree Health & Fitness Expo.

Lyft: New this year, the AJC Peachtree Road Race has partnered with the rideshare service Lyft. Download the app before race day.
2017
The Year Of The
WAFFLE
WAFFLE HOUSE
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COURSE MAP

1. Roswell Rd
2. W. Wesley Rd
3. Peachtree Battle Ave.
4. Collier Rd
5. W. Paces Ferry
6. Piedmont Park

Course map showing milestones and points of interest for the Peachtree Road Race. Mile Markers, Music, Toilets, and Water stations are marked on the map. MARTA station locations are also indicated.
PARTY DOWN PEACHTREE

With 59,999 runners and walkers on the course with you and 200,000+ spectators, there are plenty of people to motivate you towards the finish line. Additionally, our partners at Cumulus are providing entertainment as you make your way down Peachtree. Enjoy the music along each mile.

**Elevation Chart**

- **MILE 1**: News Radio 106.7 (News/Talk)
- **MILE 2**: OG 97.9 (Classic Hip Hop)
- **MILE 3**: Rock 100.5 (Classic Rock)
- **MILE 4**: KICKS 101.5 (Country)
- **MILE 5**: Norfolk Southern Lawmen
- **MILE 6**: Q100 (Top 40) & Heavy Hitters, the drumline of the Atlanta Braves
The AJC Peachtree Road Race finishes on 10th Street just outside of Piedmont Park. Please visit peachtreeroadrace.org for more information.

**Getting Home**

Just like at the start line, event participants and spectators are strongly encouraged to take MARTA home from the AJC Peachtree Road Race. The closest stations to the finish line are the Midtown and Arts Center stations.

New this year, the AJC Peachtree Road Race has partnered with the rideshare service Lyft. Download the app before race day.
THE MAYOR’S 5K
ATL
ON THE 5TH RUNWAY
Saturday September 30
2017

Race proceeds benefit UWGA and its partners throughout metro Atlanta

Registration opens June 2017
http://5k.atl.com

Sponsored by DELTA
Your AJC Peachtree Road Race experience doesn’t stop when you cross the finish line. Once you enter Piedmont Park, you’ll enjoy a post-race celebration thanks to the generosity of our AJC Peachtree Road Race sponsors.

**Party in the Park**
As you enter the Meadow of Piedmont Park, you’ll first receive your finisher’s T-shirt courtesy of Mizuno. Next you’ll receive your post-event snacks in a Fitful Foodbox courtesy of Whole Foods as well as ice-cold fluids from Dasani, Powerade and Coke. Then reunite with friends and family at the Blue Cross Blue Shield of Georgia Family Meeting Area.

**Cool Down**
Ice towels courtesy of Delta and Coca-Cola will leave you feeling refreshed after your run. New this year, our partners at Blue Cross Blue Shield of Georgia will provide shade zones to help you beat the Georgia heat as you celebrate your accomplishment.

**Smile for the Camera**
MarathonFoto will be taking participant photos before, during and after the event, so keep an eye out for photographers in the Meadow. PNC’s photo wall in the Meadow is also a great place to snap a selfie to share with all of your friends on social media.

**Enjoy Music & Entertainment**
While you’re waiting for family and friends to finish running, head over to the stage, where our DJ will keep you dancing with energetic music.

**Member Area**
Atlanta Track Club members are invited to join us at Park Tavern for a special celebration. Members 21 and older can enjoy a complimentary Yuengling and take home a commemorative koozie. Light post-event snacks will be provided to members of all ages. 680 The Fan will be broadcasting live from the member area, and participants can also watch 11Alive’s television coverage of the race.

**Results**
Unofficial results from the 2017 AJC Peachtree Road Race will be posted online at peachtreeroadrace.org by the end of day on July 4. Results are made official 30 days after the event. You must cross the timing mats at the start and finish line as well as the 5K split to be an official finisher. If you have a results issue, please visit peachtreeroadrace.org and fill out the results inquiry form.
Official beer of the World’s Largest 10K
AJC Peachtree Road Race • July 4, 2017
RUNNING MORE FOR LESS

By Jay Holder

It can be nerve-wracking and uncertain. You sign up for the AJC Peachtree Road Race lottery. Then, you wait. Will you be part of the world’s largest 10K and the country’s biggest fourth of July party? Or will you be on the sidelines wishing you were there? You don’t have to experience this stress every March. Atlanta Track Club members are guaranteed a spot at the start line!

The cost to alleviate that dread, that FOMO (that’s millennial speak for Fear Of Missing Out), is just $35 per year for an individual. Did you know that price hasn’t changed since 2001? It’s the best deal in Atlanta! Dual memberships are $60, and you can sign up the whole family for just $75. But wait, there’s more! As you read this, new members who sign up through the end of the year get the remainder of 2017 and all of 2018 for the same cost!

Right now you’re thinking, “That’s all great but I just want to run the Peachtree.” Well, runners, walkers and July 4 revelers, the AJC Peachtree Road Race is only the beginning. Atlanta Track Club has events and programs that are just as exciting year-round. As a member, you will enjoy the lowest possible price for all of them. In fact, some of them are even free!

You will also receive exclusive member discounts from Atlanta’s run specialty stores and from partners like Mizuno Running, Waffle House, Bauerfeind USA, Road ID and more. Membership also comes with subscription to Wingfoot, the official magazine of Atlanta Track Club, as well as a commemorative member apparel item.

If you are running and walking, we want you to run and walk with us. Atlanta Track Club is on a mission to create a healthier and more active Atlanta and we need your help!

You can start by signing up for the Triple Peach Race Series presented by Mizuno. The series starts with Peachtree and includes the PNC Atlanta 10 Miler and Thanksgiving Day Half Marathon. Entry in the series gets you into both races, plus a premium Mizuno finisher’s shirt and a series medal. Once you’ve signed up, use the list on the next page to prepare you for the big races and see how much you can save as an Atlanta Track Club member!
**Race** | **Date** | **Cost for Non-Members** | **Cost for Members**
---|---|---|---
Triple Peach Series presented by Mizuno* (includes entry into PNC Atlanta 10 Miler AND Thanksgiving Day Half Marathon) | Sign up NOW for the best price! | $130 | $115
In-Training for Thanksgiving Day Half Marathon | Kicks off July 8 | $125 | $109
Decatur DeKalb 4 Miler | July 15 | $10 | FREE
Tailgate 5K | August 5 | $10 | FREE
Atlanta’s Finest 5K | August 19 | $25 | $22
Wingfoot XC Classic | September 23 | $10 | FREE
Mercedes Benz Stadium 5K/Walk Like MADD | September 30 | $30 | $26

**Total Cost** | | **$340** | **$272**

*Costs through 7/31. Processing fees apply*
Atlanta Track Club would like to thank all of the people and organizations that make the 2016 AJC Peachtree Road Race possible.

**MEDIA PARTNERS**

**EVENT ORGANIZING COMMITTEE**

- Jack Abbott, course  
- Chris Balch, communications  
- Mary Lide Chapman, medical  
- Kyle Clay, start  
- John Curtin, announcer  
- Dan Dachelet, finish line  
- Sonia Edwards, AJC  
- Tim Ewing, police  
- Thomas Goodhew, WXIA  
- Jack Hullings, course vehicles  
- Mike Idacavage, course water  
- Ryan Johnson, medical  
- Kristine Johnson, WXIA  
- John Jordak, legal  
- Dr. Perry Julien, medical  
- Dr. Jonathan Kim, medical  
- Dr. Lekshmi Kumar, medical  
- Dr. Matt Marchal, medical  
- Sam Shartar, medical  
- Becky Washburn, wheelchair division  
- David Ziskind, communications

A special thank you to the 150 crew chiefs and more than 3,500 volunteers. Without your support, this Independence Day tradition would not be possible.

**SUPPORTERS OF THE AJC PEACHTREE ROAD RACE**

- Mayor Kasim Reed, City of Atlanta  
- Chief Erica Shields and the City of Atlanta Police Department  
- City of Atlanta Department of Parks, Recreation and Cultural Affairs  
- Chief Joel Baker and the City of Atlanta Fire Rescue Department  
- Atlanta-Fulton County Emergency Management  
- City of Atlanta Watershed Management  
- City of Atlanta Public Works  
- Grady Hospital and Grady EMS  
- MARTA  
- Ritz-Carlton Buckhead  
- Piedmont Park Conservancy  
- Simon Property Group  
- Highwoods Properties  
- HD Realty Partners  
- Lincoln Property Services  
- Buckhead Community Improvement District  
- Regent Partners  
- Parkway Properties  
- Equity One  
- The Meridian  
- Buckhead Grand  
- Buckhead Church  
- Post Properties  
- The Paramount  
- Cumulus Radio  
- The many organizations, businesses, churches and residents of Buckhead and Midtown
PNC is proud to be the Official Bank of Atlanta Track Club. Good luck to all 2017 AJC Peachtree Road Race participants!

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The Limited Edition Peachtree WAVE RIDER 20 maintains Mizuno’s classic fit while also featuring a breakthrough in Triple Zone engineered mesh that provides breathability, movement and hold throughout the run. After 18 years of continuous refinement, our latest Wave Rider is guaranteed to exceed all expectations.