



POWERING RESEARCH. CURING CANCER.



BADGER CHALLENGE

Event Guide

SUNDAY • SEPTEMBER 21, 2025

UW HEALTH EASTPARK MEDICAL CENTER

4621 EASTPARK BLVD, MADISON, WI 53718



BADGER
CHALLENGE

UWHealth



Carbone
Cancer Center

POWERING RESEARCH. CURING CANCER.



BADGER CHALLENGE MISSION

BADGER CHALLENGE ADVANCES STATE OF THE ART CANCER RESEARCH AND TREATMENT INITIATIVES TO SERVE PATIENTS AND FAMILIES IN WISCONSIN AND BEYOND BY FUNDING THE BRIGHTEST CANCER MINDS, IDEAS AND TECHNOLOGIES AT THE UW HEALTH | CARBONE CANCER CENTER.

BADGER CHALLENGE DRIVES **100% OF ALL PARTICIPANT-RAISED DOLLARS** TO THESE CANCER RESEARCH INITIATIVES.

SINCE 2016, THE BADGER CHALLENGE HAS RAISED OVER \$4.6 MILLION THANKS TO YOU AND OUR COMMUNITY OF SUPPORTERS. OUR PARTICIPANTS' INVOLVEMENT PLAYS A CRITICAL ROLE IN CANCER RESEARCH AND PATIENT CARE RIGHT HERE IN OUR COMMUNITY. FROM IMPROVING PREVENTION TO ADVANCING LIFESAVING TREATMENTS, EACH AND EVERY ONE OF YOU IS MAKING A SIGNIFICANT IMPACT.

Thank You!

UWHealth



**Carbone
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EVENT SCHEDULE

PACKET PICK UP

WEDNESDAY, SEPTEMBER 17

4:00-8:00PM

FLEET FEET MADISON

8440 OLD SAUK RD, MIDDLETON, WI 53562

*FREE PARKING ONSITE

THURSDAY, SEPTEMBER 18

10:00AM-3:00PM

WISCONSIN INSTITUTE FOR MEDICAL RESEARCH (WIMR)

1111 HIGHLAND AVE, MADISON, WI 53705

*THIS PACKET PICK UP LOCATION DOES NOT OFFER FREE PARKING. PUBLIC PARKING IS AVAILABLE IN LOT 76 (2501 UNIVERSITY BAY DR.) FOR AN HOURLY RATE. THE WIMR LOBBY IS A SHORT WALK FROM THE PARKING RAMP. THERE IS NO PARKING AVAILABLE IN FRONT OF THE WIMR BUILDING AND VIOLATORS WILL BE TICKETED.

FRIDAY, SEPTEMBER 19

11:00AM - 8:00PM

BASS PRO SHOPS

1350 CABELA DR, SUN PRAIRIE, WI 53590

*FREE PARKING ONSITE

SUNDAY, SEPTEMBER 21

6:00AM - 12:30PM

UW HEALTH EASTPARK MEDICAL CENTER

4621 EASTPARK BLVD, MADISON, WI

*FREE ONSITE PARKING

RACE DAY SCHEDULE

SUNDAY, SEPTEMBER 21

6:00 AM MAIN SITE AND PACKET PICK UP OPENS

7:00 AM 100 MILE RIDE START

7:30 AM 100K RIDE START

8:00 AM HALF MARATHON START

9:00 AM 50K RIDE START

10:00 AM 25K RIDE START

11:00 AM 5K RIDE START

12:00 PM 5K RUN START

12:30 PM 5K WALK START

POST EVENT CELEBRATION

POST EVENT MEAL (HALF MARATHON RUNNERS): 9:00 - 11:00AM

POST EVENT MEAL (ALL OTHER PARTICIPANTS): 11:00 - 6:00PM

KIDS ZONE ACTIVITIES

9:00AM - 5:00 PM

ARTS & CRAFTS

BOUNCE HOUSES

10:30AM - 2:30 PM

FACE PAINTING BY ANTSY PANTS PAINT

BALLOON MAKING BY POP ART!

KONA ICE





COURSE SUPPORT

BIKE COURSE REST STOPS:

Each rest stop will include:

- Food (sweet & salty options)
- Water
- Gatorade
- Honey Stinger Waffles
- Gels
- Bathrooms
- First Aid Kits
- Medical Support
- Mechanic Support (at most)

Bike courses & downloadable GPS files may be found [HERE](#).

Walk and Run courses may be found [HERE](#).

WALK/RUN AID STATIONS:

Each aid station will include:

- Bananas
- Water
- Gatorade
- Gels
- Bathrooms
- First Aid kits



***If you need non-emergency assistance at any time while on the course,
call 608-316-5755. If you have an emergency, please call 911.***


PARTICIPANT AMENITIES

- Gear Check & Changing Rooms: In the morning you may utilize our changing tents and drop your gear at the Gear Check Tent, just in front of the parking ramp, near packet pickup. After you finish your event you may pick up your gear from the Gear Check Tent.
- Food & Beverage: Coffee and light refreshments will be provided in the morning near registration. Water, Propel, soda, and Sassy Cow Creamery milk will be available in the finish line. Half marathon participants will have a post run breakfast provided in the dining area available from 9:30 AM - 11:00 AM. All other participants will have a catered lunch available starting at 11:00 AM. In order to enter the dining area you must have your wristband on. Additional wristbands will be available to purchase outside the dining tent for guests wishing to dine with you. Capital Brewery beer will be available to all guests 21+ (be prepared to show your ID) in the beverage tents in the dining area in addition to water and soda.
- Photos: Complimentary photos provided by Focal Flame Photography will be emailed to all participants post-event.





PARTICIPANT ID GUIDE

WRISTBANDS

-  Your wristband is your ticket into the dining area after the event. Please make sure to have this on as you enter the dining area as it will be required to enter. Guests may purchase tickets for the meal to join you.

WALKERS/RUNNERS

-  Your numbered bib must be worn on your front. Your bib contains your tracking and timing chip (runners only), and your number is used to identify you for your FREE photos.
-  Dedication bibs are optional. We love to see who you're walking or running for. Extra dedication bibs are available at the packet pick-up area if you want more. We suggest wearing these on front with your numbered bib or on your back.





I WALK FOR

Mom



RIDERS

-  Your numbered bike plate and helmet sticker must be worn. You will stick your helmet sticker to the front of your helmet. Your bike plate will attach to the front of your handle bars with the twist ties in your packet. Your helmet sticker is used to identify you for your FREE photos.
-  Dedication bibs are optional. We love to see who you're riding for. Extra dedication bibs are available at the packet pick-up area if you want more. We suggest wearing these on your back.

HELMET STICKER

2000

BIKE PLATE



I RIDE FOR

Dad














PARTICIPANT SAFETY

ALL PARTICIPANTS

Badger Challenge is conducted on open roads on all courses except the 5K. Motor vehicle traffic will be present on all other courses. Be aware of what's going on around you at all times. If you are biking, you are responsible for knowing and abiding by Wisconsin Bike Safety laws [found here](#).

BIKERS

-  Obey all traffic signs and signals.
-  Ride as far to the right of the road as is safely possible, except to pass.
-  Helmets must be worn at all times while riding.
-  Use proper hand signals when turning.
-  Communicate with your fellow riders using proper cycling terms such as "on your left," "car back," etc.
-  Obey instructions from the Badger Challenge staff and volunteers and pay attention to information posted on Badger Challenge road signs.
-  If you need to stop somewhere along the course that is not at a rest stop, move well off the road so you don't interfere with traffic.
-  While water, electrolytes, food, gels, etc. are offered at the rest stops, please make sure you are adequately prepared for proper fuel and hydration outside of those areas. Bring your own water bottles to start the ride and refuel at rest stops if needed.
-  SAG support is offered on course. The SAG team will assist riders with making simple repairs to their bikes on course or will offer transport to the nearest rest stop for assistance from a bike mechanic.



PARTICIPANT SAFETY CONT.

You may see colored flags at rest stops and aid stations along the course. These flags are part of an Event Alert System (EAS). The EAS is a color-coded classification that broadcasts the risk level of course conditions on event day. The levels range from low (green) to moderate (yellow) to high (red) to extreme (black) based on a variety of factors. This system is mainly used to reflect weather conditions but can also be used to alert participants and volunteers of any possible race concern that may occur. If you see a red or black flag, please stay at the nearest rest stop or aid station for further communication from event officials.



GREEN ALERT

No restrictions. Enjoy the event, be alert for any changes.



YELLOW ALERT

Please slow down and be prepared for worsening conditions.



RED ALERT

Please slow down and/or consider stopping activity.



BLACK ALERT

All activity should be stopped. Event is now cancelled.



PARKING

Parking is located on site at UW Health Eastpark Medical Center (4621 Eastpark Blvd) until the lot is full. Once it is filled, cars will be directed across the street to Alliant Energy (4902 N. Biltmore Lane) parking lots. Exit to the UW Health Eastpark Medical Center (main site) parking ramp will stay open all day, off Eastpark Blvd. If you are getting dropped off please use the parking lots at Alliant Energy, so not to impede with the flow of parking in the ramp.

For your safety in the parking ramp, please do not ride your bike in the ramp. Please walk your bike down the ramp.

NOTE: Roof mount bike racks will NOT fit in the ramp. Please unload your bike in the designated unloading area next to the covered parking ramps before parking.

5K runner/walker/biker parking is located at Alliant Energy (4902 N. Biltmore Lane). Please follow the sidewalk and cross carefully across Eastpark Boulevard at Biltmore Lane at the designated crosswalk. Please do NOT jaywalk across Eastpark Boulevard. Follow the instructions of local law enforcement and event staff, and be mindful of all participants as you cross.





BADGER
CHALLENGE

PARKING & SITE MAP

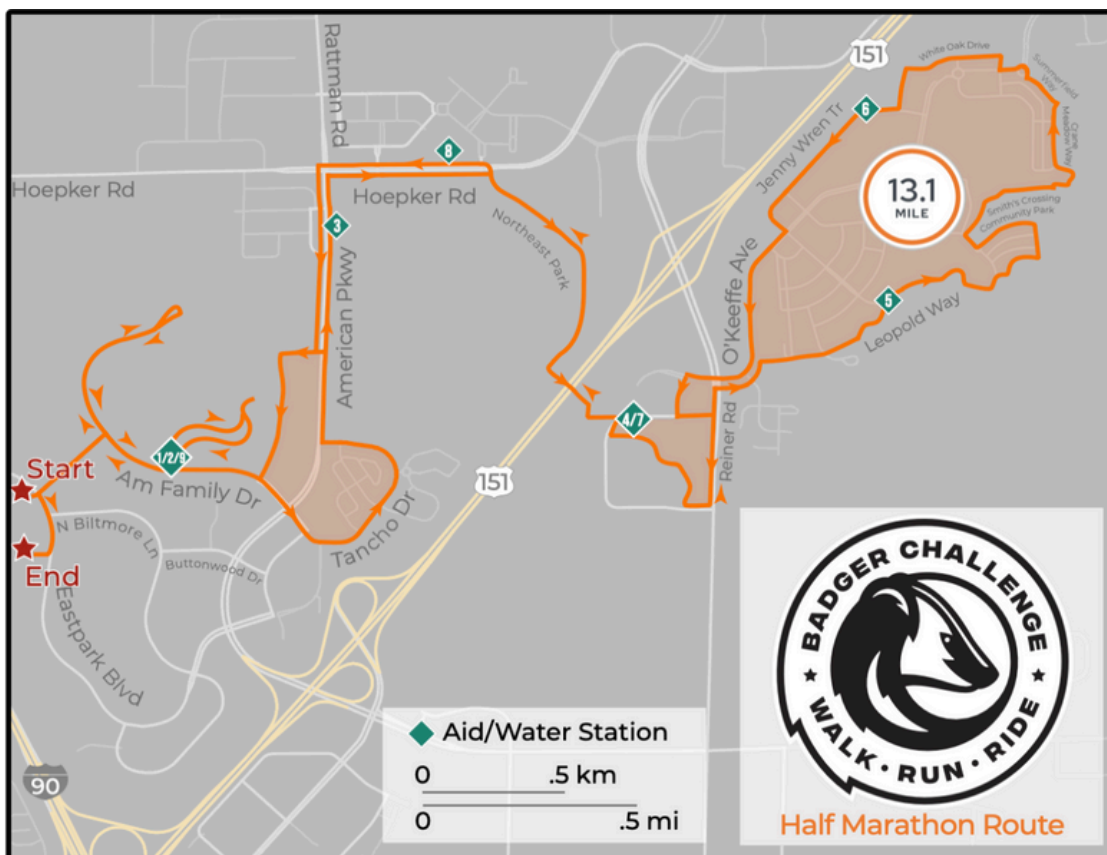
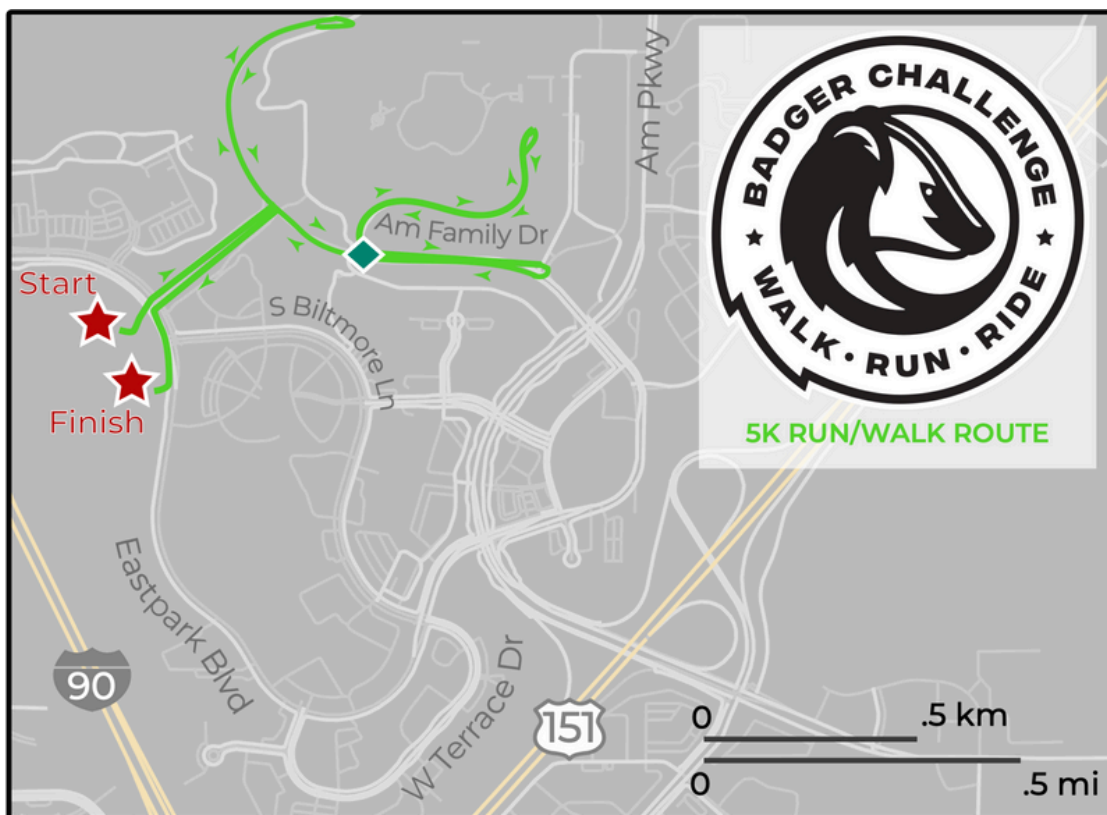
SEPTEMBER 21, 2025

www.badgerchallenge.org



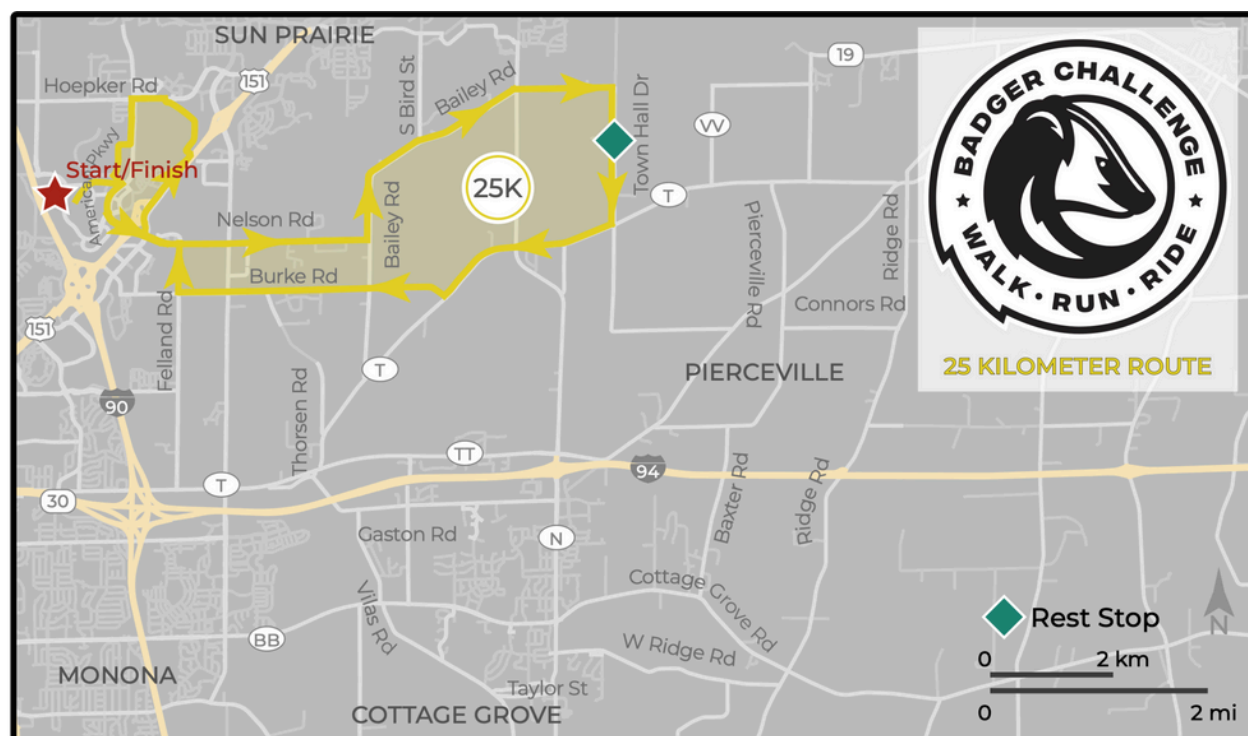
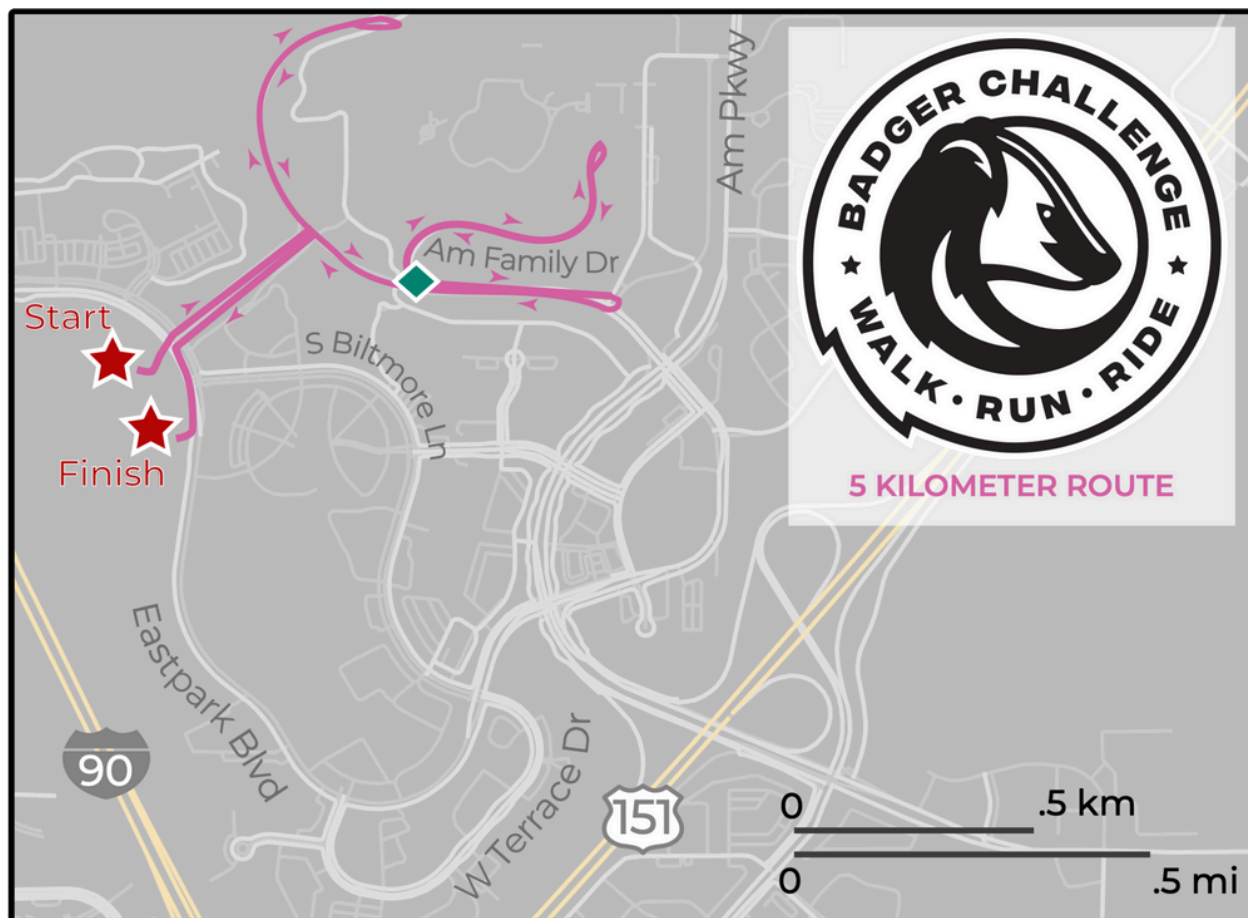


RUN/WALK ROUTES



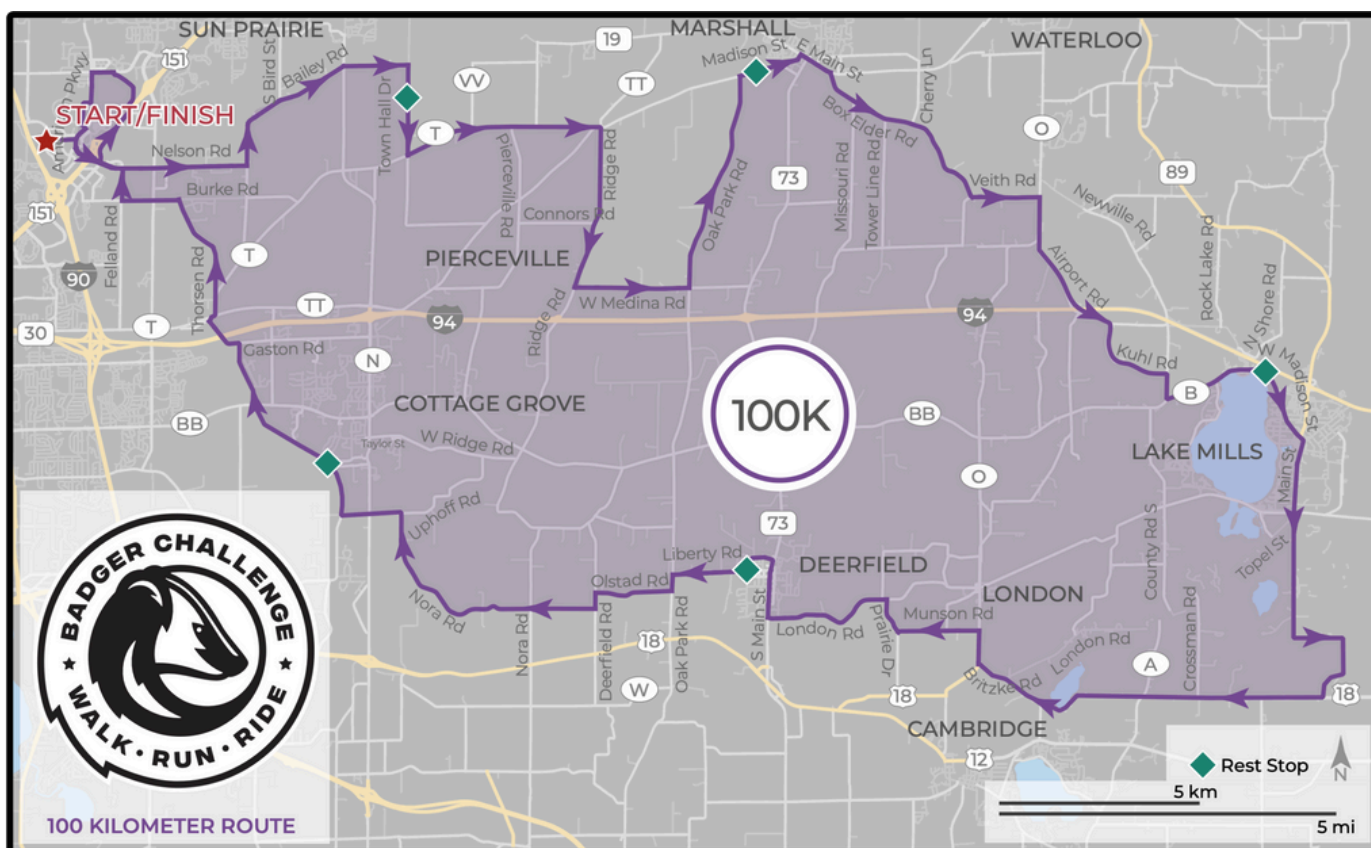
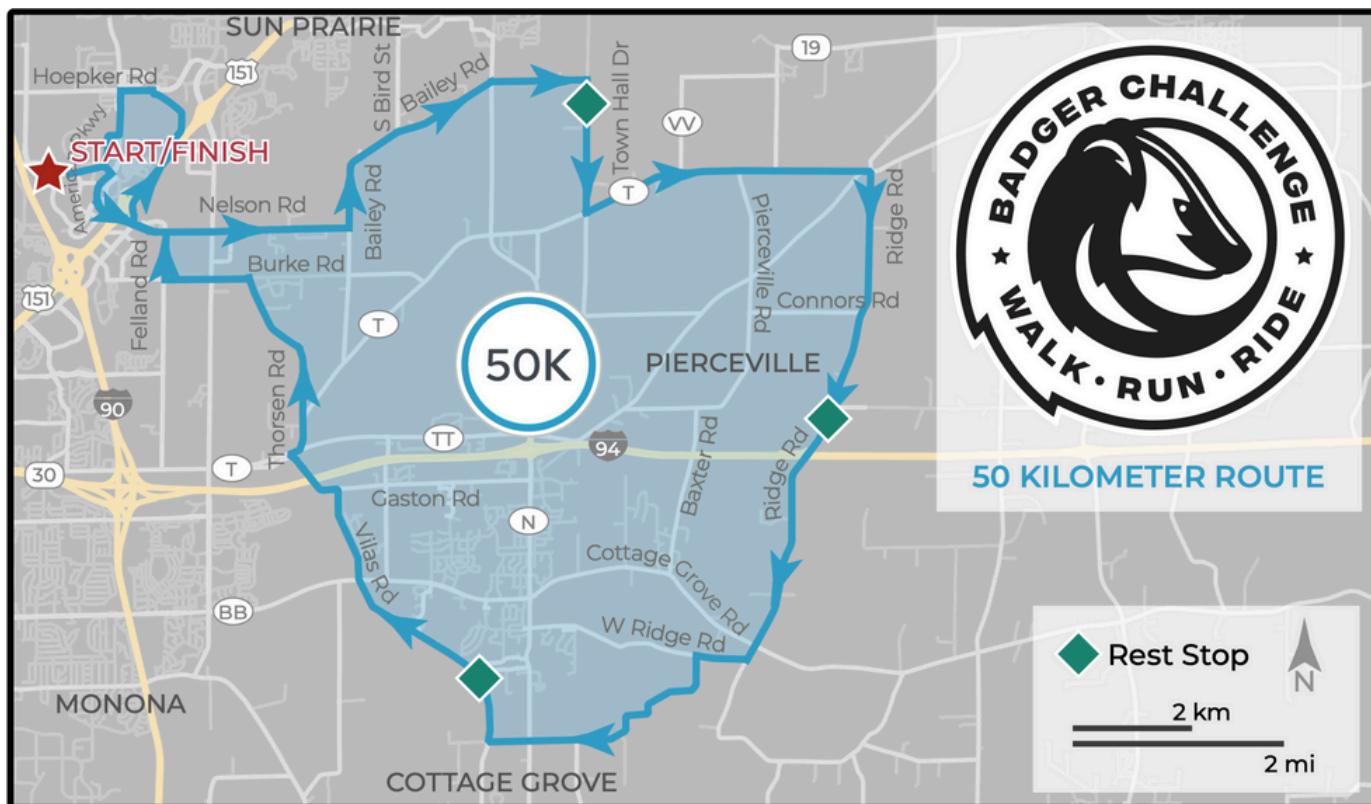


BIKE ROUTES



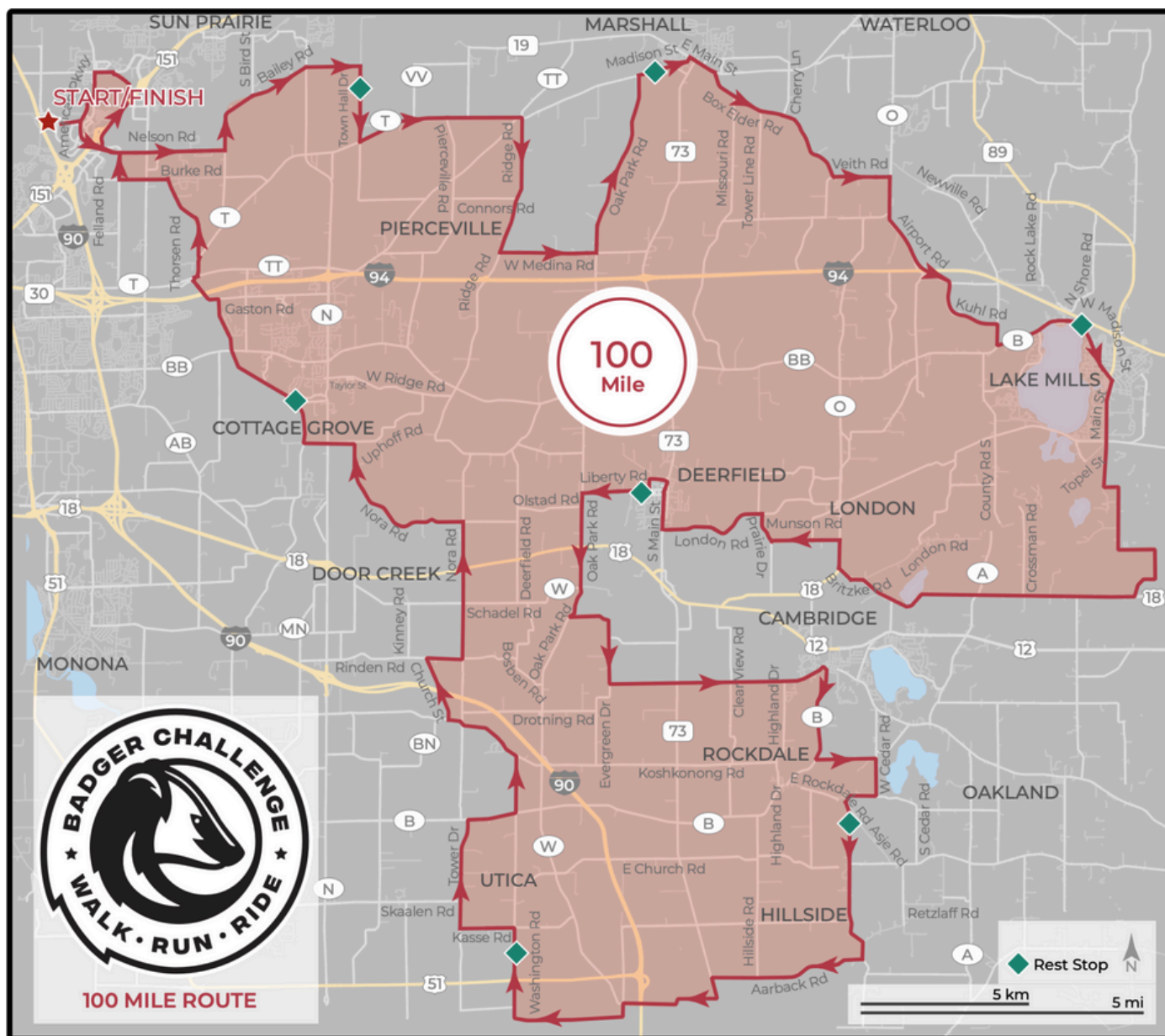


BIKE ROUTES





BIKE ROUTES



View All Routes Here:





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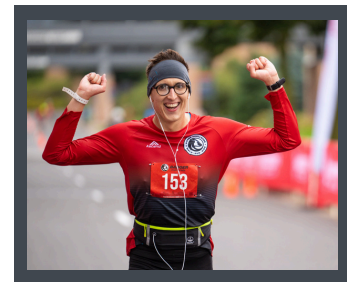
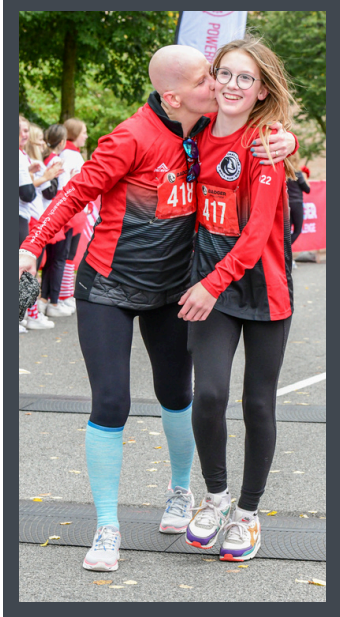
TAKING PICTURES ON EVENT DAY? TAG US ON SOCIAL MEDIA!

@BADGERCHALLENGE

#RAISEDHERESTAYSHERE

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BADGER ***CHALLENGE***

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SAVE THE DATE!

Sunday, September 27, 2026