

## Hotter'N Hell Hundred Registration

Online Registration for 2010 is now available at:

HHH Endurance Ride On Line Registration (Click Here) Online registration is PREFERRED and ENCOURAGED - It is available FREE TO YOU! Online registration is fast, secure and is accomplished with NO additional rider fees. 2010 HHH Registration Form Hard copy registration - Print a file to complete with pen and ink; mail in. (Click this Link) You will also be able to register the old fashioned way at the Wichita Falls Convention Center, MPEC, beginning Aug 26th through Aug 28th, 2010. Event registration, packet pick up, RV camping, the Consumer Show and Finish Line Village occur at: MPEC (Multi Purpose Event Center) 1005 5th Street Wichita Falls Tx 76301

The HHH Endurance Ride date is Saturday Aug. 28, 2010 Saturday August 28, 2010 is the date for the 29th annual Hotter'N Hell Hundred. Riders can register on line, by mail, fax, or in person - we strongly encourage you to register online at: BikeReg.com . A lot of things are going on during the HHH weekend but there is no way to describe the electrifying experience of the START. Riders begin to assemble as early as 4AM. They are joined by 10000+ other riders who have trained to complete their chosen distance. All that pent up human energy is unleashed after the American Anthem, Air Force Fly Over and Canon Blast. The address for the Start Line is: Hotter'N Hell Hundred 104 Scott Street Wichita Falls, TX 76301

If you are going to ride 100 miles, the best place to do it is at the Hotter'N Hell Hundred! New this year - Hotter'N Hell Hundred Pace Group For information click on the following link: <http://www.athletesontrack.com/pacegroup/> To register for the Pace Group click on this link: <http://www.bikereg.com/events/register.asp?eventid=11111> Cadence Sports will once again provide Chip Timing in 2010 for the 29th Annual Hotter'N Hell Hundred on August 28, 2010. The Chip Timing Option is \$5 for all participants who pre-register on BikeReg.com. Remember to pre-register for the Chip Timing to receive the discount, if you wait until packet pick up the cost is \$7. Supplies are limited, so do not wait! You will be financially responsible for returning the chip at the end of your event. 100 milers will be provided splits, for the start, Hell's Gate and Finish. With that you will be able to compare of your time with others in your age group and distance. Timing is available for all routes except 10K. Along with Chip Timing, Cadence Sports introduces Text Messaging for all participants who purchase the Chip Timing option during pre registration. For an additional \$1, have text messages sent to 3 United States based cellular phone numbers of your choice to let friends and family know that you completed one of the toughest rides in the country! This innovative new feature is available only to those participants who register online at BikeReg.com. If you have any questions about chip timing or text messaging, please visit:

[www.cadencesportsonline.com](http://www.cadencesportsonline.com) or email [info@cadencesportsonline.com](mailto:info@cadencesportsonline.com). USA Cycling racing. USA Cycling Race Registration is found on the Main Menu under USA Cycling Race. The USA Cycling Race registration is for licensed racers or those who purchase a single day permit. Race Registration will be available beginning April 1st. The Hotter'N Hell has a rich history of races in the tradition of the USA Cycling (United States America Cycling). The USA Cycling races are for licensed racers. Potential racers who are not currently licensed can log on to USA Cycling for license and participation criteria. The USA Cycling races are offered through the support of Michelob Ultra. USA Cycling Racing. [www.USACycling.org](http://www.USACycling.org) Hell's Gate: If you plan to complete the 100 mile route, you need to be aware of Hell's Gate! Hell's Gate measures your training and commitment to the 100 mile route. Hell's Gate is located at the 62 mile mark. If you fail to pass Hell's gate by 12:30 pm you are directed to finish on an 80 mile route. Our medical staff stays in contact with weather conditions and might close the gate early if weather conditions are approaching a dangerous level. Riders will view Hell's Gate closure status at the start, and each rest stop prior to Hell's Gate.