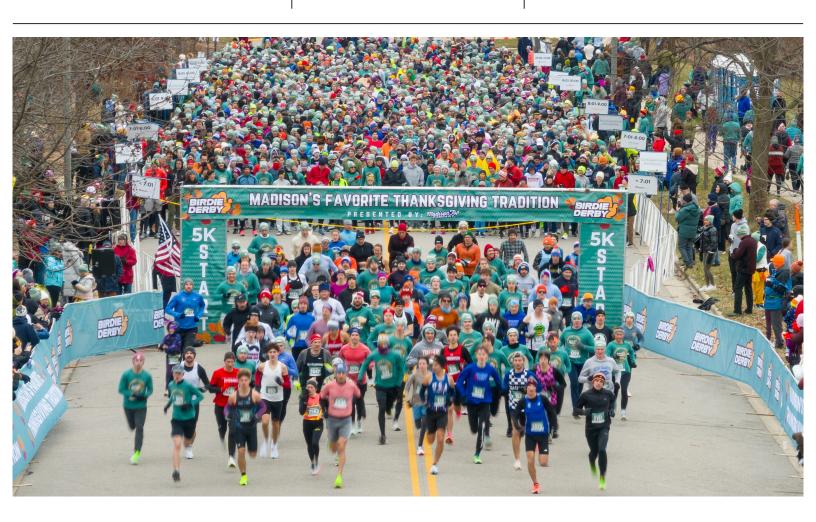


Thanksgiving Day November 27, 2025 5500 E Cheryl Pkwy, Fitchburg, WI 53711 Kids Dash 8AM, 10K 8:30AM, 5K 8:50AM



Presented by Madison Top Company

RUNTHEDERBY.COM

From the Race Director



We are thrilled to welcome you to the Birdie Derby—Madison's favorite Thanksgiving Day tradition! Last year's first-ever Birdie Derby was an incredible success, thanks to each and every one of you. Together, we raised and gave back more than \$65,000 to local schools, afterschool programs, and families in need—continuing the powerful legacy of this event and its impact on our community.

Since last year, we've also grown and evolved into Active Youth Wisconsin, an organization dedicated to creating opportunities for kids to get active—in more ways than ever before. From fun community

events to afterschool programs that combine movement and mindfulness, your support is helping us reach more kids, meet more needs, and make a bigger difference across Wisconsin.

As you lace up your shoes this Thanksgiving morning, know that you're doing more than running a race—you're helping build a healthier, happier future for kids in our community. Thank you for being part of this tradition and for making your miles matter.

Sincerely,

Amanda Marek Race Director

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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

Dalton O'Connell Zradicka



Announcer
Pat Gallagher



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 25th from 12-7PM Wednesday, November 26th, 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 27, 2025 Thanksgiving Day

7:15-8:30 AM Packet pickup & registration

8:00 AM Kids Dash Powered by Casa de Corazon

8:30 AM 10K RUN START

8:50 AM 5K RUN START

9:00 AM 5K WALK START

9:10 AM Kwik Trip Post Race Party

Thank you **Sponsor**





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TEWART STREET MADISON, WI 58718







More questions? Check out our FAQ page

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 <u>runthederby.com</u> for your results. Awards will be given to the top finishers; age divisions 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 28.

STROLLERS

Yes, you can run/walk with strollers. There are two stroller waves, one for runners and one for walkers. Please select the appropriate wave to start with.

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.



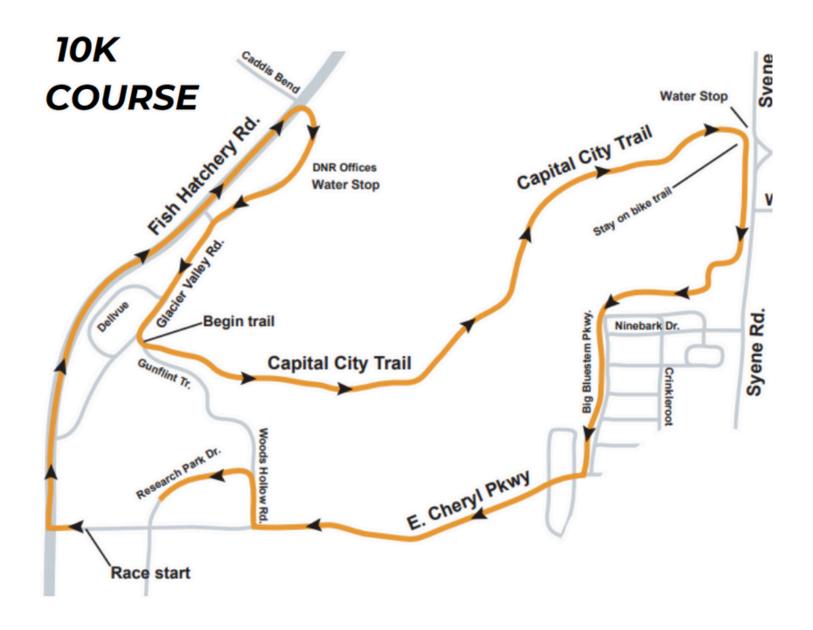


5K Course

THROUGH THE WOODS AND UP THAT HILL

The Birdie Derby <u>5K course</u> 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

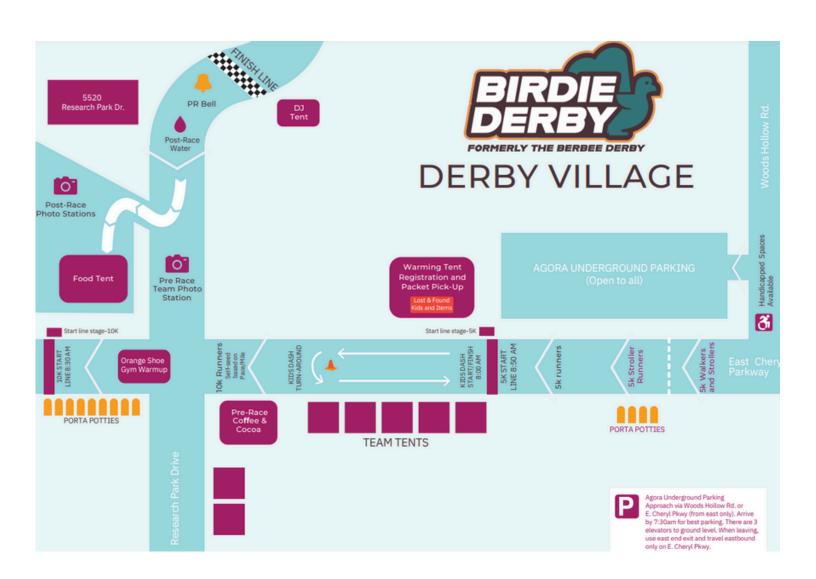
EXPLORE THE DANE COUNTRY TRAIL SYSTEM

The Birdie Derby <u>10K course</u> 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.



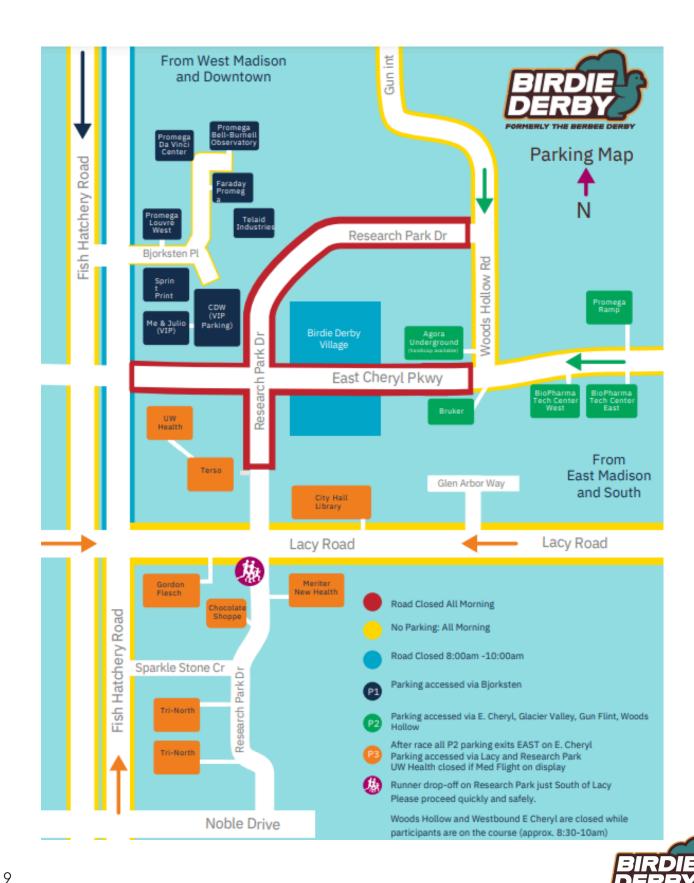
The Derby Village

There's a lot of planning to create the <u>Derby Village!</u> 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 Thanksgiving race that gives 100% of its proceeds back to the community. Your participation directly supports Active Youth Wisconsin, a nonprofit dedicated to creating accessible opportunities for kids to be active—regardless of their background or ability.

Funds from the Birdie Derby provide financial aid and school grants that make it possible for thousands of kids to take part in events and afterschool programs where they build confidence, set goals, work as a team, and discover the joy of movement. Through these experiences, kids learn how physical activity strengthens not only their bodies, but also their mental health and sense of belonging.

2025 impact results include:





1721 participants! with over 1800 spectators and supporters in attendance.



154 schools from Dane, Sauk, Dodge, Columbia and Iowa County were represented



\$16,000+ in financial aid for bikes, shoes, event and afterschool program entries



\$43,025 donated to schools to support physical education departments and wellness programs



260+ children received or borrowed bikes to allow them to participate





Sponsors

THANK YOU to the 2025 Birdie Derby Sponsors! The Birdie Derby is the only true local Thanksgiving Day event in Madison. We have the support of so many incredible local 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!



















































