

NIKE – CULVER CITY

NIKE EPIC REACT 10k

APRIL 22, 2018

EVENT OVERVIEW:

Los Angeles is a place where people go to chase their dreams. For an athlete, they are always trying to continue to push themselves. At Nike LA, our objective is to harness the power of innovation to inspire and enable Angelinos to be more active.

In 1984, Joan Benoit inspired thousands of women and future runners to Choose Go by becoming the first ever Women's Marathon Champion running down an abandoned freeway, the 90 freeway! This spring, on April 22nd Nike LA will inspire thousands of Angelinos to run with us by enabling them to fall in the steps of LA Legends and take on the 90 Marina Freeway.

EVENT DETAILS:

DATE: Sunday, 4/22/2018

EXPECTED ATTENDANCE: 10,000 Runners

PROPOSED START TIME: 7:30am

REGISTRATION ANNOUNCED: Thursday, 3/1/2018

REGISTRATION CLOSES: Sunday, 4/15/2018

COURSE:



ATHLETE VILLAGE:



ATHLETE VILLAGE POTENTIAL ACTIVATIONS:

- Bag Check
- Bathrooms
- Spectator Viewing
- Stage
- Finisher Merchandise
- DJs
- Musical Artists
- Athlete Appearance
- Solutions
- Race Results
- Kids Zone
- Bike Parking



ROAD CLOSURE:



- Slauson Ave.
 - Sepulveda to 90 FWY On Ramp (4/21 10PM to 4/22 12PM)
 - 90 FWY to Bristol Parkway (4/22 3AM to 10AM)
- Hannum Ave.
 - Playa Street to Fox Hills Parkway (4/21 10PM to 4/22 1PM)
- SR 90 Marina Freeway
 - Slauson Ave. to Mindanao Way (4/22 3AM to 10AM)
- Mindanao Way
 - East Bound Mindanao Way, SR 90 On Ramps (4/22 3AM to 10AM)

TRANSPORTATION PLAN:

- We will encourage all runners to use the below transportation methods.
 - Bike
 - Culver City Bus
 - Metro
 - Rideshare
 - Self-Park
 - *All public transit and emergency services that use Slauson Avenue will be re-routed; this will be coordinated several weeks prior.



PROPOSED EVENT DAY SCHEDULE:

SUNDAY, 4/22/2018

- 6:00AM | Athlete Village opens
- 7:00AM | Corrals open
- 7:30AM | Race Starts
- 8:00AM | All Runners on course
- 8:05AM | Estimate first Runner finishes
- 10:30AM | Course cleared
- TBD | Athlete Village closed

PROPOSED PRODUCTION SCHEDULE:

THURSDAY, 4/19/2018

- 10:00PM | Street sweepers and power washers to clean parking lot

FRIDAY, 4/20/2018

- 8:00AM | Parking lot takeover
- Heavy equipment & rentals delivered
- Graffiti removal
- Fencing and tents installed

SATURDAY, 4/21/2018

- Tent interiors built
- Branding install
- Road closure delineators staged – 10pm enforced
- Audio and Visual installed
- Staff Training
- Rehearsals (sound check, lighting check)

SUNDAY, 4/22/2018

- Event Day
- Load out begins
- 1pm – all road reopened

MONDAY, 4/23/2018

- 2:00PM | Load out complete

