

BIKE THE CITY

Madison has been ranked among the best cycling towns in the USA. Rent a bike from BCycle, an urban bike-sharing program that makes it quick, easy, and convenient to get around Madison on two wheels.

GET ON THE WATER

Enjoy an afternoon on Lake Monona! Local boat shops provide everything you need for a day on the water— from canoes and kayaks to paddle boats and stand-up paddle boards. Plan a fun day with the family soaking in the last days of summer.

WALK ON THE WILD SIDE

The Henry Vilas Zoo is home to more than 800 animals. Get your fill of lions and tigers and bears right in their natural habitat. The zoo offers a wide variety of educational programming for the next generation of animal lovers.

EAT YOUR HEART OUT

Race training leaving you famished? Madison Food Explorers and Capital City Food Tours offer a variety of adventures guaranteed to satisfy any foodie. Sample food from a variety of restaurants while taking in Madison's history, architecture and culture!

VOLUNTEER

Races wouldn't be possible without the help of such great volunteers. Support athletes in a whole new way by signing up to volunteer. Visit the volunteer tent in the IRONMAN Village or check out [IRONMAN.VOLUNTEERLOCAL.COM](https://www.ironman.com/volunteer-local).

CHECK OUT LOCAL RESTAURANTS**Bassett Street Brunch Club**

444 W Johnson St

Vintage Diner: Brunch & Homemade Donuts

The Great Dane

123 E Doty St

Craft Brews & Pub Eats

DLUX

117 Martin Luther King Jr Blvd

Gourmet Burgers in a Modern Setting

Red Sushi

316 W Washington Ave

Creative Sushi Rolls & Japanese Fare

The Old Fashioned

23 N Pinckney St #1

Wisconsin-Themed Tavern

For more locations and things to do in Madison, please visit [VISITMADISON.COM](https://www.visitmadison.com).

SCHEDULE OF EVENTS**THURSDAY, SEPTEMBER 7**

10 AM to 5 PM IRONMAN Village & Official IRONMAN Store

10 AM to 5 PM IRONKIDS Wisconsin Fun Run Registration

FRIDAY, SEPTEMBER 8

10 AM to 5 PM IRONMAN Village/Official IRONMAN Store

10 AM to 5 PM IRONKIDS Wisconsin Fun Run Registration

6:30 PM Welcome Ceremony

SATURDAY, SEPTEMBER 9

7 AM IRONMAN 70.3 Wisconsin Race Start

9 AM to 3 PM IRONMAN Village/Official IRONMAN Store

3:30 PM to 4:30 PM IRONKIDS Wisconsin Fun Run Registration

5 PM IRONMAN Wisconsin Fun Run

SUNDAY, SEPTEMBER 10

4 AM to 1 AM (Mon.) Shuttle Bus Service from Alliant Energy Center to corner of Fairchild & Main

5 AM to 6:45 AM Transition Area Open

7 AM IRONMAN Wisconsin Race Start

7 AM to 3 PM IRONMAN Village/Official IRONMAN Store

8 AM to 5 PM Shuttle Bus Service from corner of Carroll St & Wilson St to Verona Loop

MONDAY, SEPTEMBER 11

7 AM to 2 PM IRONMAN Village/Official IRONMAN Store

8:30 AM to 10 AM Celebration Breakfast

9:30 AM Awards Ceremony & 2024 VinFast IRONMAN World Championship Slot Allocation/Rolldown Ceremony



IRONMAN Emergency Contact:

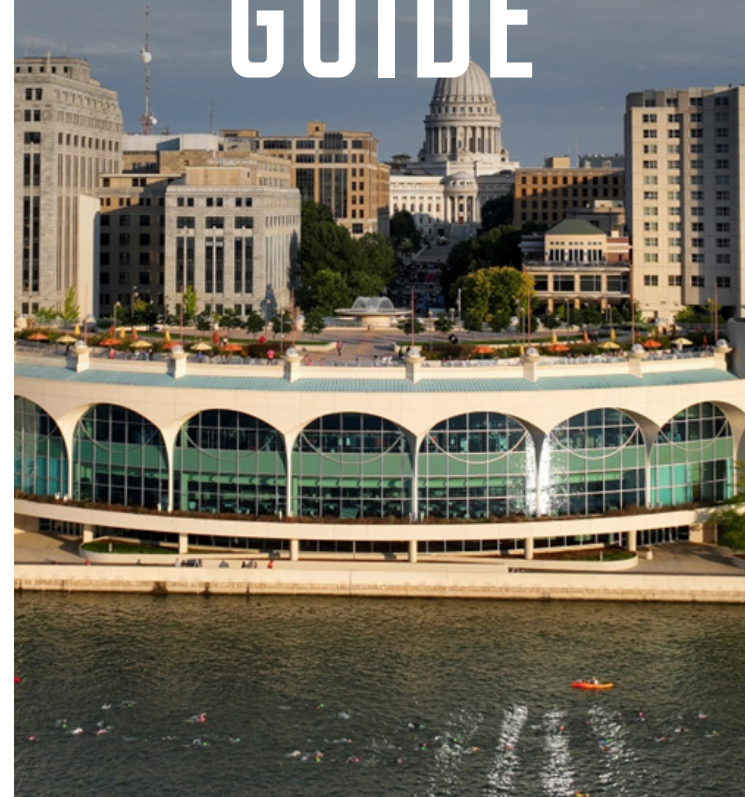
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IRONMAN
WISCONSIN MADISON
NORTH AMERICAN TRIATHLON CHAMPIONSHIP

PART OF THE
VINFAST
NORTH AMERICA SERIES

2023 SPECTATOR GUIDE



SEPTEMBER 10, 2023





In 1978, 15 men participated in the very first IRONMAN triathlon on the bustling streets of Honolulu, Hawaii. IRONMAN consists of a 2.4-mile swim, a 112-mile bike and a 26.2-mile run, in succession. This event serves as one of the many qualifying events across the globe for the IRONMAN World Championship in Kailua-Kona, Hawaii every October.

In the bucolic college town of Madison, Wisconsin visitors can enjoy walks through the downtown area and the University of Wisconsin campus. State Street is a bustling small-town destination, providing a range of restaurants, shops, and galleries. The Madison Saturday farmer's market gives athletes and their supporters yet another way to enjoy this rural location with big-city culture.

The one-loop swim takes place in Lake Monona in downtown Madison. Spectators will have a panoramic view of the swim from the Monona Terrace, designed by Frank Lloyd Wright. The bike course takes riders 16 miles out of town before beginning two 40-mile loops in rural Dane County. The course offers many tough climbs and turns throughout, but athletes will get a lift as they pass through the crowds at the Verona Loop Festival.

Spectator support on the run course is legendary among the IRONMAN race circuit. Athletes will complete two loops, including downtown Madison, the University of Wisconsin campus, Camp Randall Stadium, State Street and the scenic path alongside Lake Mendota.

TRAVEL TIPS

Please proceed with extreme caution and allow for additional travel time to your destination.

Westbound Travel:

Use University Ave/Campus Dr or Regent St

Eastbound Travel:

Use John Nolen Dr or Regent St

North/Southbound Travel:

Use Park S

Access to the University of Wisconsin:

East Campus: Langdon St from Gilman St or Wisconsin St

Central Campus: Access from Charter St or Linden St

West Campus: Access from Walnut St or Highland Ave



PARKING & SHUTTLE

Parking is available at the Alliant Energy Center on Sunday, September 10. There is an \$8 parking fee (cash or card is accepted). Complimentary shuttles will run between the Alliant Energy Center and the intersection of S Fairchild St and W Main St, from 4 AM to 1 AM (Monday). Shuttles will run approximately every 15 minutes during peak times and every 20 to 30 minutes during "slower" times.

There will also be a complimentary shuttle for spectators to view the bike course. The shuttle will circle between Verona Loop Festival and the intersection of S Carroll St and E Wilson St. These shuttles will run from 8 AM to 5 PM approximately every 20 to 30 minutes.

CELEBRATION DAY

The IRONMAN Wisconsin Celebration Breakfast will be on Monday, September 11 from 8:30 AM to 10 AM in the Monona Terrace Ballroom A, B, C & D. Admission is free for everyone; breakfast is free for athletes. Please do not remove your athlete wristband prior to the function, as it is your athlete identification. Food tickets will be available for purchase for friends and family at the Information Tent during IRONMAN Village hours and also at Celebration Day.

The IRONMAN Wisconsin Awards Ceremony will begin at 9:30 AM. Awards will be given to the top five finishers in each age group (male and female). The 2024 VinFast IRONMAN World Championship Slot Allocation/Rolldown will begin immediately following the Awards Ceremony.



To follow your athlete's progress on race day, download the free IRONMAN Tracker App on your smartphone.



A panoramic view of the swim can be found from the Monona Terrace or on the waterfront along Capitol City Trail.



The best place to watch the bike course is in Verona which can be accessed via shuttle bus.



Grab dinner and a drink and cheer on your athlete as they run the two-loop course in downtown Madison. There are great viewing areas throughout downtown! The Finish Line is located on Martin Luther King Jr Blvd between East Doty St and West Wilson St.