

Seneca7

Official 2024 Media Guide



Sunday, April 28 2024

Ontario, Yates, Schuyler & Seneca Counties

Start & Finish: Geneva, NY

Seneca7

Sunday, April 28 2024

5:45 a.m., Wave 1 - Geneva, NY

Ontario, Yates, Schuyler & Seneca Counties



Media Contact:

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April 2024

Greetings:

I'd like to introduce you to the Seneca7, a running relay race based out of Geneva, NY now in its twelfth year.

The Seneca7 consists of more than 300 seven-member teams, including many from across upstate New York, competing on a 77.7-mile course encircling Seneca Lake. Before they've finished they will have run through four counties, the village of Watkins Glen, passing through Seneca Lake wine country.

This year's race filled to capacity in just seven hours. Part of our event's popularity is due to the media coverage we've received in past years, so if you've covered our race before, we thank you! (If you haven't, we invite you to come out to the event this year.)

The Seneca7 has something for everyone. For competitive runners, our race is a chance to field a lightning-fast team and reach the finish in the shortest amount of time possible. For the ultra-competitive, it's an opportunity to meet rivals from previous years, avenge old losses, and attempt to break course records. And for beginners, the Seneca7 is the perfect chance to compete in an event with a team of like-minded athletes: camaraderie is a great motivator for training, and ample race course support makes running a shorter distance as part of a much longer team distance a real accomplishment for many.

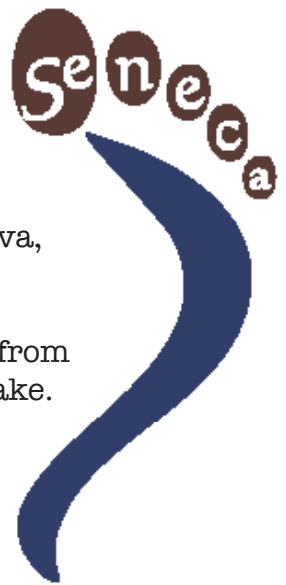
Since its inception in 2011, our event has raised thousands of dollars for more than 40 area not-for-profits, including 'charity slots' – there are seven this year – and direct donations. We take great pride in being a community partner that gives back to the same community that has consistently supported our event so much, and are pleased to be able to partner with these wonderful charities each year.

We'll have more than 2,000 runners, and hundreds of team supporters and volunteers, hailing from across upstate, central, and western New York, and the southern tier, on Sunday, April 28. We hope you'll consider joining us in Geneva, Watkins Glen, or somewhere else along this 77.7-mile course.

I thank you, in advance, for any coverage you plan to provide. Please do contact me if I may be of assistance.

Regards,

C. D. Henderson
Coordinator, Public Relations & Media
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2024 Seneca7
2,135 runners
305 teams
13 states
77.7 miles

Weekend Timeline

Saturday, April 27th

11:30 a.m. - 2:30 p.m. Packet Pickup | Finger Lakes Welcome Center

Sunday, April 28th

5:45 a.m. Wave 1 Start | Downtown Geneva

6:15 a.m. Wave 2 Start

6:30 a.m. Wave 3 Start

8:15 a.m. Wave 4 Start

8:30 a.m. Wave 5 Start

9:00 a.m. Wave 6 Start

4:30 p.m. First Finisher Expected | Lakefront Park, Geneva

About the Course

The race takes place around Seneca Lake, starting in downtown Geneva and heading south along the western side of the lake. It passes through Ontario County, Yates County, Schuyler County (including the village of Watkins Glen), and Seneca County, before culminating in a finish line celebration at Lakefront Park in Geneva.

Downtown Geneva

The race start is at the intersection of Seneca Street, Linden Street, and Scott LaFaro Drive in downtown Geneva. Free public parking is available in the city lot adjacent to the start.

Lakefront Park

The finish line is located in Lakefront Park, just off Routes 5 & 20 in Geneva. Parking is available on a first-come-first-served basis.

Finger Lakes Welcome Center

The finish line is located directly next to the Finger Lakes Community Center. Athletes will be served chili, etc. inside. The Finger Lakes Welcome Center is located at the entrance to Lakefront Park, 35 Lake Front Dr, Geneva, NY 14456.



Media Logistics & Vantage Points

The Start. Members of the media planning to cover the race start should plan to be in downtown Geneva anytime between 5:30 a.m. and 9:20 a.m. Note that the crowds are at their largest, and the energy at its highest, toward the beginning of the morning.

Along the Course. We respectfully request that media avoid parking in aid station parking lots along the course, as these are already congested and must be kept as clear as possible for the safety of all involved. There are a number of spots along the course where a vehicle can safely be parked for the purposes of obtaining photos and video.

Watkins Glen. Runners are expected to come through Clute Park in Watkins Glen from approximately 11:40 a.m. – 1:45 p.m. (Times may vary based on athlete performance).

Finish Line. The official Seneca7 finish line celebration culminates in the awards ceremony, scheduled for 7 p.m. When it begins is anyone's guess, and is based on the fastest finish time. We predict we'll see our first athletes cross the line around 4:30 p.m.

About Results...

Preliminary results are distributed by email and fax following the race. Each year participants, fans, and followers of the race are surprised to learn that the results posted at the finish line aren't necessarily the 'final' results. Results are typically finalized over the days following the race, and posted within a few days of the race. Here's why...

- Violations of rules on the course, including failure to follow race rules, failure to wear appropriate safety gear, and other infractions result in a 27 minute penalty being added to a team's time.
- Teams may be disqualified for serious rule violations.

The race takes place on a 77.7-mile course, over a period of 14 hours, and involves thousands of athletes, hundreds of volunteers, and a small committee of race organizers. Penalties are called in by volunteers throughout the race, and in some cases reported by aid station captains and officials at the conclusion of the event. In short, it may take a day or two for penalties to be tabulated, appeals to be considered, and results to be finalized.

Race organizers make every effort to educate teams about the rules, and the penalties for breaking them, before the race. Rules are published on the official website, and in the course guide each team is required to download and read before race day. The race directors also record a pre-race briefing the day before the race, and each team is responsible for at least one member viewing this presentation. At this time the rules are discussed in detail. A live Q&A session allows team members to ask questions, should they have any.

Event organizers understand that teams may be disappointed to learn that an added penalty or disqualification may have altered their final time and/or award in the event. The primary concern, however, is athlete safety. Rules, and the strict enforcement of them, is required as a part of the multi-county permits event organizers are issued each year.

Exchange Points

The Seneca7 is a relay race made up of 21 individual 'legs', which means each runner will run three different times throughout the day. Runners hand off batons, in the form of a slap bracelet, to the next runner on their team at various 'exchange points' throughout the course:

Missick

Exchange Point 1 / Runner 1
Distance: 3.1 miles

West Lake Fire

Exchange Point 2 / Runner 2
Distance: 3.3 miles

Anthony Road

Exchange Point 3 / Runner 3
Distance: 4.9 miles

Dresden

Exchange Point 4 / Runner 4
Distance: 2.2 miles

Scenic Overlook

Exchange Point 5 / Runner 5
Distance: 4.8 miles

Ol' Fourteener

Exchange Point 6 / Runner 6
Distance: 4.6 miles

Glenora

Exchange Point 7 / Runner 7
Distance: 4.1 miles

Magnus Ridge

Exchange Point 8 / Runner 1
Distance: 3.3 miles

Lakewood Vineyards

Exchange Point 9 / Runner 2
Distance: 2.7 miles

Clute Park

Exchange Point 10 / Runner 3
Distance: 4.7 miles

Hector Falls

Exchange Point 11 / Runner 4
Distance: 3.5 miles

Scale House

Exchange Point 12 / Runner 5
Distance: 6.1 miles

Idol Ridge

Exchange Point 13 / Runner 6
Distance: 4.9 miles

Billy's Burgundy Barn

Exchange Point 14 / Runner 7
Distance: 3.1 miles

Bonavista

Exchange Point 15 / Runner 1
Distance: 3.7 miles

Sampson South

Exchange Point 16 / Runner 2
Distance: 4.1 miles

Sampson North

Exchange Point 17 / Runner 3
Distance: 2.5 miles
Cutoff: 6:37 p.m.

Seneca Lake Camp

Exchange Point 18 / Runner 4
Distance: 2.9 miles

Zugibe

Exchange Point 19 / Runner 5
Distance: 2.6 miles

Watershed

Exchange Point 20 / Runner 6
Distance: 2.5 miles
Cutoff: 7:57 p.m.

FINISH!

Finger Lakes Welcome Center
Exchange Point 21 / Runner 7
Distance: 3.6 miles





**RUN
77.7**

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#Seneca7