

Final Report on the 2014 Freeze for Food

February 12, 2014

The 5K and 10K races took place on January 18, 2014. Some 3" of light snow fell before and during the races on January 18 and the temperature was in the teens, with winds of 10-15 miles per hour. More than 143 persons braved the cold and snow to participate in the races.

Several participants in the 5K event did not cross the finish line before the 10K race started, so could not be timed. But 83 persons were timed in the 5K race, and 56 finished the 10K race, giving us a figure of 143 official participants in the two events. Participants in the 5K race were 45 fewer than in last year's Freeze, but participation in the 10K race actually increased by one person.

Remarkably, a young woman from Fond du Lac, Bailey Hinz, was the overall first place winner in the 10K race, the first time in Freeze memory that a female runner has won that race. No injuries were reported and many of the runners expressed their satisfaction with the way this year's Freeze for Food was planned and carried out. It helped a lot that we had a very active six-person planning committee working on the various aspects of the Freeze and its promotion for several weeks before the event.

On race day about 40 volunteers, some 16 around the course and the others inside the Vilas Park Shelter and at the start/finish line, helped make the events go off as planned. Four students from Madison East High School joined us as volunteers. Several first and second place finishers expressed appreciation for receiving calendars and t-shirts

Our events were well covered by WKOW-TV, Channel 27, which scheduled a presentation on the 5 p.m. news on the day before the Freeze, at which Justin Kohl representing the Returned Peace Corps Volunteers (RPCV's) and Steve Bray representing the Colombia Support Network (CSN) described the next day's events and their charitable purpose for Dane County's sister community in Colombia, the Peace Community of San Jose de Apartadó. Then the station sent reporter Gordon Severson to cover the races. He stayed for more than an hour filming and interviewing volunteers and race participants, resulting in two excellent reports that were carried on the 5 p.m. and 10 p.m. newscasts on Saturday night. WORT-FM also gave us great coverage for the Freeze for Food.

With advance registration through Athens to Atlantis.com bringing in \$1,170.00 and athenstoatlantis contributing \$100.00, mailed registrations totaling \$187.50, and race-day payments of \$1,265.50, we raised \$2,873.00 for the Peace Community for food-related purposes. The final tally of expenses for the event was \$1,176.35, slightly below the \$1,200.00 budgeted by the RPCV's for

this year's Freeze. Besides the purchases we made, Stella's Bakery donated day-old bread, Just Coffee donated some coffee, and Greenbush Bakery donated some of the doughnuts.

After the race, about 18 of our RPCV and CSN volunteers went to Brocach on the Square for drinks and a meal. It was a pleasant way to end our very successful Freeze day.

Jack Laun
2014 Freeze for Food Coordinator

Comments from participants

"Thank you very much for the excellent RPCV races(and calendars!). We will definitely do these races next year!! The race organization has improved tremendously; we appreciate your efforts."

"It was a wonderful event."

"You did a nice job in tough conditions."

"Freeze for Food is a great race. I try to run it every year and it is always one of the highlights of my winter."

"Thanks for putting on a great event."

"The freeze for food events were just terrific. Thank you to all the organizers and volunteers who put on a first class race."

"I enjoyed the run! Thanks to all the volunteers!"