



FORMERLY THE BERBEE DERBY

Thanksgiving Day
November 28, 2024

5500 E Cheryl Pkwy,
Fitchburg, WI 53711

Kids Dash 8AM,
10K 8:30AM, 5K 8:50AM



Presented by Madison Top Company

RUNTHEDERBY.COM

From the Race Director



We are so excited to welcome you to the Birdie Derby, Madison's Favorite Thanksgiving Day Tradition! It's an honor to continue the legacy of this fantastic event, which has brought together our community for more than 20 years.

As you lace up your shoes and hit the course, you're not only participating in one of Madison's favorite events—you're also making a meaningful impact. The Birdie Derby stands out as the only Thanksgiving race that gives back directly to the community. 100% of proceeds support local schools, youth programs, and families in need, helping kids build healthy habits and access opportunities they might not otherwise have.

Thank you for being part of the Birdie Derby tradition and for supporting the Tri 4 Schools mission. Let's make Thanksgiving unforgettable!

Sincerely,

Amanda Marek
Race Director

In your athlete guide

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Learn how you're making a difference by participating in Birdie Derby

Behind the Birdie Derby

It takes a village! Thank you to the hundreds of volunteers that make The Birdie Derby Madison's Premiere Thanksgiving Day race!



Race Director
Amanda Marek



Assistant Race Director
Karen "KC" Cigale



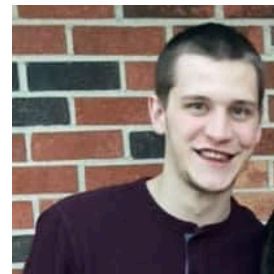
Operations Director
Rachael Hagen



Coffee/Cocoa Lead
Sarah Swapinski



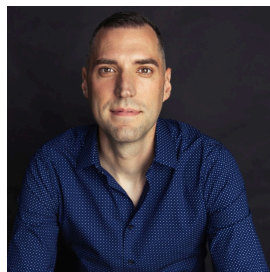
Post-race Party Lead
Haili McCulloch



Kids Dash Lead
Cody Marek



Registration Lead
Andy Koch



Command
Josh Meyers



Course Lead
Shawn Killebrew



Course Lead
Michael Truman



Announcer
Angie Rieves



Announcer
Dano Tyler

Schedule

PRE RACE PACKET PICK UP

Where?

Birdie Derby Headquarters
Perennial Yoga
5500 E Cheryl Pkwy, #101
Fitchburg, WI 53711

When?

Tuesday, November 26th from 12-7PM
Wednesday, November 27th, 7AM-2PM

QR Codes: please bring your registration QR code found on your confirmation email from RunSignUp.

Can you pick up someone else's packet? Absolutely! Bringing their QR code is helpful for us.

On a team? A member of the team must pick up the entire team's packets. Please proceed directly to the "Team Table" at packet pickup.



RACE DAY SCHEDULE

Where?

Agora Pavilion
5500 E Cheryl Pkwy
Fitchburg, WI 53711

When?

Thursday, November 28, 2024
Thanksgiving Day

7:15-8:30 AM	Packet pickup & registration
8:00 AM	Kids Dash Powered by Elements Massage
8:30 AM	10K RUN START
8:50 AM	5K RUN START
9:00 AM	5K WALK START *Strollers start last
9:10 AM	Kwik Trip Post Race Party

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to our
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The logistics

1. [How to get there](#)
2. [Where to park](#)
3. [Derby Village](#)

What you need to know

TIMING & RESULTS

Your bib contains a timing chip to be worn during the race. It must be worn on the front of your body. No chip = no time. Visit sportstats.one or runthederby.com for your results. Awards will be given to the top finishers, categories can be found on runthederby.com.

FOOD TENT

We will be offering lots of food this year. Look for Kwik Trip Glazers, chocolate milk, bananas, granola bars, and more—easy to grab and go.

YOUR PHOTOS

A pre-race photo station will be available near the Start (see map), as well as post-race photos before the Food Tent. The photos will be FREE to download after the event. You will be sent a link to your photos by Friday, November 29.

STROLLERS

Yes, you can run/walk with strollers, but runners with strollers must line up at the end of the 5K run, in front of the walkers.

MUSIC

Earbuds or headphones are discouraged in case you will need to hear any announcements by police or rescue personnel. Wear at your own risk.

KIDS UNDER 10

All children under age 10 **MUST** be accompanied by a guardian during the race. Any lost kids should report to the Registration tent Lost & Found.

DOGS

We love dogs! Unfortunately, we cannot allow them on course.



5K COURSE

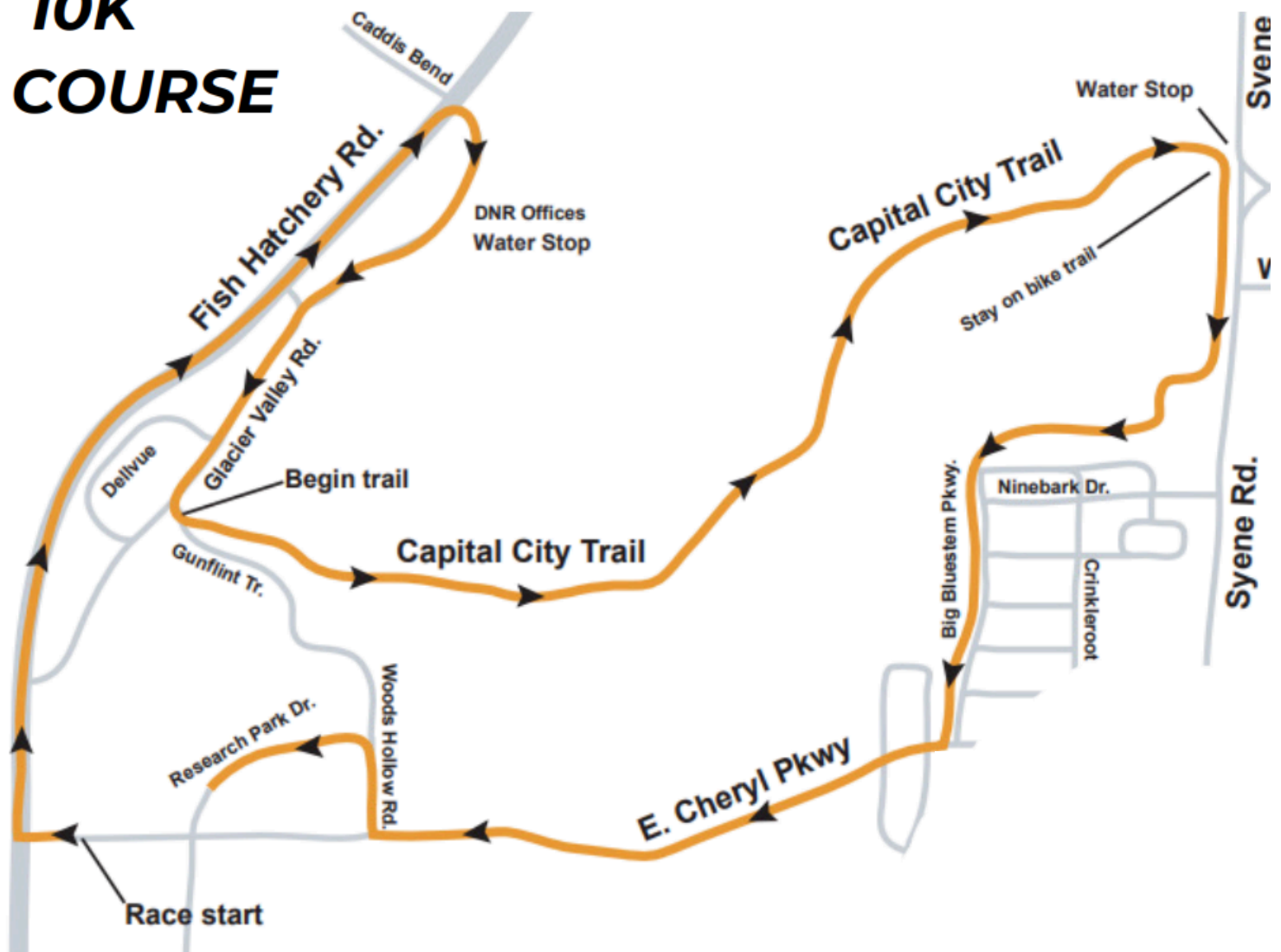


5K Course

THROUGH THE WOODS AND UP THAT HILL

The Birdie Derby 5K course takes you straight down Fish Hatchery Road and into the DNR. Make some quick twists and turns before hitting the hill on Woods Hollow taking you to the finish line!

10K COURSE



10K Course

EXPLORE THE DANE COUNTY TRAIL SYSTEM

The Birdie Derby 10K course takes you from the Agora Pavilion to the flat and fast Fish Hatchery Road before entering the trails. Enjoy the beautiful fall colors as you run through the Dane County trail system and finish with the challenging hill you know and (maybe) love.

The Derby Village

There's a lot of planning to create the Derby Village! Be sure to head to the pre-race photo station and grab a coffee or cocoa from the Oasis Coffee stand. Please note that the 5K start is on the EAST side of Research Park Drive. The 10K start is on the WEST. Be sure to ring The Cesta PR bell when you cross the finish and grab some goodies and Glazers from the Kwik Trip Food Tent!



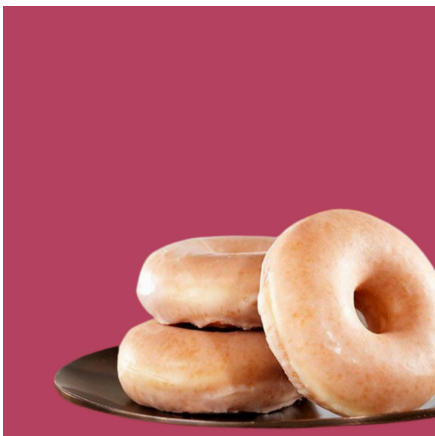
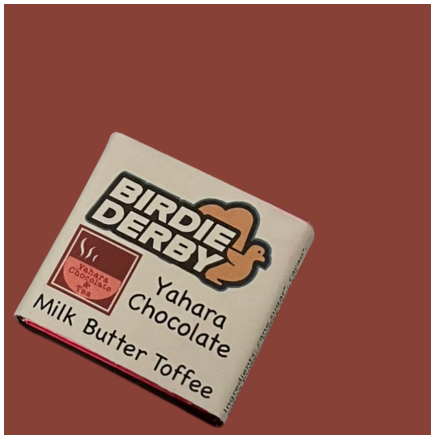
Parking Map



Swag

All participants are receiving:

- Super soft long sleeve shirt
- Knit hat
- Yahara Chocolate
- Free downloadable photos from Focal Flame
- Professional timing and results by Sportstats
- Accurately measured course by Race Day Events
- Kwik Trip Glazer
- Oasis Cafe coffee and hot cocoa
- Swag bag worth over \$115





Your Impact

The Birdie Derby is the **ONLY** race that donates 100% of proceeds to our community. Proceeds benefit Tri 4 Schools. Tri 4 Schools is a Dane County nonprofit creating accessible opportunities for kids to be active.

The Birdie Derby directly funds financial aid and grants for schools so thousands of children can participate in events and afterschool programs where they learn how to build confidence, set goals, work as a team, and love movement. The kids build a connection between movement and how it impacts our mental and physical healthy.

2024 impact results include:



Donated over \$41,000 to Dane County Schools to fund physical education departments



412 children received or borrowed bikes to enjoy the freedom that biking offers



127 NEW pairs of shoes were donated to kids who did not have them



T4S awarded a \$1,500 continuing education scholarship to a T4S alumni



Funded \$34,000+ in scholarships so economically disadvantaged kids could participate

Sponsors

THANK YOU to the 2024 Birdie Derby Sponsors! The Birdie Derby is the only true local Thanksgiving Day event in Madison. We have the support of so many incredible Dane County businesses to prove it. Thank you to the below community partners that generously provided monetary and in-kind contributions. Without them, we couldn't make the impact we do!



THE BERBEEWALSH FOUNDATION

