



2026 ATHLETE INFORMATION GUIDE



v1 April 30, 2026

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EVENT PARTNERS





Table of Contents

03	WELCOME MESSAGE
04	RIDE DIRECTOR MESSAGE
05	EVENT SCHEDULE
06	PRE-RIDE INFORMATION
09	RIDE KIT
10	VENUE MAP
11	AID STATIONS
12	RIDE DAY INFORMATION
13-16	ADULT RIDE BIKE COURSE
17	30 MINS – KID'S RIDE BIKE COURSE
18-19	TRICYCLE KID'S RIDE & PUSH BIKE COURSE
20	RIDE RULES
22-23	EVENT PARTNERS



REPUBLIC OF THE PHILIPPINES
PROVINCE OF CAVITE
CITY OF IMUS

A Message from the City Mayor



Warmest greetings to all participants, organizers, and cycling enthusiasts joining the Shopwise Bikefest 2026!

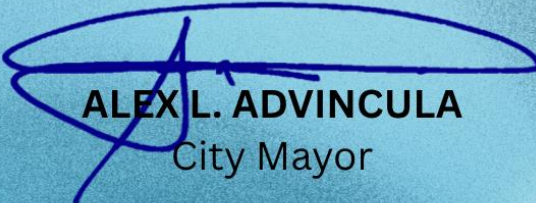
The City Government of Imus proudly welcomes you to Vermosa for this exciting celebration of health, fitness, and community spirit. This event not only promotes an active and sustainable lifestyle but also strengthens camaraderie among individuals who share a passion for cycling.

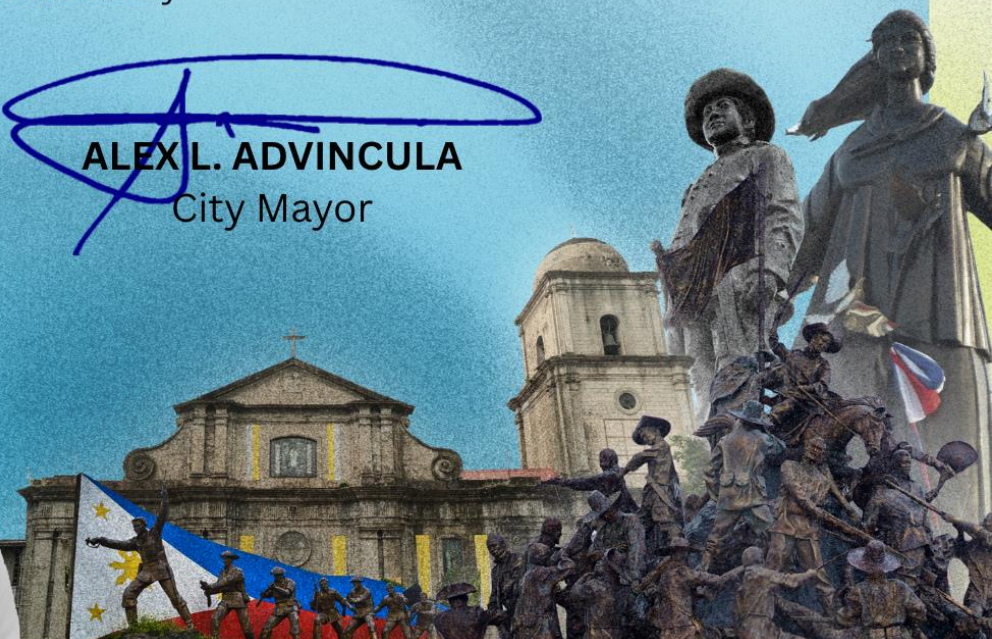
We commend Sunrise Events Philippines for organizing this meaningful initiative that inspires people of all ages to embrace wellness while enjoying the beauty of our city. May this Bikefest serve as a platform to encourage more communities to adopt cycling as a way of life.

On behalf of the people of Imus, I extend my heartfelt gratitude and support to everyone who made this event possible. May your ride be safe, enjoyable, and truly memorable.

Welcome to Imus and Mabuhay!




ALEX L. ADVINCULA
City Mayor



Ride Director's Message

Welcome to the 3rd Shopwise Bikefest at Ayala Vermosa in Imus City!

It's wonderful to see so many riders, families, and friends coming together today. This event isn't just about cycling—it's about sharing the joy of riding, supporting a healthy lifestyle, and building a stronger community. Whether you're joining us from just around the corner or traveling in from another city, thank you for being here and for helping the Shopwise Bikefest grow. Every pedal stroke you take today helps keep the spirit of cycling alive—fun, inclusive, and good for both people and the planet.

As your Ride Director, I'm hoping everyone ends the day safe, smiling, and proud of what you accomplished. Please ride at your own pace, be kind on the road, and look out for your fellow cyclists—small gestures make a big difference. Do follow the guidance of our marshals and staff, keep to the route, and stay alert, especially in busy areas and corners. If you notice someone who needs help, please check on them or let the nearest marshal know. Whether you're here to challenge yourself or simply enjoy the ride, let's keep it safe, respectful, and enjoyable for all.

A big thank you to our sponsors, partners, and supporters for making the Shopwise Bikefest possible. To our volunteers, marshals, medics, and the whole organizing team—thank you for the hard work you put in so everyone can ride with confidence today. And to all our participants, thank you for showing up with great energy—you're the heart of this event.

Let's enjoy the day, cheer each other on, and keep riding even after the Shopwise Bikefest—invite a friend, ride more often, and help spread a culture of health and respect on the road. Ride safe, have fun, and see you on the route!



JULIAN VALENCIA
RIDE DIRECTOR

Event Schedule

Event Schedule is up to date as of April 21, 2026, and is subject to change. View the Event Schedule online for the most up to date version.

MAY 13 - 15, 2026 - WEDNESDAY - FRIDAY

TIME	ACTIVITIES	VENUE
11:00 AM - 8:00 PM	Registration and Ride Pack Collection	Activity Center, Ayala Malls Circuit Makati
11:00 AM - 8:00 PM	Shopwise Bikefest Expo	

NO KIT CLAIM ON MAY 16-17, 2026, FRIDAY-SATURDAY-SUNDAY

MAY 17, 2026 - SUNDAY - RIDE DAY

TIME	ACTIVITIES	VENUE
5:00 AM - 11:00 AM	Shopwise Bikefest Expo	Ayala Vermosa Sports Hub
5:00 AM	Assembly at the Starting Line - 60 KM	
	Assembly at the Starting Line - 45KM and 30KM	
5:25 AM	Gun Start for 60KM	
5:30 AM	Gun Start for 45KM	
5:45 AM	Gun Start for 30KM	
5:50 AM	Gun Start for 15KM	
8:30 AM	Kid's Ride: 30-min Solo Ride 6 to 15 yrs. old	
	Kid's Ride: 30-min Family Ride (with accompanying adult) 6 to 15 yrs. Old	
9:00 AM	Tricycle Ride 500 meters 4 to 5 yrs. old and Push Bike 4 to 5 yrs. old, 6 to 7 yrs. old.	
9:10 AM	Tricycle Ride 100 meters 2 to 3 yrs. old and Push Bike 2 to 3 yrs. old	

Pre-Ride Information

ATHLETE CHECK LIST

PRE-EVENT

- Book/confirm accommodation & flights (if applicable).
- Ensure event registration is confirmed (check for confirmation email).
- Familiarize yourself with Event Schedule (know all check-in/drop off times).
- Familiarize yourself with the course - it is your responsibility to know this on ride day.
- Check Registration Confirmation. If any details are wrong contact us via secretariat@bikefest.com.ph.

RIDE DAY

- Ensure you have all items for your race including, helmet, head light & bib number
- Start the ride - be at the start line at least 15 minutes prior.
- Finish the ride. Receive your medal.
- Claim your breakfast. Recover.
- Collect your loot bag.

KIT CLAIMING

See page 5 for time and location.

All kits will need to be collected during Registration opening hours. If you do not pick up during the designated Kit claiming hours you will not be permitted to ride. **Please note, no kits will be posted out prior to the event.**

ALL RACE PACKS MUST BE PICKED UP BY 8:00pm on May 15, Friday.

WHERE:

2F Activity Center, Ayala Malls Circuit, Makati City

What you will need to bring:

- Photo ID (driver's license or passport).
- Confirmation email

EMERGENCY CONTACT

Athletes are required to check-in at the venue during the dates and times listed above and on the Event Schedule. Ride kit claiming will not be available outside the posted times.

To inform Sun Life Cycle Philippines secretariat of any emergency during race week, athletes must call the EMERGENCY PHONE NUMBER listed below.

Number: +63 960 905 9142

Email: secretariat@bikefest.com.ph

WHO CAN COLLECT?

Only the person registered can pick up their race kit. Please note that it is not permitted for someone else to compete under your name or for you to compete under someone else's name

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A NEW
WORLD
AWAITS.



T H E C I T Y O F



TUKLASIN ANG PINAGMULAN NG KALAYAAN

PUPUGAYO FESTIVAL
Imus' vibrant kite festival that fills the skies with colorful creations, celebrating creativity and local tradition.

TANGLAW SA PASKONG IMUSEÑO
A vibrant early Christmas celebration that lights up Imus with colorful displays, festive activities, and a shared spirit of joy and togetherness among Imuseños.

IMUS LONGGANISA
A beloved local delicacy known for its distinct garlicky flavor that captures the taste of Imus tradition.

LABANAN SA IMUS
Considered the most decisive battle and a significant turning point in Philippine history, as it emboldened the Filipinos to fight for freedom from the hands of the Spaniards.

FLAG CAPITAL
The National Flag Day every May 28 commemorates the triumph of the Filipino revolutionaries over the Spanish forces on May 28, 1898. This victory paved the way for the birth of the First Philippine Republic.

NANA PILAR
A revered image of Our Lady of the Pillar, deeply honored by devotees for her guidance and protection.

IMUS CATHEDRAL
A centuries-old church that stands as a symbol of faith, history, and resilience in the heart of the city.

INANG LAYA
A powerful symbol of freedom and patriotism, representing the enduring spirit of Imuseños.

LABANAN SA ALAPAN
A historic victory that marked the first triumph of Filipino forces and the first unfurling of the Philippine flag in battle.

KARAKOL NG IMUS
A devotional and faith-centered procession held every October, showcasing colorful dances and deep-rooted religious traditions.



City Government of Imus
www.cityofimus.gov.ph

IMUS welcomes you to a city rich in heritage, vibrant culture, and warm community spirit.

Ride Kit

BIBS



SEAT POST STICKER



ZIPLOCK



CERTIFICATE



1. RACE BIB NUMBER

Worn on the back during ride and attach with race belt (supplied by athlete) or safety pins (available at Event Information). Do not fold or alter race bib number.

60 KM – Yellow

45 KM – Red

30 KM – Pink

15 KM – Orange

Tricycle Ride 500m – Purple

Tricycle Ride 100m – Lavender

Kids Ride (Family Ride) – Blue

Kids Ride (Solo) – Blue Gray

2. BIKE SEAT POST STICKER

Place this sticker around the seat post with the number facing backwards to be read from the side. Attach prior to bike check in.

3. HELMET STICKER

Place sticker on front of helmet. Attach prior to helmet check on ride day.

4. ZIPLOCK STICKER

Remove sticker from backing sheet wrap the label around the string on the bottom right-hand corner of your ziplock and stick securely onto the back of itself.

5. BIKE PLATE FOR KIDS

Place plate on bike back of wheels prior to start on ride day.

Ride Central

SHOPWISE
bikefest
2026

2026



AYALA VERMOSA SPORTS HUB, CAVITE RACE CENTRAL



AYALA VERMOSA SPORTS HUB
IMUS, CAVITE



Aid Stations



BIKE AID STATIONS

Aid stations will normally be positioned on the right-hand side of the course

Aid Station Locations:

The Bike Course has 2 aid stations but have athletes will pass by two to four times.

- BA1 – KM 4.3/19.2/44.1/49
- BA2 – KM 13.4/27.6/42.4/57.5

Will Offer:

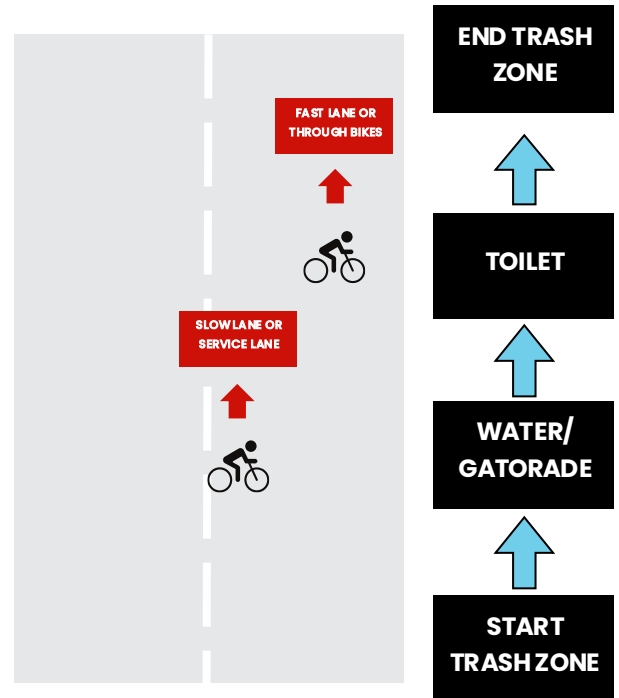
- Water
- Gatorade
- Toilet

Process:

Slow down when entering a bike aid station, don't stop! If you do not require any product from a bike aid station, please stay to the right of the roadway. There will be signs along the aid station listing what is on offer. Volunteers will be also calling out what they are offering. Please politely advise the volunteer by calling out your needs.

BIDON/RUBBISH DISCARD

Please ensure bidons and any trash are only discarded in Aid Station Rubbish Zones. Don't discard anywhere else on course. Marshals will ask you to go back and pick up your rubbish.



Ride Day Information



CONTINGENCY PLAN

If/when the contingency plan needs to be implemented you will be notified by the Ride Director. This will be communicated by the event app or by the commentator.

RIDE DAY SERVICES

Medical

A first aid provider will be engaged to provide first aid at all events operated by The Shopwise Bikefest Organizers.

First aid will be positioned in a variety of locations. Athletes are responsible for any costs incurred as a result of a medical incident, this includes but is not limited to ambulance transfers, hospital stays, specialist treatment. It is therefore strongly advised that all athletes hold adequate travel or personal insurance that will provide coverage for participation in Shopwise Bikefest event. Athletes are responsible for understanding the terms and conditions of insurances held.

SAG Vehicle

The SAG vehicle will collect athletes who are unable to complete the event or are unable to finish within the course cut-off time. Collected athletes will be transported back to the event venue.

Should you require a SAG vehicle at any time, please wave down a motorbike official and they will contact Shopwise Bikefest Organizers for SAG vehicle deployment. Alternatively advise volunteers at the nearest aid station.

Please Note: delays in SAG vehicle transport are expected. To assist with a prompt response, please do not move from your reported location once a SAG vehicle has been requested as this could affect their ability to locate and transport you.

CONTINGENCY PLAN

Bike Mechanics will be available at both turnaround points on course to assist with limited mechanical malfunctions, but we strongly suggest ensuring you have spares & a bike repair kit to avoid delays.

LOST & FOUND PROPERTY

Any lost or found property that is handed in will be taken to the Event Information.

Please note: No responsibility or liability is taken by the Race Organizers for lost property.

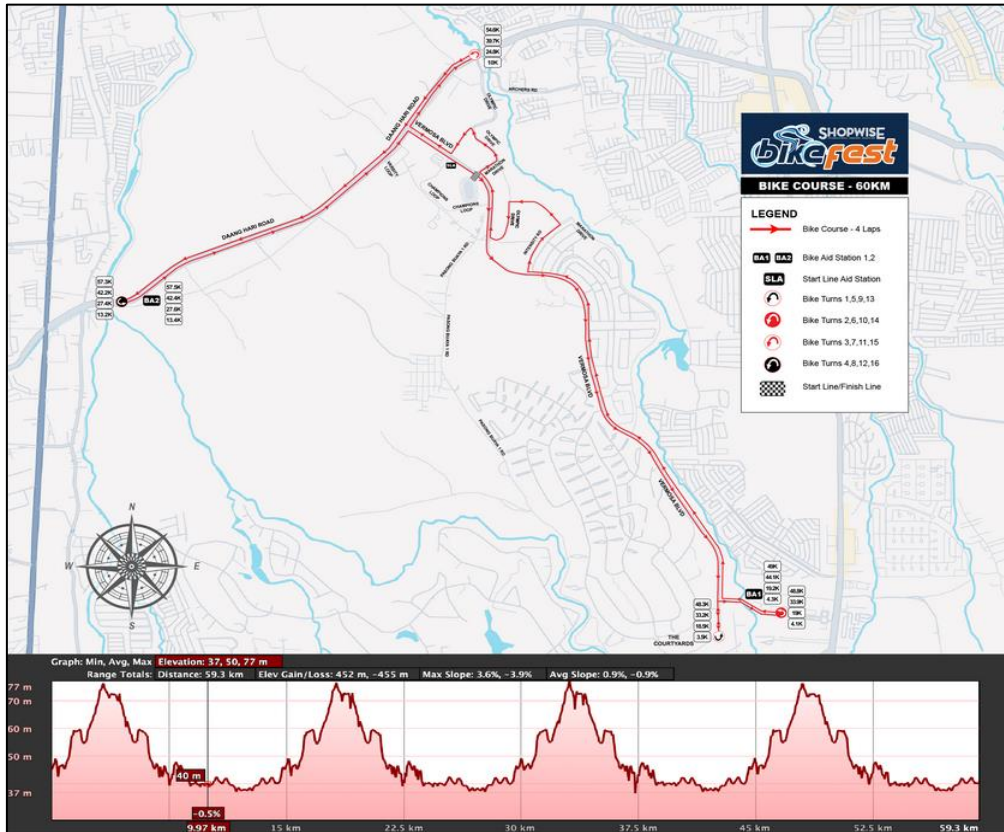
All lost property will be held for 30 days post event. After this time all left over items will be donated to charity. For any inquiries after the event please contact secretariat@bikefest.com.ph.

MEDIA CONSENT AND EVENT PROMOTION

By completing the registration, participants acknowledge and accept that event organizers have the right to capture and use these materials for promotional purposes, without the need for additional approvals or compensation. This includes, but is not limited to, social media, marketing campaigns, and official event publications, ensuring the celebration and promotion of the event experience. For any further inquiries or concerns, please contact secretariat@bikefest.com.ph.

Adult Ride Course - 60KM

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>

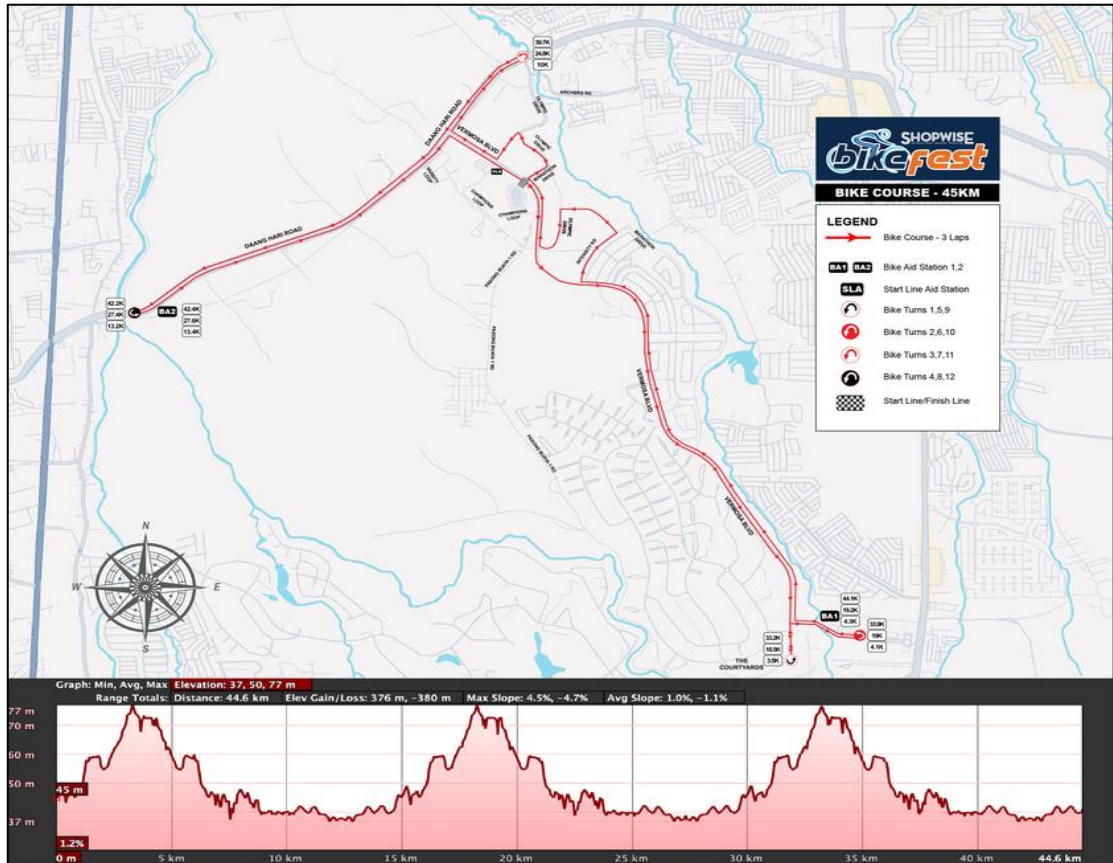


COURSE DESCRIPTION

- The 60 km bike course is a 4-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 4 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

Adult Ride Course - 45KM

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>

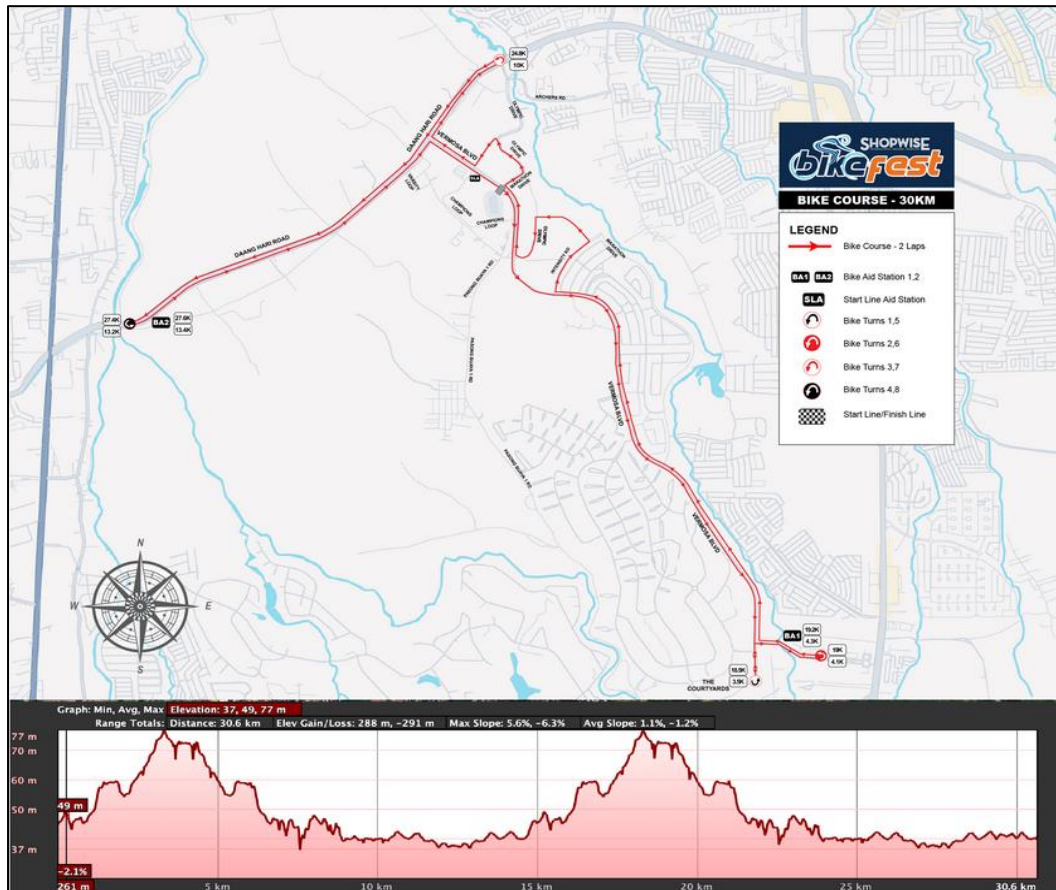


COURSE DESCRIPTION

- The 45 km bike course is a 3-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 3 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

Adult Ride Course - 30KM

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>

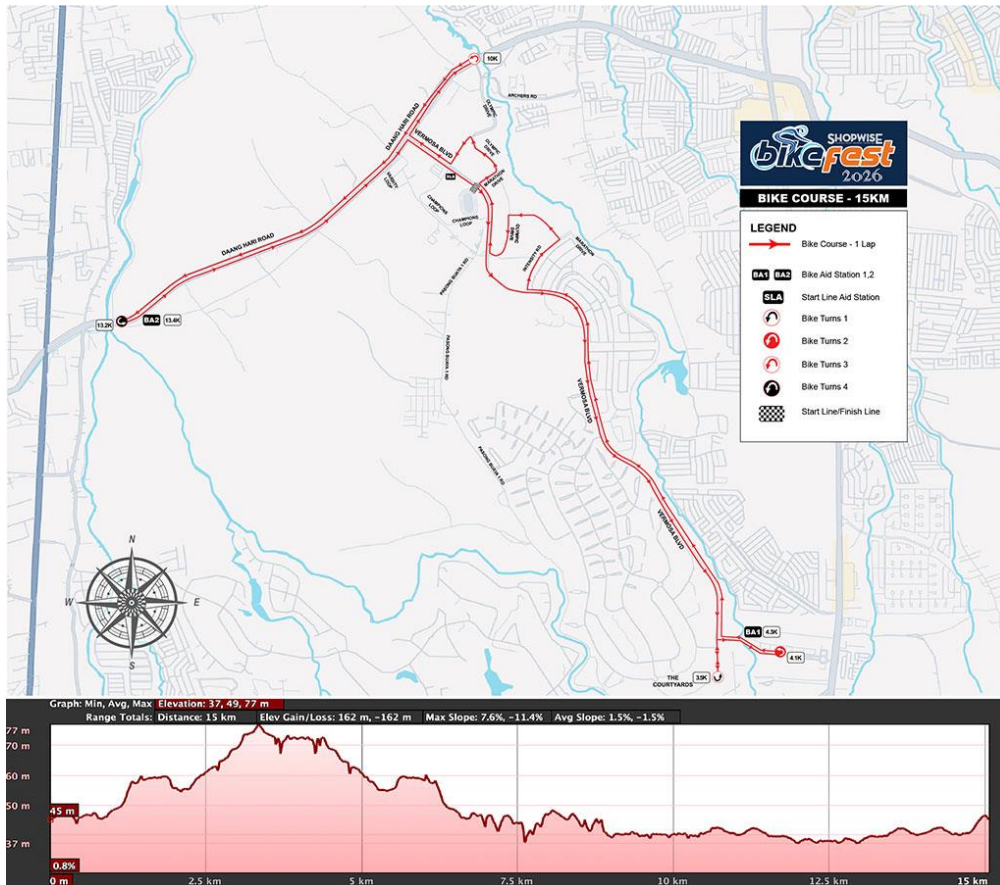


COURSE DESCRIPTION

- The 30 km bike course is a 2-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 2 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

Adult Ride Course - 15KM

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

- The 15 km bike course is a 1-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 1 loops participants will cross the finish line and turn right on Champions Loop towards the expo area.

30 Mins Kids and Family Ride Course

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

The 30-minute solo ride and family event will commence at the junction of Vermosa Blvd and Marathon Dr, proceeding towards Intensity Rd. Participants will complete loops along Vermosa Blvd between Intensity Road and Champions Loop.

After the 30-minute duration, all riders will be guided to the finish line and directed to the expo area.

Tricycle Kids Ride/ Push Bike Course – 500m

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>



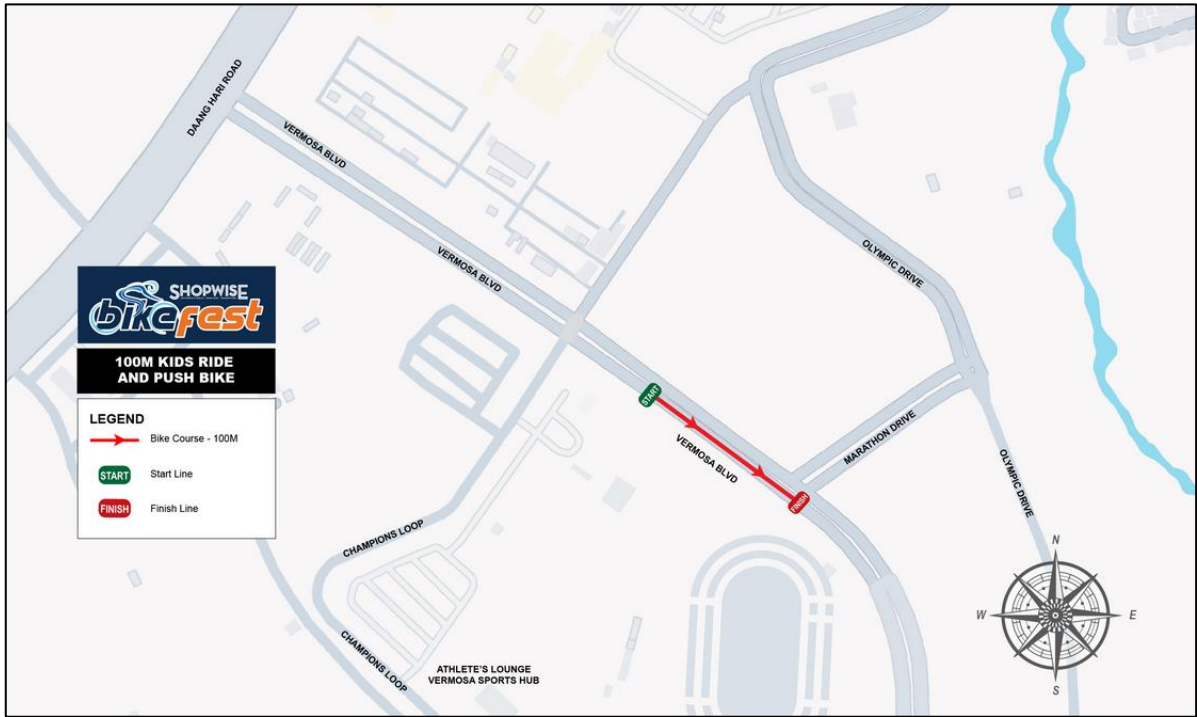
COURSE DESCRIPTION

The 500m Tricycle Ride and 500m Push Bike events will commence on Vermosa Blvd, heading in the direction of the gravel parking. Participants will proceed to the junction of Vermosa Blvd and Champions Loop, where they will make a U-turn.

After this, they will be directed toward the finish line and the expo area.

Tricycle Kids Ride / Push Bike Course – 100m

COURSE MAP <https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

The 100m Tricycle Ride and Push Bike Ride will commence along Vermosa Blvd, progressing towards Intensity Rd.

Participants will be directed to the finish line and then to the expo area.

Ride Rules



- NO HELMET - NO RIDE, helmet must be worn the whole time during the ride
- NO TIME TRIAL or TRI BIKES, are not allowed and will not be allowed to race on race morning.
- NO AEROBARS and NO FIXIES, rules will be strictly implemented on ALL ride categories, adults and kids.
- Wear your ride bibs. No bibs = no ride.
- Bike should be in good working condition with rear reflectors or bike lights.
- Wear appropriate cycling attire
- This is a ride, not a race. There are newbies on the course, as well as seasoned cyclists. Let's be nice to one another.
- Although there is a hydration stations along the course (Gatorade and Premier water in sport bottles), you are encouraged to bring your own hydration.
- There is no timing chip or lap bands that will be given so just count laps on your own.
- You can finish at your convenience as long as you cross the finish line at 8:30 am.
- By 8:30 am, bike course will be closed everyone will be directed to the finish line. Kids Ride will start afterwards.
- Participants with unsportsmanlike conduct or unruly behavior will be pulled out of the bike course



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Event Partners



TITLE PARTNER



HOST CITY



HOST VENUE



SPONSORS



MEDIA PARTNER



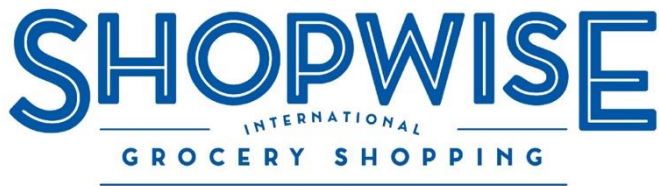
ORGANIZED & PRODUCED BY



Shopwise Event Partners



TITLE PARTNER



OFFICIAL HYDRATION PARTNER



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