

2021 EVENT GUIDE

# Hunger. Mental Illness. Homelessness.

THERE HAVE NEVER BEEN MORE REASONS TO RUN.



  
CELLCOM / GREEN BAY  
MARATHON  
2021

# LETTER FROM THE MARATHON BOARD & RACE DIRECTOR



On behalf of the Cellcom Green Bay Marathon board, race director, sponsors and charity partners, we thank you for participating in our virtual event this year. Our mission is to promote a year-round active lifestyle, while fostering community spirit and raising money to support local charities. Despite the circumstances we face this year, we remain dedicated to our mission.

While we are unable to come together in person to experience the thrill of race day, we can still feel the joy of running and celebrate the results of months of training and achieving our goals.

The Cellcom Green Bay Marathon is proud to be a non-profit organization that raises awareness and funds for other community non-profits. This year's charity partners are Casa ALBA Melanie, Disabled American Veterans Chapter 3, New Community Shelter, Oneida Nation Emergency Food Pantry, Paul's Pantry, St. John's Homeless Shelter and The Gathering Place. Participating in our event helps to support relief efforts for hunger, homelessness and mental health issues. Together we are making a difference in our community.

We hope your virtual race day fills you with the pride and satisfaction of completing the goal you trained so hard for. Thank you for running with us and we look forward to seeing you in 2022.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ashok Rai'.

Ashok Rai, MD  
Board President, Cellcom Green Bay Marathon

A handwritten signature in black ink, appearing to read 'Alissa Cotter'.

Alissa Cotter  
Race Director, Cellcom Green Bay Marathon

# The perfect **companion** for Cellcom Green Bay Marathon participants

## **Jabra Elite Earbuds**

- *Superior sound and voice quality.*
- *Answer calls, adjust the volume or pause music with the touch of a button.*
- *Carrying case doubles as a charging station.*
- *External ambient noise keeps you aware of your surroundings, while a background noise filter delivers crisp, clear voice calls.*



*Jabra Elite 65t*  
\$79.95

# **Cellcom®**

Offer valid through 5/31/21 or while supplies last. Not available at all authorized agent locations. New line activation or qualified upgrade not required. See store or visit [cellcom.com](http://cellcom.com) for details. Trademarks and trade names are the property of their respective owners.

# IN THIS TOGETHER

## Title Sponsor

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## Official Health Partner

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## Major Sponsors

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## Official Sponsors

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## Media Partners

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## Water & Food Station Sponsors

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Associated Bank, BarkinSpider Studio, KI, Kwik Trip, Nature's Way,  
Schneider Foundation, United Healthcare

## HOW TO SUBMIT YOUR TIME FOR THE MARATHON, HALF MARATHON, RELAYS, OR 5K

From your confirmation email:

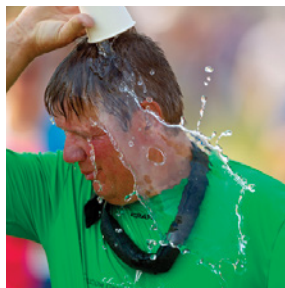
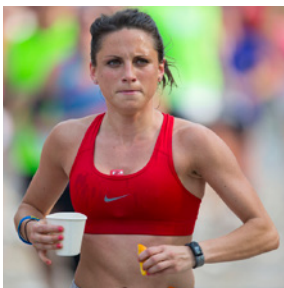
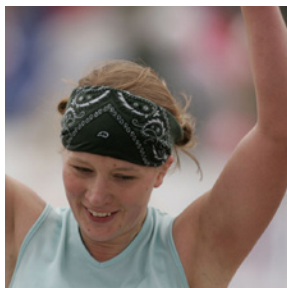
1. Click **MANAGE YOUR REGISTRATION**.
2. Click on **SUBMIT RACE RESULTS** enter your time in HH:MM:SS format. (Submitting an image is optional.)
3. Click on the green **SUBMIT RACE RESULTS** button.

## HOW TO TRACK YOUR MILES FOR THE 100 MILES IN MAY CHALLENGE

From your confirmation email:

1. Click on **MANAGE YOUR REGISTRATION**.
2. Click on **SUBMIT VIRTUAL RESULTS** enter your miles for the day. (Submitting an image is optional.)
3. Click on the green **SUBMIT VIRTUAL RESULTS** button.

**We miss your faces!**  
**PLEASE SHARE RESULTS & PICS**  
**Use #VirtualCGBM**



Tag and follow @CellcomGreenBayMarathon on Instagram for a chance to **win a free entry** into the 2022 Cellcom Green Bay Marathon!





## CHANGING LIVES ONE CHAIR AT A TIME

Here's to giving back.  
And moving a community forward.

At KI, our business impact reaches far beyond the furniture we manufacture and into the communities we call home. Everyone at KI is dedicated to giving back — to our kids, our community and our culture. See everything we're doing at [ki.com/cares](http://ki.com/cares)



## THE BAR HOLMGREN WAY

### EXPANSION ANNOUNCEMENT

The new four-season multi-functional pavilion addition will provide space to serve private parties, live music, gameday events and activities such as pickleball and cornhole. With 6 large garage doors and heating units, The Bar will be able to meet the high demand for an extended outdoor season.

The Bar will be able to meet the high demand for an extended outdoor season.

### THE ADDITION IS SET TO BE COMPLETED IN AUGUST 2021.

2001 Holmgren Way • 920.499.9989 • [meetatthebar.com](http://meetatthebar.com)



**Congratulations!**  
Let's celebrate with coffee.



Show your bib or  
confirmation email at any  
GLAS location during the  
month of May for  
**20% off**  
your order.



This is your  
race day,  
make it  
fun! You've  
trained for  
this; now  
it's time to  
enjoy all  
your hard  
work!

# Wellness for the win

Visit [myuhc.com](http://myuhc.com)®



## SECURE YOUR SPOT

to be with us!



COMMUNITY FIRST  
**FoxCities Marathon**

Presented by **Midwest**  
Building Excellence

Event participation limited.

**SEPTEMBER 17-19**

Register at [foxcitiesmarathon.org](http://foxcitiesmarathon.org)

JUST BECAUSE FOOD

IS A BASIC NEED

DOESN'T MEAN IT NEEDS

TO BE BASIC.

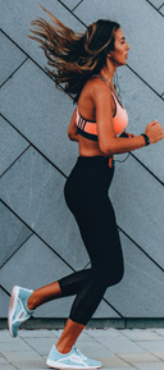


HELPING TO MAKE EVERY  
MEAL A LITTLE MORE SPECIAL.

**festival**  
foods

# RUNNING & SOCIAL DISTANCING

Please look out for each other. Keep social distancing a priority and be sure to follow your local regulations and recommendations. In general, avoid busy places, don't run in groups and be considerate of other people's space. If you do get into a crowd, spread out and maintain *a minimum of 6ft* between you and other people. Make room to allow other runners to pass and don't follow too closely. Of course, don't forget to wash your hands when you are done.





**Kwik  
TRIP**



**Stop by any of  
our area locations!**



Stop by any Kwik Trip store and pick up your  
**FREE Kwik Rewards Card!**

Or download the **FREE APP TODAY!**



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**BIRKIE**  
**Trail Run  
Festival**

**September 25, 2021**

**Run the  
North Woods!**

**9 Events  
1 Amazing Day**

**100k • 26.2m  
13.1m • 10m • 5k**



**Register at  
Birkie.com**

**Cable, WI**



## GREEN BAY PACKAGING

Green Bay Packaging is proud to  
sponsor the Cellcom Green Bay  
Marathon in their mission to make  
a difference in our community.

*Run for their lives!*



**EAU CLAIRE**  
*Race Series*  
**MARATHON**

**BRIDGE2BRIDGE 2021**  
MAY 1-2, 2021  
1 MILE, 5 MILE, 10 MILE, SWEET 16 CHALLENGE

**VIRTUAL FEAURTH OF JULY**  
JULY 3-5, 2021  
5K, 10K

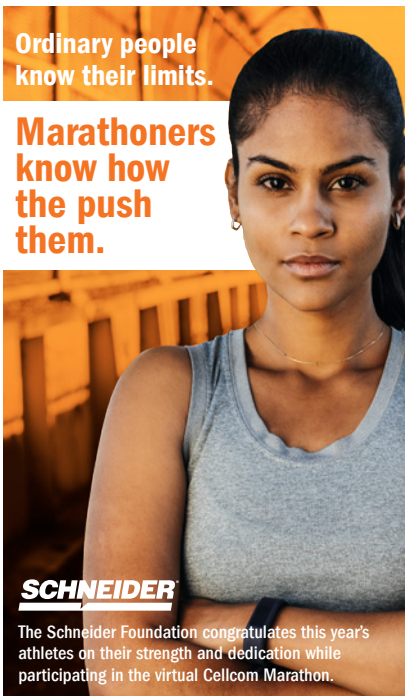
**EAU CLAIRE MARATHON WEEKEND**  
SEPTEMBER 25-26, 2021  
26.2, 13.1, 4 PERSON MARATHON RELAY, 5K,  
CHERI UELMEN'S FANTASTICALLY FUN KIDS RUN

[WWW.EAUCLAIREMARATHON.COM](http://WWW.EAUCLAIREMARATHON.COM)

Ordinary people  
know their limits.

**Marathoners  
know how  
the push  
them.**



**SCHNEIDER**

The Schneider Foundation congratulates this year's athletes on their strength and dedication while participating in the virtual Cellcom Marathon.



**Seaway**  
bound for success™



**Good Luck Runners**

Seaway Printing Company

SEAWAY PRINTING, OFFICIAL PRINTER AND PROUD SPONSOR OF THE CELLCOM GREEN BAY MARATHON

# RULES OF THE ROAD

*The Cellcom Green Bay Marathon is being held virtually this year; however, it is still important to follow certain rules and guidelines.*

## **Music Listening Devices**

If you plan to wear a music-listening device, please keep the volume at a reasonable level. The volume should be low enough that you are able to hear people around you. This is for both runner etiquette and your own safety.

## **Be Aware, Be Safe**

As always, be aware of your surroundings. Watch for bikers, other runners, and motor vehicles.

## **Plan Ahead, Respect Property**

Depending on where you are running, there may or may not be toilet facilities or rest stations along your route. Please respect private and public property.

## **Runner Courtesy**

Despite your best plans, you may be sharing your chosen course with other runners. Please be aware of other runners and let passing runners through. Keep social distancing a priority according to your local regulations and recommendations.



## **Aon is proud to support the Cellcom Green Bay Marathon**

For over 80 years, the Aon Wisconsin team has been proud to serve Wisconsin communities and local businesses.

Aon is a leading global professional services firm providing a broad range of risk, retirement, and health solutions. For more information, contact Rob Fleming at [robert.j.fleming@aon.com](mailto:robert.j.fleming@aon.com).



# POST MARATHON RECOVERY

## Post Marathon Recovery Health Tips

*How do you take care of your body after running the marathon? Prevea Health experts offer medical tips to a healthy recovery.*

### Food and Beverages

- Drink water as soon as you can drink something, which should be done immediately upon completion. Progress to a sports drink, fruit juice, soda or any other source of simple sugar-type carbohydrate beverage. Skim or 1% chocolate milk is also a good choice because it has sugar and protein.
- Begin eating when you feel like you can handle it; typically between 5 to 10 minutes after your run. Start with easily digested high-carbohydrate food, such as bananas, pretzels, yogurt and energy bars.
- Drink and eat slowly to avoid throwing up.

### Muscle Recovery

- Keep walking for up to 15 minutes upon completion. When you rest, elevate your feet higher than the level of your heart. If you have to sit for a long period of time, make sure you get up and walk around for a few minutes to help limit muscle stiffness.
- Begin stretching the calves, quadriceps, hamstrings, IT bands, glutes and low back right away with long, gentle stretches.
- For sore muscles or joints, apply ice or cold packs 3 to 4 times per day for 15 minutes for the first two days post-marathon.
- Avoid taking aspirin, ibuprofen (Advil, Motrin), and naproxen (Aleve) until you are rehydrated. These products may be harmful to the kidneys when you are dehydrated.

- Avoid hot showers for at least one day to allow your body to fully rehydrate. Being dehydrated in a hot shower can cause dizziness and passing out.
- Avoid hot tubs until your body is fully recovered because the hot water will worsen swelling and inflammation in the muscles and joints.

### Scrapes, Chafes, and Open Blisters

- If you have open scrapes, chafes and blisters, wash the area(s) twice daily with soap and water, apply antibiotic ointment and cover with a band-aid for the first few days.
- For blisters that have not broken, leave them as is or cover with a band-aid.





# We look out for you when you're sick and when you're well.

Prevea360 Health Plan is dedicated to members' complete and lasting well-being. Life can get busy, but Prevea360 offers its members resources and tools to help including:



Partner  
Perks



Care  
Management  
Services



WebMD  
Living Healthy  
Rewards



Learn more at  
**prevea360.com/wellness**

PREVEA **360**  
health plan™

SINCE **Nature's Way** 1969



## Our Story

At Nature's Way®, we believe that nature has given us the foundation to be our healthiest selves. It's why it is our mission to provide products that harness the best nature has to offer, embrace the wisdom of traditional health practices, and evolve to support modern health needs. Through this commitment, you can feel confident of the quality and care that we put in every Nature's Way® product.

**LOCATED here IN GREEN BAY!**

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

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# RUNNER SAFETY

## For Your Safety

Listen to your body. A well-trained runner can tell the difference between stress and a serious problem. Do not continue running with chest pain, chest pressure, severe shortness of breath, or other symptoms that are not familiar to you. If you cannot finish, stop.

## Plan Your Route

Plan to run during a time when your favorite roadway or trail is not crowded. Consider your route as a loop and have a table in your driveway to refill your water and fuel needs.

## Share Your Plan

It's a good idea to run with a mobile device when running alone. Tell someone where you'll be running, when you plan on leaving, and your anticipated return time. Plan your route along a visible roadway or trail.

Also, try running with your training buddies on a phone call. You might be breathless during our race, but you'll have motivation sharing the miles together..

## Inclement Weather

Keep an eye on your local weather and be aware of the risks of lightning, tornadoes and dangerously hot/cold weather.



2021  
**MADISON MARATHON**  
MADISON, WISCONSIN

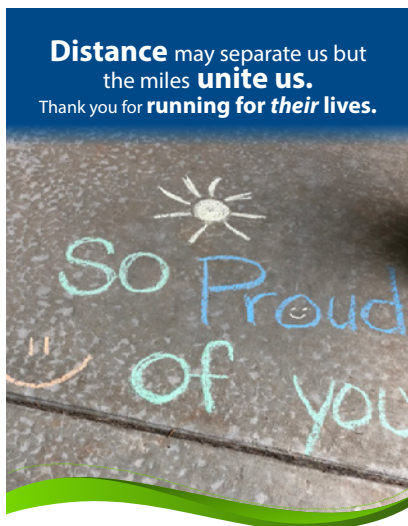
PRESENTED BY  
**SSMHealth**

**JOIN US IN PERSON**

**NOVEMBER 14, 2021  
MADISON, WI**

**26.2 13.1 10K 5K**

**WWW.MADISONMARATHON.ORG**



**Distance** may separate us but  
the miles **unite us.**  
Thank you for **running for their lives.**

So Proud  
of you

**Nsight**  
TELSERVICES

Nsighttel.com



# STRENGTH. DETERMINATION. GRIT.

Nothing stopped you from reaching your goals, not even a global pandemic!

*proud supporter of  
passionate runners*

PREVEA  
health



PLEASE DO YOUR PART  
SUPPORT OUR CHARITY PARTNERS!

ST. JOHNS SHELTER

RESTORING HOPE



The Gathering Place

A Peer Run Recovery Center



**SAVE THE DATE**  
**JOIN US NEXT YEAR! MAY 14-15 2022**

[cellcomgreenbaymarathon.com](http://cellcomgreenbaymarathon.com)

