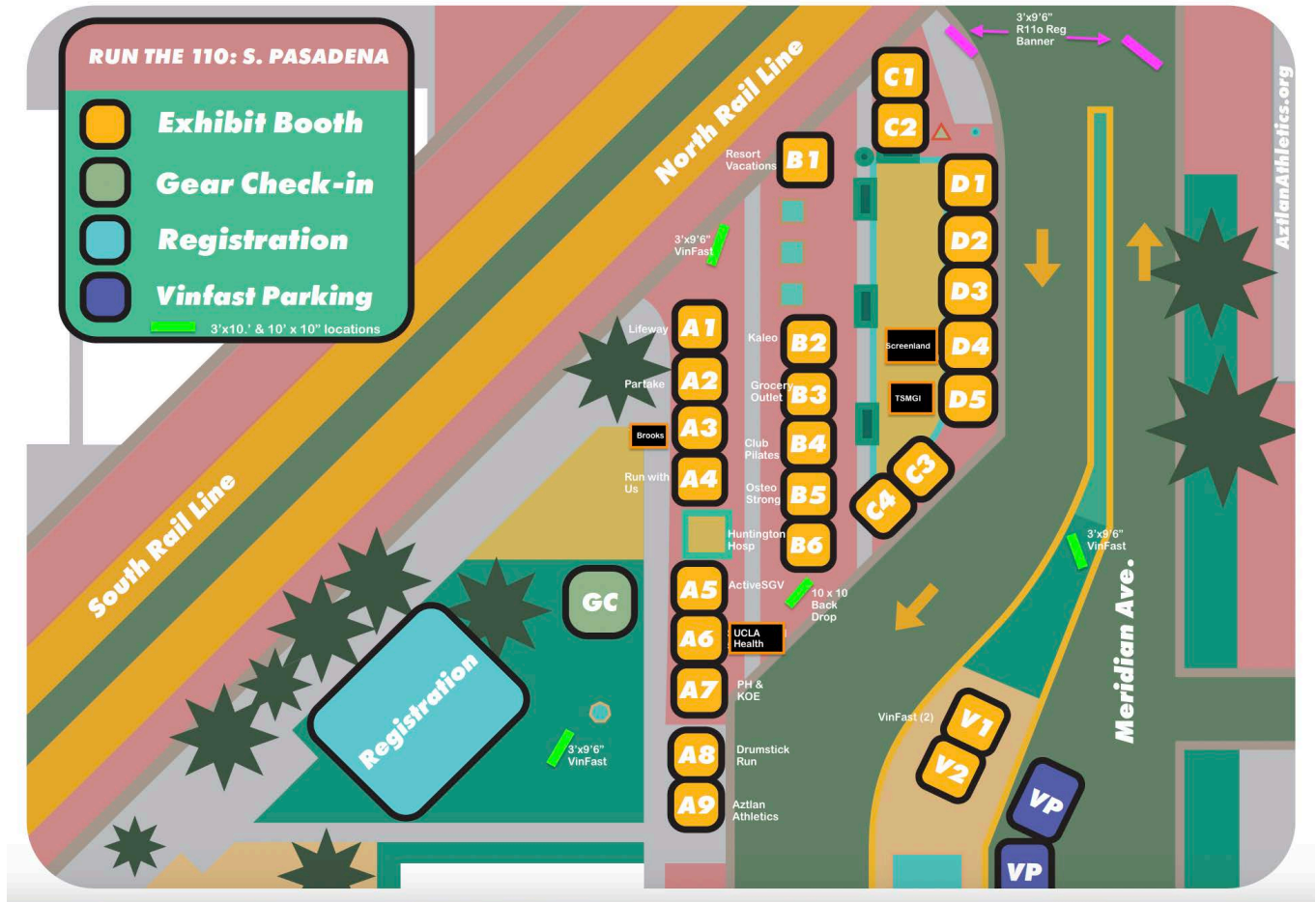


REGISTRATION INFORMATION

- Registration will be available on-line through Friday October 27 at 11:59 P.M.
- In-Person Registration available on-site Saturday from 10:00 A.M. - 8:00 P.M.
- Same-day registration starts at 5:30A.M. to 6:45A.M.
 - At the **South Pasadena Metro Station Courtyard**
 - Dedicated VIP Same Day Packet Pick-Up area
- **Other Activities:** ArroyoFest begins at 7:00 A.M. - 2:00 P.M. Sunday October 29th at three separate hubs.



CANCELLATION POLICY

Sale and/or transfer of race entry/ bib is prohibited. All registration fees and ancillary purchases are non-refundable. Participants may be required to show photo ID.

SCHEDULE

DATE	TIME	EVENT	LOCATION
Saturday, October 28	8:00 A M - 9:30 AM	Exhibitor / Vendor Set-up at bib & registration Expo	South Pasadena Metro Station Courtyard.
Saturday, October 28	10:00 A.M. - 8:00 P.M.	Bib & t-shirt pick up Registration	South Pasadena Metro Station Courtyard
Sunday, October 29	5:30 A.M. - 6:45 A.M.	Same Day Registration Special VIP Packet Pick Up	South Pasadena Metro Station Courtyard
Sunday, October 29th	7:00 A.M.	10K Start	815 Mission Street, South Pasadena CA 91030 Corner or Orange Grove & Mission Street.

BIB & T-SHIRT PICK - UP DETAILS

Allow Plenty of time to pick up your packet:

T-Shirts Gauranteed to Pre-Registered Participants

If you registered before the event, the t-shirts will be issued to you before the start of the race at pick-up

- **Note:** Based on this year's registrations, there will be plenty of t-shirts for all registered participants. However, late registration t-shirts will be provided after the start of the run in near the finish line area next to the VinFast Booth.

DO NOT MIX YOUR BIB Bib Assignment Information

REVIEW YOUR BIB

- As with most new events, there are occasions where people decide to exchange bibs, they distribute the bib to the wrong person, etc. .
- Allow plenty of time to pick up your bib and make sure it is yours and not your friends. If you do not wear the bib assigned to you, your times may not be accurate or incorrect.

LATE REGISTRATION

Just remember to make sure you are entering your correct date of birth information when you register. There will be division awards provided to both males and females in each age category.

T - SHIRTS

Will be distributed in the Registration & Bib Pick Up Expo area located at the South Pasadena Metro Station Courtyard area between 10:00 A.M. - 8:00 P.M. on Saturday October 28th. There will be a limited same day registration window for those who registered as VIP packet pick up guests (we will have a dedicated area for you). General same day registration will be open throughout the morning for those who decide at the last minute to participate. After registration closes on Saturday, t-shirts will only be available at the Lincoln Metro Station Hub (Finish Area) next to the VinFast booth sponsor.

BIB ASSIGNMENT

Bib numbers will not be pre-assigned. Participant bibs will be assigned at packet pick-up using dynamic bib assignment. Volunteers will check-in runners and assign the bib number during this time.

PARKING

Allow plenty of time to get to the registration area and pick up your bib & t-shirt. Arrive early and factor in traffic to ensure you make it to the start line on time.

There is limited parking on the public streets west of the start of the race on Mission, Grand Avenue, and Arroyo Drive. We are encouraging you to leave your car at home and take the metro. There are four metro stops along the route of the race!

Vendor / Exhibitor Parking | Saturday

1. You will be directed to park on El Centro or Mission Street. There is paid parking north of the expo area on Meridian.

- We will have one of our sponsorship coordinators present to assist you as much as possible.
- Exhibitor Sponsor parking located on public parking. There are limited spaces at the Carrows restaurant for those who are able to drive that far as it is 3 blocks away from the expo.
- Other than the assigned Tittle Sponsor VinFast parking, there is not reserved parking for you.
- Please read the parking signs to ensure you will not get ticketed

Vendor / Exhibitor Support

1. We will have dollies available for you and staff to help you move your items to you to your assigned space.

FREQUENTLY ASKED QUESTIONS

Registration, Bib & T-shirt Pick Up

Available on Saturday (10/28/23) from 10:00 A.M. - 8:00P.M | Sunday t-shirts will be available in the finish line area next to the VinFast booth.

Location: South Pasadena Metro Station Courtyard area | 1006 Mission Street, South Pasadena, CA 91030. This is located across from the metro station courtyard.

It is recommended that you take the metro as public parking will be at a premium. Part of R110 is that we enjoy the day without cars by accessing the metro. There are 5 Metro access stations from the start to the finish of the run/walk portion of the event. Enjoy the ArroyoFest event after the conclusion of the run.

T-Shirt Pick-up

For those who choose to pick up their items on the day of the event, t-shirts and sponsored string bags will be available at the finish line area.

Parking (Leave Your Car at home):

Limited parking around the start of the event. We recommend you park your car away from the area and access the closest metro. The start of the event is just 100 yards west of the South Pasadena Metro Station. Arrive ready to line up and run/walk. Parking is available primarily on

Grand Avenue, located West of the start line, on Arroyo Drive near the 110 FWY, and on Fair Oaks.

Commemorative Metro Tap Card :

Those who registered in 2022 (when the event was postponed) will have the option to either get a sponsored trucker hat **OR** a commemorative metro tap card, **not both**. We extended the metro tap card through August 30, 2023. All those who registered prior to this date will receive the tap card. Commemorative tap cards will also be available for purchase until supplies run out.

T-shirts are guaranteed to Pre-Registered participants only prior to October 15, 2023. If you register after the cut-off date, we will do our best to project the amount needed. Those who register on the same day (10/29/23) are not guaranteed to have a shirt.

Awards, Finisher Medals & Results :

The event is being capped at 5,000 participants. All will receive their commemorative Finisher Medal once they cross the finish line on Sunday. No division winners. Prize Money awards will be provided at 9A in the stage area near the finish line.

Elite runners must be cleared and approved by the event director, Jose Luis Zavala, Jose@AztlanAthletics.org 2 weeks prior to race day. Results will be available dynamically. There will be a results kiosk at the finish, and you can use your phone to access time via a QR Code.

Hydration & Snacks

Water Station and electrolytes will be available at the halfway mark along the route. Sponsored by Perfect Hydration & KOE. A full bottle of Kabucha & Perfect Hydration will be provided in the finish line area. Hydration is only available to runners with a bib. Fruit and other snacks will also be available in the finish line area. There will also be food trucks and access to other consumables for purchase at the finish.

VIP Gear Check-in & Drop-Off at the Finish:

Those who purchase this VIP gear drop off and pick up at the finish line option can retrieve their bags, which will be located in the Aztlan Athletics trailer, which will be parked near the finish line on Avenue 26th.

General Gear Check-In & Pick-Up

There will be a general bag drop-off at the registration & bib pick-up area. It will close by 1:00 P.M. Aztlan Athletics is not responsible for any lost items or valuables. We will keep your bags based on your assigned bib number.

What To Do if Metro is Crowded:

Metro carts can carry up to 350 people at a time. They increased the capacity and frequency between 5:00 A.M. - 2:00 P.M. Runners/Walkers will be able to walk back on the freeway as another option. You can also access other metro stations along the way back to the start, as each station is approximately 1.5 miles apart.

Course Route :

Review the route before the day of the race. This is primarily a flat route. You will start through a 20' wide corral and stay in that until you enter the freeway. Stay on the left side of the runner's lane, as you will need to share half a mile of the initial portion of the course with slower runners.

ArroyoFest Open Streets :

The day has just begun after you complete R110. You will be part of a larger festival with three separate activity hubs with various vendors and resources throughout the entire route, including music entertainment (bands, DJ, etc). Come prepared to enjoy the day full of festivities throughout the 7-mile stretch.

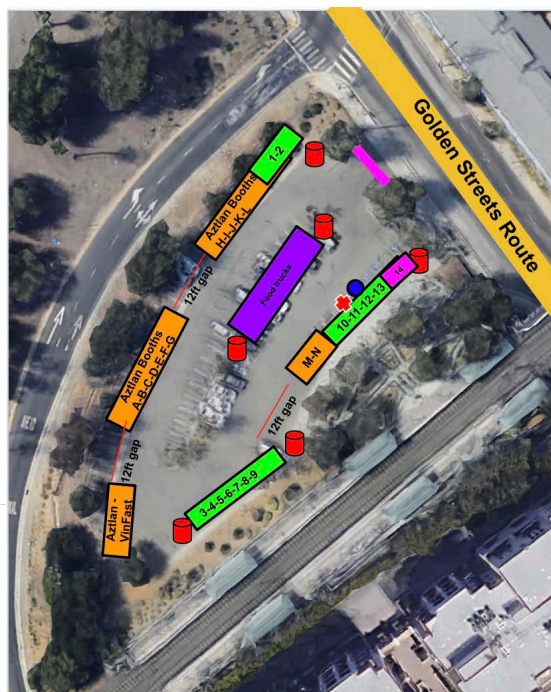
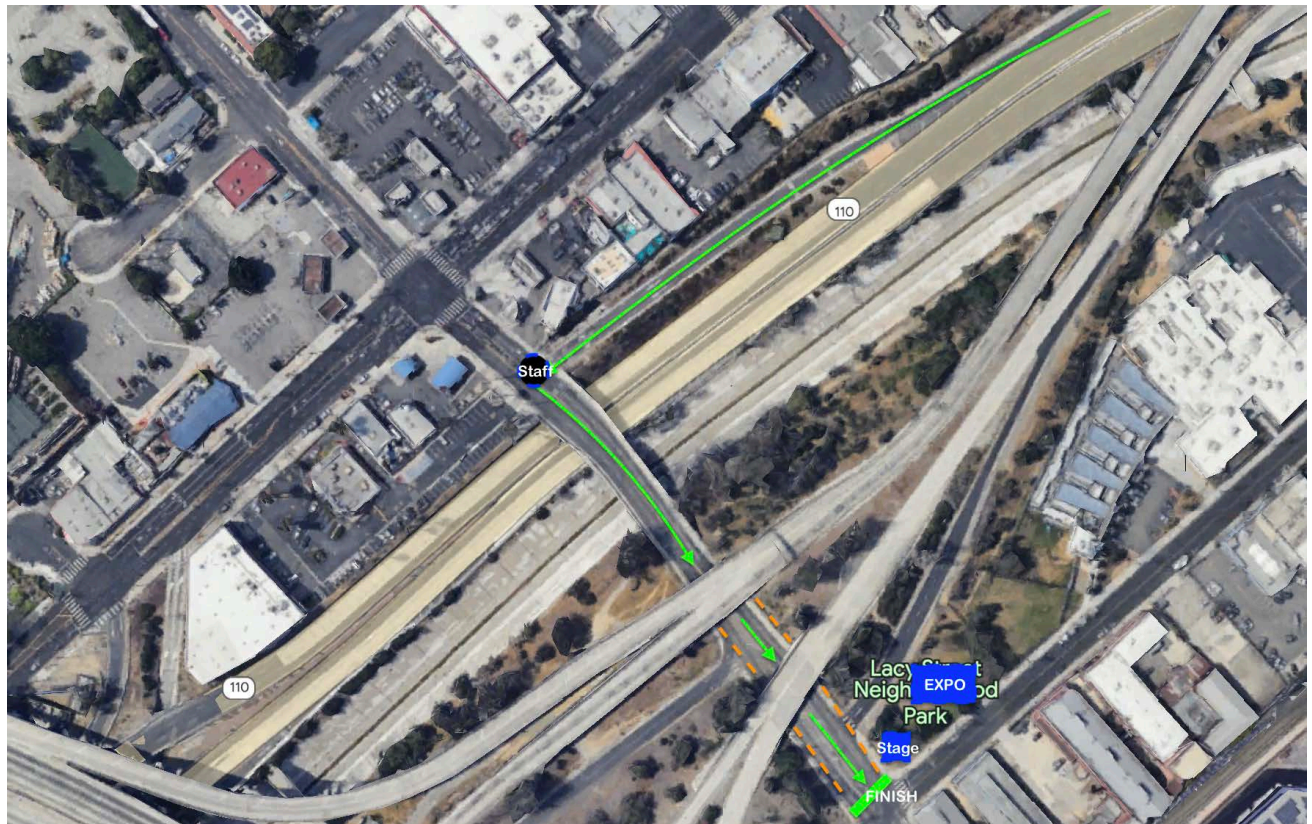
Strollers and Pets :

Dogs must be no more than 6 inches from you at all times. No extendable leashes. Please start towards the back so your pet or stroller is not impeding and so that those who are not comfortable being around dogs are not required to stand next to them.

FINISH LINE

Finish Line celebration is located the Lincoln Park Metro Station parking lot.

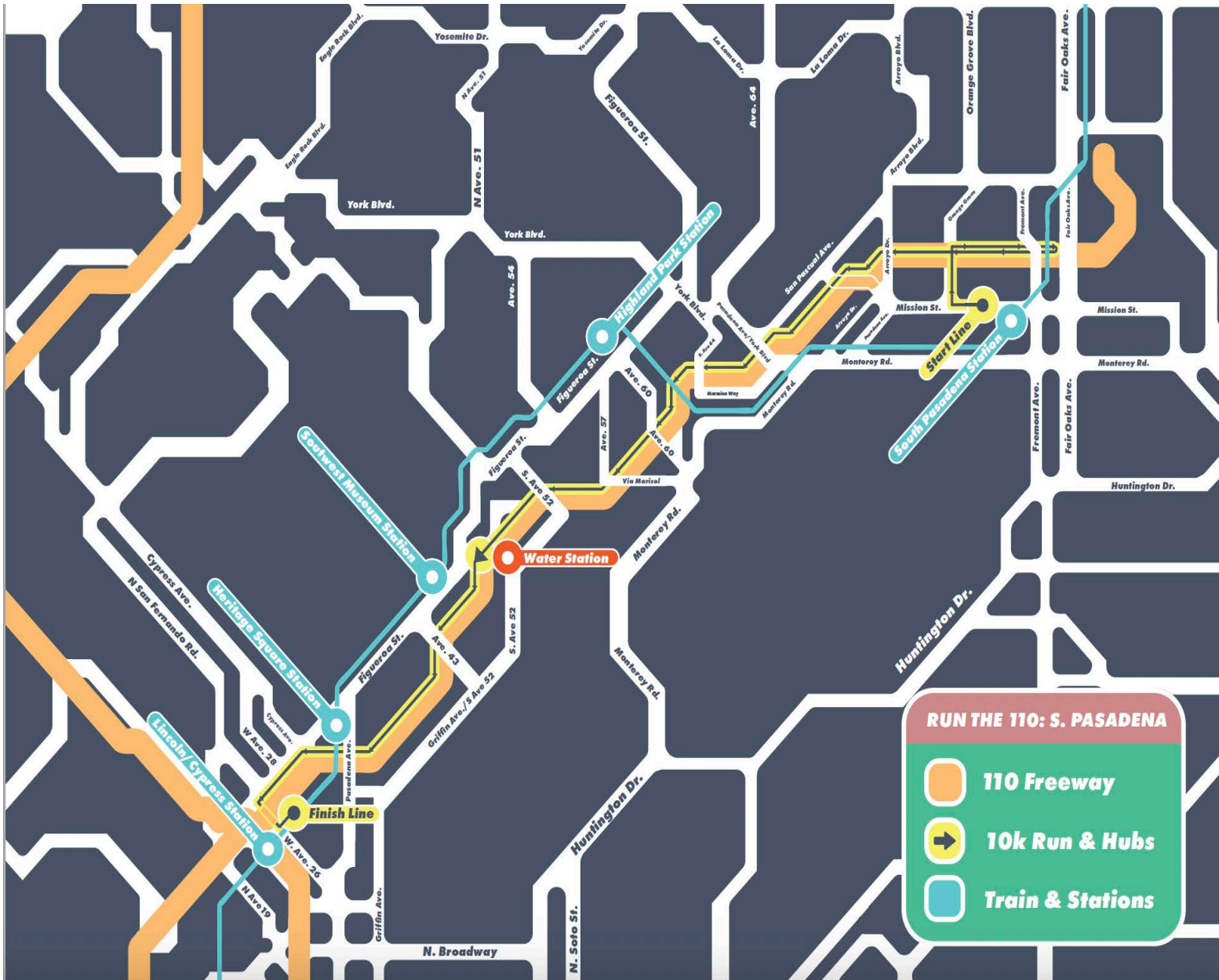
EXPO & CELEBRATION



Lincoln Heights Hub: Lincoln/Cypress Station

-  Parade Style Barricades (2)
-  Trash Cans
-  Food Trucks
-  Booths BYO Canopy Booths
-  Canopy/Booth
-  Info Booth
-  Water
-  First Aid

COURSE MAP



FINISH LINE EXPO

The Finish Line Expo is open to all participants and spectators. Join us ! located inside the Lincoln Park Metro Station parking lot. Featuring sampling booths, music entertainment and awards ceremony.

PHOTOS

Photos before, during and at the expo will be available on the event websote in the photo gallery area 72 hours after the completion of event on Sunday.

COVID 19 SAFETY PROTOCOLS

- Please stay home if you feel sick.
- Per county outdoor guidelines, masks are not required but encouraged

AWARDS

- 10K Run
- Division Winner Awards
- Finisher medals to all registered participants

Prize Money

Sponsored by Aztlan Athletics

\$500.00
\$400.00
\$300.00

Note: Elite runners competing for the money purse must be cleared by the event director prior to the race and agree to the following requirements:

1. Share the event on your social media page and make the following statement, "I am in and competing for the prize money, join me at this amazing event and share with your friends".
2. Follow and like on FB and Instagram
3. Stay for the awards
4. Provide interview
5. Provide complete w-9 form

Awards will be wired through either Zelle or Venmo

Aztlan Athletics | Sustainable Special Events & Race Management

Join Aztlan Athletics in their mission-driven events throughout the year. By completing most of the events, you will discover the organizations Aztlan endorses. For more information on how you can leave a legacy in your community by creating a sustainable fundraising event contact us:

info@AztlanAthletics.org | 626-755-8489.

Since 1974 Aztlan Athletics (Aztlan Athletics Congress) has been developing community-based, mission-driven, sustainable properties in Southern California. All of the staff and service contractors reside in the region. Aztlan currently contracts with over 20 recognized non-profit organizations in the region.

EVENT PARTNERS

Aztlan Athletics, LLC - Operating Partner & Race Production

ActiveSGV, ArroyoFest Open Streets Partner & Director

City of South Pasadena - Host City

Title Sponsor for Run The 110 FWY 10K - VinFast

SOCIAL MEDIA

INSTAGRAM

@AztlanAthletics

@ActiveSGV

@RunThe100

@ArroyoFest

F A C E B O O K

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H A S H T A G S

#RunAztlanAthletics