



## Cinciditarod 2010

The Cinciditarod is named for (and in tribute to) the Iditarod - a brutal 1,100-mile dog-sledding race in Alaska. But instead of dogs, it's people; instead of sleds, it's shopping carts; and instead of Alaska, it's Cincinnati. The race starts on Fountain Square on Saturday, March 6 – the same day as the start of the real Iditarod. And yes, we totally stole this idea from similar races in San Francisco, New York and Chicago.

### When

- Teams may register from Monday, February 1 through Friday, February 26 at 5:00 p.m. EST. Registration fee is \$30 per team.
- Race day is Saturday, March 6.
- Check-in is from 10:30 to 11:30 a.m. Teams must check in by 11:30 for announcements.
- Race starts approximately 12:00 p.m.
- All teams must finish by 2:30 p.m.
- After-party immediately following awards ceremony.

### Where

Check-in, start, and finish are at Fountain Square (520 Vine Street, Cincinnati, OH 45202).

### Why

Because it's awesome, and it's a food drive for the FreestoreFoodbank,.

### Pre-race

1. Put together a team of 5 people – preferably people who are a little nuts. Team members must be 21 or older.
2. Go to [www.myfountainsquare.com/cinciditarod](http://www.myfountainsquare.com/cinciditarod), download and complete the registration form, and submit with \$30 payment before 5:00 p.m. EST on Friday, February 26, 2010.
3. Find a standard shopping cart LEGALLY. Either borrow it and return it after the race or buy it. And yes, you can buy carts. We suggest a Google search.
4. Decorate your shopping cart. Themes (e.g., pirate ship, ambulance) are encouraged. (See rules for more details.) You and your cart should be prepared for hostile weather, including snow. Build a sled apparatus, if needed.
5. Determine how you want to 'attach' the team to the cart (e.g., rope, bungee cord, etc.)
6. Put together costumes for the team. Again, themes are encouraged.
7. Prepare a one-minute performance (i.e., lip-synch and dance routine).
8. Load your cart with rope/cords, boom box with batteries and music for your performance, and beverages so you stay hydrated.
9. Helmets may be a good idea for some. Actually, we recommend helmets!
10. Make sure team leader has mobile phone charged and ready.



## **Race Day**

1. Check-in at Fountain Square starting at 10:30 a.m. on Saturday, March 6. All team members must bring a photo ID. Bring cash for grocery purchases and/or food & drink at Fountain Square.
2. 11:45 a.m. official announcements made.
3. Receive course document with five mandatory checkpoints and grocery list. Course and grocery list are not disclosed until day of event; however, the course will cover about 5 miles and the area may include downtown Cincinnati, Over the Rhine, Newport and Covington.
4. 12:00 a.m. race begins. Unless there is a weather emergency and the city shuts down, the race will take place.
5. Go to all check points – in what order or by what route is up to you. At one check point, you will perform a prepared song & dance routine for the judges. At another, you will be judged on cart and costume. Be ready for your ‘glamour shot.’ At another, your team will consume a quantity of food and beverage. The other two present challenges for mind and body.
6. Along the way, buy all the items on the grocery list. You have a mobile phone; use it. Instructions for how and where to obtain the groceries will be given on race day.
7. Finish the course before 2:30 p.m.
8. Chill out.
9. Awards presented at approximately 3:00 p.m. on Fountain Square.
10. After-party immediately following awards ceremony (location TBA).

## **Rules**

1. Each team consists of five racers and one shopping cart.
2. Team members must be 21 or older and present a photo ID at check-in.
3. Shopping cart must be obtained LEGALLY.
4. Carts CANNOT be modified, only decorated. Teams may NOT attach platforms which allow them to "ride" the cart. Your shopping cart must roll on four rubber caster wheels. The only exception is that you can attach some sort of sled substructure to the bottom of the cart in case of deep snow or treacherous ice.
5. In terms of cart décor and costumes: No homelessness themes. Homelessness is not a laughing matter.
6. Each team must go from the starting line, to each checkpoint, and then to the finish line. Teams may choose the route between checkpoints for themselves. Skipping or half-assing a checkpoint challenge will add serious penalty minutes to your time, possibly putting you out of the running for prizes.
7. During the event, teams must stay on the sidewalks and within crosswalks, and must observe traffic lights. In other words, don't break the law. We don't want you to end up in jail, or worse, road kill.
8. The five racers in a team must be in some way connected to the cart at all times along the route. Four racers must be forward of the back wheels of the cart (the "sled dog" position) and one racer must be behind the cart (the "musher" position).



9. The racers must pull/push the cart on foot for the whole race. The cart may not be motorized, towed by a vehicle, attached to motor vehicles or bicycles, or put inside a motor vehicle.
10. Racers within a team can only disconnect from the cart and/or switch positions at check points.
11. At the 'performance' check point, you will perform your lip-synch and dance routine. The routine can be whatever you want; it just has to be one minute long. Do us a favor and keep it PG-13.
12. At the 'food challenge' check point, it doesn't matter who on the team consumes what, just that as a team you eat and drink everything before continuing.
13. The same five racers must pull/push the cart for the whole race. Substitutions will cause disqualification of the team.
14. There will be mystery referees along the route to ensure proper form, function, and of course, safety.
15. Team has 2 ½ hours to complete the race.
16. Observe open container laws. Incidentally, it is unlawful to bring alcohol onto Fountain Square.
17. Don't even think about bringing or using a real dog (or any other animal, for that matter).
18. After the race, please be respectful and courteous – LEAVE NO TRACE. Pack it in, pack it out. Return the cart if you borrowed it, or take it home if you bought it. Your cart is your responsibility.

**Fountain Square Management Group has sole discretion over all points awarded or deducted, prizes awarded, which prizes are being awarded, and race rules. All subject to change.**

### ***Sabotage***

Creative and non-destructive uses of sabotage are tolerated (and even encouraged). The key word is non-destructive. For example, you can't damage another team's cart; however, chaining it to a pole is perfectly fine. Maybe spreading misinformation, such as false route details, is more your style; that's acceptable too. To use another example, using toxic or harmful substances against another team is destructive and so not allowed. Sabotage should almost go unnoticed so conflict doesn't happen. In other words, don't get into a fight. If teams start fighting, both may be disqualified.

### ***Prizes***

- Best Time – 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place
- Best Cart and Costume
- Best Performance
- Best Glamour Shot
- Best Sabotage
- Best Mental Challenge
- Best Physical Challenge



- Three random prizes created by judges during the race

For prizes not based on order across the finish line, a points system will be used to tally positive and negative accomplishments of each team.

### ***After Party***

After the awards ceremony, everyone will head to the after-party with food and a cash bar.