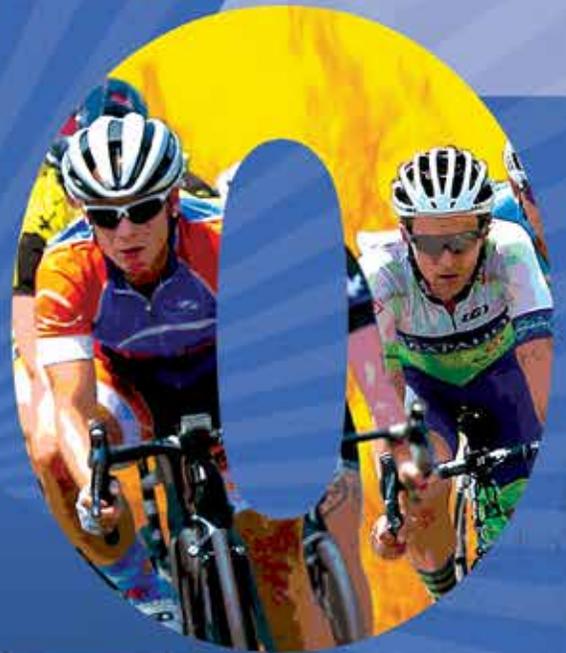
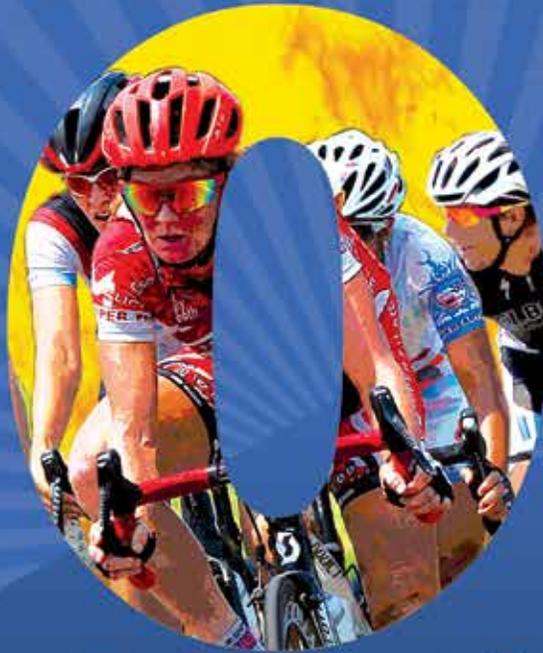


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HOTTER 'N HELL



2017 RIDE GUIDE

August 24-27 | Wichita Falls TX



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2017 Hotter'N Hell

Over 35 years ago, a small group of cycling enthusiasts developed the Hotter'N Hell Hundred ride for cyclists like themselves and for people they hoped would someday fall in love with bicycling.

HHH is a ride for cyclists by cyclists, and if you've ever ridden it, you know what we mean. There's six scenic, very rideable routes; 21 friendly and well-supplied rest stops; nearly 1,000 dedicated professional medical support staff; and a fleet of SAG wagons, among other established support systems. Each year, HHH provides its riders with every chance to achieve their goals in the brutal North Texas heat and wind--while having a memorable experience doing it.

Our original endurance century ride quickly went from one full day to a four day long experience, with new cycling things to see and do added each year including events, programs and retail bicycle therapies. It's not the same HHH you did ten years ago: it's definitely not the same weekend. Things have changed!

This year, HHH welcomes Red Bull as a sponsor. Red Bull will introduce an exciting fixed gear bike crit on Friday night to our crowd favorite USA pro races. They will have a presence in our rest stops and actively support our Triple Threat dirt events. There's even talk of Red Bull bringing a velodrome to the Kay Yeager Coliseum in 2018 to stage thrilling high-speed indoor races.

We are also introducing Pello Bikes, co-owned by Holliday native, Shane Cusick. The company spent three-plus years designing quality bikes made specifically for kids, ages 3 to 8. On Friday and Saturday, they'll host a 40 by 60 foot outdoor course

in Finish Line Village, where kids can ride their bicycles.

The community Art Bikes project we introduced in Finish Line Village in 2016 will be back and better than ever this year with art bikes that can be ridden. Project sponsor, Wichita Falls Alliance for Arts and Culture is also bringing in Austin Bike Zoo's stunning one-of-a-kind bike sculptures to a parade downtown Thursday and on the HHH crit route Friday!

Finish Line Village will again feature 35 diverse food vendors in a festive atmosphere that includes Friday pro crits to watch and a post-Saturday party for cyclists to enjoy great food and listen to three touring music acts under an air cooled tent.

The Consumer Show returns favorite vendors like Richardson Bike Mart and Bicycles, Inc. and introduces new inventors and shops. Customers can find the newest bikes and inventions, tubes and tires last minute for their ride, and a smorgasbord of bicycle-related accessories and art.

This 2017 HHH Guide is our introduction to the HHH ride and its surroundings. The August 2017 HHH Program goes into more detail on the many fun things to do over that long weekend. We want you, your significant other and/or friend(s) to ride our legendary ride Saturday, but we also want you to discover and indulge what has become a HHH experience, a North Texas bicycle weekend we hope you come to cherish, if you have not already done so.

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ACTIVITIES at a glance

FRI AUG 26
 10:00a Wee-Chi-Tah Off-Road Mountain Bike Trail Races
 5:00p USA Cycling Criterium Races

SAT AUG 27
 6:45a USA Cycling Road Races

7:05a 36th Annual Hotter'N Hell Hundred Endurance Ride*

SUN AUG 28
 7:00a Wee-Chi-Tah Off-Road Trail Runs*
 7:00a USA Cycling Criterium Races

*Triple Threat Challenge activities

The 2017 HHH OFFICIAL RIDE GUIDE is a publication of The Wichita Falls Bicycle Club.

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HHH Checklist

- | | | |
|--|---|--|
| <input type="checkbox"/> New Bike | <input type="checkbox"/> Bike Shorts/Bibs | <input type="checkbox"/> Energy Products |
| <input type="checkbox"/> Helmet | <input type="checkbox"/> Socks | <input type="checkbox"/> Hydration Camel Bak Water Bottles |
| <input type="checkbox"/> Headband | <input type="checkbox"/> Cycling Shoes | <input type="checkbox"/> Inflation Tubes |
| <input type="checkbox"/> Jersey | <input type="checkbox"/> Cleats | <input type="checkbox"/> Air Saddle |
| <input type="checkbox"/> Sun Arm Warmers | <input type="checkbox"/> Pedals | <input type="checkbox"/> Storage |
| <input type="checkbox"/> Gloves | | |

LARGE Selection of BIKES ACCESSORIES & APPAREL



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2017 Accommodations

By the time you read this Ride Guide, most of the area's 40 hotels will already be booked for the 2017 Hotter'N Hell weekend. A scattering of rooms will be released last minute because of no-shows or cancellations, and we will be post them as they become available on our website at www.HH100.org/lodging as well as the main HHH Facebook page.

Out-of-town cyclists should be aware that accommodations for the HHH are not limited to just area hotels. Over the years, we have developed an excellent network of places for our cyclists to stay. There's our HHH Host Homes program, the YMCA, the MPEC (RV's and tenting—see sidebar), area church camps and nearby businesses that host people who need either a furnished place or simply enough space to toss a sleeping bag, or three.

The HHH Host Homes program connects out of town cyclists with area community members with available space in their homes, according to Marie Libby, program coordinator. Although she works with about 150 to 200 host homes, Libby indicated that a true count of the host homes involved is closer to 500, or even more.

"We have people call us every year volunteering to take riders into their homes," she said. "But a number of long-time riders have already made friends with homeowners and they've built their own 'family-type' relationship, returning year after year. It is like a reunion for many riders and homeowners, so we don't have a way of tracking the numbers. It's

just that it works great and homeowners and riders love it." If an out-of-town cyclist is interested in staying with a family, or an area homeowner wants to open their home to riders, please email Libby or Sam Beauchamp at hh100host@gmail.com or call them at (940) 264-3434 and leave a message, and they'll return your call. Host Homes begins accepting information on available rooms starting in July, and starts matching riders with rooms August 1.

Comfortable accommodations for cyclists are also available at the Downtown YMCA, downtown Wichita Theatre, Black Sox Training Facilities (Burkburnett), and the Camp Perkins Scout Camp. The Elm Street Bed and Breakfast and Wildcatter Hotel (both in Graham), Camp Chaparral (Iowa Park) and churches like First Christian, Lamar Baptist and St. Paul Lutheran also host overnight stays.

Cyclists can camp indoor at the spacious Downtown YMCA (1010 9th Street), which puts them three quick blocks to the HHH starting line. The cost is \$30 per night and includes restrooms, showers, hot tub, steam room, air conditioning, bike storage and a light breakfast on ride day. Riders

must bring their own sleeping bags, air mattresses and towels. The Y has been housing riders for over a decade, according to Noel Filer, mission advancement director. They begin taking calls and online reservations in early April. For questions call (940) 322-7816, and to register, go to www.ymcawf.org

Camp Chaparral is a privately owned Christian camping site, located on a scenic landscape 10 minutes from the HHH start line. It's ideal for individual riders, teams and family groups. "We recently added upgrades and additions to our facilities," said Charles "Chuck" Hill, Chaparral's executive director. "Our new Youth Retreat Lodge gives us the ability to serve more than 500 guests with accommodations and dining services. We have 16 different rooms that work great for club and team riders of 12 to 18 cyclists."

A Friday dinner buffet (a pasta feast) is available in the dining hall at 6-8 p.m. Breakfast is served between 4-6:30 a.m. Saturday and consists of pancakes, eggs, oatmeal, biscuits, bacon, sausage, cereals and various beverages. For more information on Camp Chaparral, call (940) 855-4182.

There are more lodging locations listed on the HHH website <http://hh100.org/lodging/alternate-accommodations> with phone numbers or email addresses. Additional sites, as they become available, will be listed on the HHH website.

RV'S & TENTS AT MPEC

Around the Multi-Purpose Event Center, which hosts the Hotter'N Hell Hundred, there are numerous spaces and options available for recreation vehicles and tents within a half-mile of the HHH start/finish line.

Space for RV's with electrical hookups is limited, and admission is on a first-come first-serve basis. Entry begins no earlier than Wednesday, August 23. In previous years, those spaces have usually filled up by Thursday.

There are 264 spaces for RV's on grass lots (west of Ray Clymer Exhibit Hall) and 76 spaces at the J. S. Bridwell Ag Center (Ag Barn). The cost is \$20 per night. Each has 30-amp hookups with water, but there is no onsite dump station. Parking passes are purchased at the Main Box Office at Kay Yeager Coliseum, with the daily charge beginning the day the RV arrives onsite.

There's also an almost unlimited number of FREE RV parking spaces in a designated area behind the Ag barn, where RV's can self-contain.

Tents may be set up on designated spots on the MPEC grounds, most of which are on the banks of the Wichita River. There is no charge for tenting space.

Free cold water showers and rest rooms are available at the Ag barn.

Please call the MPEC at (940) 716-5500 for additional information about RVs and the tent areas. Online, see www.hh100.org/rv-and-tent-camping/

There are additional RV parking opportunities available. Please see our official HHH website at www.hh100.org/rv-and-tent-camping/

Houston Group at the YMCA



GOLDEN WHEEL

Hotter'N Hell Hundred's VIP Package

Hotter'N Hell Hundred created the very exclusive Golden Wheel VIP Package in 2016 to celebrate its 35th ride. Our first Golden Wheelers were extremely pleased with the experience of having private parking, concierge packet pickup, and a special Primal Golden Wheel jersey and embroidered polo shirt. They kept saying there was really no waiting in line for anything that weekend.

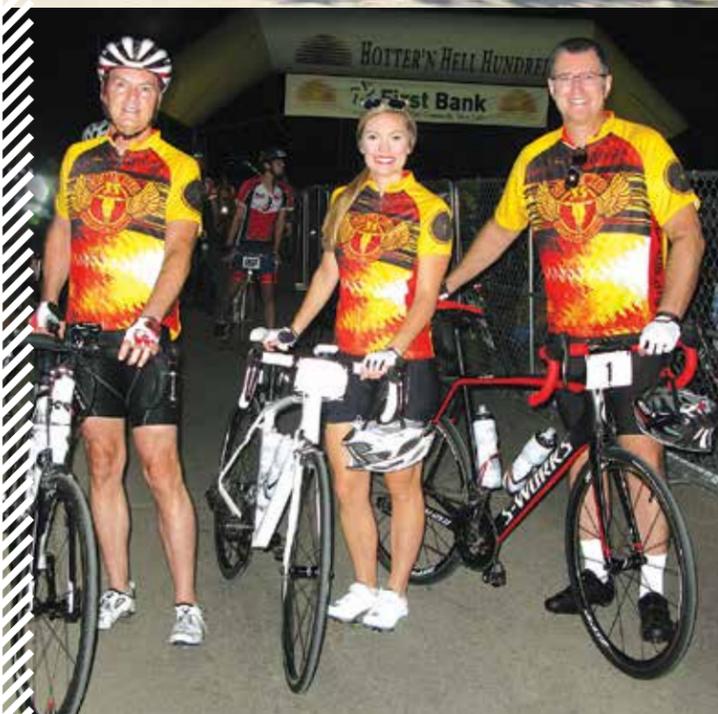
In 2017, we're very happy to bring the Golden Wheel back, with loads of special features and the same exclusivity. Registration at www.bikereg.com/hotternhell100 is limited to the first 75 cyclists on a strict first come-first serve basis.

Golden Wheel riders will always be the very first cyclists to start the ride. They will also have their own hospitality area in Ray Clymer Exhibit Hall. On the route, these cyclists get to enjoy private rest stop areas near at least three standard rest stops. Those stops will have drinks, food and portapots reserved exclusively for them.

Other benefits of the 2017 Golden Wheel package include:

- \$50 HHH Consumer Show bucks to spend.
- An invitation to the Thursday night Vendor/HHH Steering Committee Social.
- Admission to the Friday night Bikin' Mike Keel Seminar.
- Free Saturday barbeque in the air-conditioned Chamber of Commerce VIP tent.
- And more. (For 2017, reserved parking will be moved to the south of the Coliseum because of MPEC hotel construction).

The package costs \$350 (a \$500-plus value) and can be ordered at www.bikereg.com/hotternhell100 For questions about Golden Wheel or its benefits, please e-mail Chip Filer at info@hh100.org.



RW Canine Retreat Boarding & Training Center

Don't want to stray too far from your four legged team mate(s)?

Just outside Henrietta, about 25 miles south of Wichita Falls, RW Canine Retreat Boarding & Training Center offers 16 clean, safe and well-attended kennels for all-sized dogs that will meet any specific dietary or medical needs.

Owned and operated by long-time dog trainer Georgeanne Wimberley, the climate controlled kennel boards at an all-inclusive cost of \$23 per day. Individual kennels are large enough

that some dogs can double up, if there's more than one dog in a family, she said.

Drop off is from 9 a.m. to 3 p.m., and pickup is from 4 p.m. to 5 p.m. The Retreat is happy to work around the schedule of HHH riders. Please contact them to set up times.

A boarding registration form is at www.rwcanineretreat.com, or go to the 'book now' button at [Facebook.com/rwcanineretreat](https://www.facebook.com/rwcanineretreat). Wimberley suggests people make reservations as soon as possible: a waiting list for HHH is available.



Join the Race for Grace Team at the HH100 to create hope and health for children and families in Haiti and the Dominican Republic.

This year International Child Care celebrates 50 years of providing health in Haiti with help from partners:



www.internationalchildcare.org/raceforgrace • 1-800-722-4453 • iccusa@internationalchildcare.org



Medical SUPPORT+

Hotter'N Hell Hundred annually draws over 14,000 road cyclists, mountain bikers and trail runners, as well as nearly 1,000 doctors, RNs, NPs and physical health related professionals to ensure that all of our HHH participants are properly attended.

Led by HHH Medical Director Dr. Keith Williamson and his assistants, a small army of medical volunteers from Wichita Falls, the surrounding area, parts of southern Oklahoma and the Metroplex, work together as teams at 21 HHH rest stops, supported and overseen by Williamson at the medical headquarters at the HHH Finish Line.

HHH has employed this air-conditioned mobile medical field hospital unit as its headquarters at the ride's finish line for the past three years. "They (the units) come with all the necessary medical equipment in a sterile, air conditioned environment. The 20-bed unit could actually be set up to accommodate 100 patients in an emergency situation," according to Wichita Falls Fire Chief (and HHH Steering Committee member) Jon Reese.

The rest stops on the routes treat a variety of scrapes, bruises and sprains. But, they can also address more serious injuries such as broken bones and heat-related injuries including

dehydration. The rest stops, through HHH major medical, can even arrange to have more serious situations transferred to a hospital.

In addition to ensuring that HHH cyclists' medical needs are addressed, HHH Medical Directors bring (and host) physicians and researchers to HHH from across the country to study the body, and things like hydration, in extreme heat conditions. As a result of this research, many medical advances have been made in how to treat cyclists and other athletes participating in HHH-like weather conditions everywhere.

Those real life advances have not only helped HHH cyclists learn how to train better for the ride and its environment, but our physicians have also used these advances to facilitate their diagnoses and treatments for cyclists in need during their hot and windy HHH trek.

"This (HHH Medical Support) is a huge joint effort among countless medical professionals in our city, area and other parts of Texas and Oklahoma," said Ellen Cannon, an RN at United Regional Healthcare, who coordinates nurses and healthcare volunteers during the ride. "We always have one goal in mind," she said, "and that's to make sure these riders are taken care of and we send them home healthy and happy."



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NOV. 18TH 2017
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2017 HHH Store

For the longest time, if you wanted the very newest Hotter'N Hell Hundred jersey, you had to wait until the weekend of the ride to buy it from the HHH store at the Consumer Show. The new HHH Internet store now allows patrons to buy 2017 jerseys, Gemini tanks, bibs, shorts (including mountain bike baggie shorts) and cycling caps online at store.hh100.org.

We ship within 24 hours of receiving your order. Shipments are sent via USPS Priority Mail with a tracking number and an e-mail confirmation that your order is on the way. We take pre-orders for current year HHH jerseys and gear from January through March, and we usually receive them from Primal in spring.

Not only does the HHH online store carry current HHH jerseys, shorts, bibs and hats, but we also have certain sizes of men's and women's jerseys dating back to 2012. "Did a favorite jersey get stained or ruined when you crashed out on it? Check our website and order it, if we have it in your size," said Sandy Fleming, HHH store manager. The online shop also has some Triple Threat jerseys in addition to insulated HHH water bottles, Pyro Pete dolls and posters.

2017 is our third year to carry Primal jerseys, which are sized differently than previous HHH jerseys made by Hincapie. The best way to ensure our Primal jersey or bibs or shorts fit you, is to visit a nearby bike store and try on the same style (and size) Primal gear that you will be ordering. Please note that the club cut/sport cut is different from the race cut.

Start looking for the 2017 HHH merchandise to be shipped in spring 2017. You may preorder now, and we will announce when we receive the shipments from Primal on our HHH store website.

Buyers can pay with Visa, Mastercard and American Express. The online store is open year round with the exception of August 11 through the week after HHH. Texas residents are charged sales tax for their orders.

WE RIDE WITH YOU

PRIMAL is the proud apparel partner of the Hotter'N Hell Hundred



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Where you ride, we ride. We are there with you pedal for pedal. That's why we partner with cycling events who are making a better world for bicycling, a better world for all of us.

For a limited time, all Hotter'N Hell Hundred participants can receive 10% off their next purchase at Primalwear.com. Use code IMHOTTER. Stop by the Primal booth at the event for a special rider benefit.



21st Annual Ride!



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Produced by the Mesquite Rotary Club

8 am on June 3, 2017

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(Mesquite Convention Center)

•Contact & Info - RodeoRoadRally.com

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•Choice of 3 Controlled Starts

20, 40 or 60 miles

•Breakfast & Lunch, catered by Panera Bread,

Whataburger and others

HELL'S GATE

Every year at Hotter'N Hell, Hell's Gate is a popular place to root on the 100-mile HHH cyclists. Colorful, fun and just a little loud, Hell's Gate is also a festive place to have your picture taken with the friendly Pyro Pete and pretty Sweat Gutr Devil, while listening to members of the Burk Burnett High School Marching Band play.

Along with the Hell's Gate fun, there's also a serious side to this popular HHH landmark, said HHH Ride Chairman Roby Christie, and that's the safety of 100-mile cyclists. Located at the intersection of Texas 240 (Burkburnett Road) and I-44, Hell's Gate is a strategic waypoint for 100-mile hopefuls, where they can make a choice. "At 62 miles, they can ask themselves, 'Have I got another 38 miles in me considering this heat and wind and whatever? Or, am I going to take the escape route (Pryo's Retreat that takes them to the 100K route) and finish at 75 miles? Hell's Gate gives everyone that last opportunity to make a logical decision one way or the other."

Hell's Gate was developed by Dr. Scott Williamson, a former HHH Medical Director, to ensure riders weren't on the 100-mile route for more than 12 hours. It's scheduled to close each year at 12:30 p.m., but current HHH Medical Director Dr. Keith Williamson (Scott's younger brother) can close Hell's Gate earlier, if ride weather – based on the American College of Sports Medicine guidelines--becomes unsuitable for safe cycling. In the extremely hot and windy 2011 ride, for example, Williamson closed Hell's Gate at 11 a.m.

Christie said that having the HHH medical staff make this important determination can give riders confidence that if they reach Hell's Gate before it

closes, the weather conditions are safe for them to finish the 100 mile route. "That makes some people really happy and it upsets others, but at the same time, one of the first things to go once you are feeling the effects of heat illness is your ability to make rational decisions. That turns that rational decision over to us." Before Hell's Gate and the creation of the Pyro's Retreat, Christie said, "we were bringing a lot more riders to the finish line in sag wagons."

"If you finish your ride feeling pretty good—even though you're tired and hot—you had a good time," he said. "The whole idea is we want people to have a good time. But if their ride becomes a survival mission, then they're not having a good time, no matter what they say. Hell's Gate serves the purpose of helping more people have a good time by finishing able to stand up."



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CONTACT INFO: Find us as BTX Bike Rally on Facebook, at www.BTXroundupride.com or call TJay 806-236-9529 or Deb 214-862-3608. Register at www.bikereg.com

The only ride with a cupcake waiting for you at the finish line!

TRAIN SMART

by Bikin' Mike Keel

GET READY FOR THE RIDE

Whenever you do something challenging, it is a good idea to prepare for the challenge. Last year we told you about a lot of items that we need to deal with in getting ready for our ride at the Hotter'N Hell Hundred. We talked about heat, hydration, nutrition (before, during and after the ride), apparel, ride pace and warning signs. In case you missed that item, you can view it here: www.BikinMike.com.

LET YOUR DISTANCE BE YOUR GUIDE

The distance you plan to ride at the HHH can provide a great deal of guidance as you ride your way to August. Since you are reading this in May, we are providing 3 months of calendars for you to use as "distance guides" for your preparation. The goal of our Distance Guides is for you to use them to make sure you have enough miles in your legs to experience a successful ride at the HHH. These guides will help you build your endurance, while acclimating to the heat, without spending too much time on the bike. Too much time can wear you out before the big event, and too little time can put you on a SAG vehicle before you make it across the finish line.



RIDE CALENDAR

We have provided 3 months' worth of ride calendars to guide you through the process. In order to get the most from your training, please use the following information to help you build your fitness as you ride: Each week, you should have 1 hard ride, 2 easy rides and one graduated distance ride. The days of the week that you ride are up to you, as long as you allow for a recovery ride after the Hard Ride effort and before the GDR.

For the **Hard Rides**, after warming up, you should be riding at an aggressive pace, working to keep your heart rate in Zone 4 (80% to 90% of your Maximum Heart Rate). These rides should be no less than 10 miles long and no more than 25 miles long.

For the **Easy Rides**, you should be riding at a moderate to easy pace, keeping your heart rate in Zone 3 (70% to 80% of your MHR). These rides should be no less than 15 miles and no more than 25 miles.

For the **Graduated Distance Rides**, you should ride to complete the target distance – no more and no less. Schedule and

weather may put the ride on a different day of the week, but no more than 1 GDR per week.

Heat: ALL your rides should be in the heat. We are preparing for a long ride in the heat, so riding in the heat will help you properly prepare for the challenge.

We have provided one set of calendars for the 100 Mile Riders and another set of calendars for the 100k Riders.

All GDRs for July are the same distance each week. This is not a misprint. We are riding a consistent distance in July so that our bodies have a good opportunity to acclimate to the heat.

NOW, LET'S GET OUT THERE AND START PREPARING FOR THE RIDE OF THE YEAR!

All of our references to Heart Zones are based upon the information that you can find at the following website: www.idealife.com/fitness-library/heart-rate-training

3 MONTH METRIC CENTURY

JUNE 2017

100K Riders Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Easy 15	2	3 25 Miles
4	5 Easy 15	6	7 Hard 10	8 Easy 15	9	10 30 Miles
11	12 Easy 15	13	14 Hard 10	15 Easy 15	16	17 35 Miles
18	19 Easy 15	20	21 Hard 10	22 Easy 15	23	24 40 Miles
25	26 Easy 15	27	28 Hard 10	29 Easy 15	30	

JULY 2017

100K Riders Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 40 Miles
2	3 Easy 15	4	5 Hard 10	6 Easy 15	7	8 40 Miles
9	10 Easy 15	11	12 Hard 10	13 Easy 15	14	15 40 Miles
16	17 Easy 15	18	19 Hard 10	20 Easy 15	21	22 40 Miles
23	24 Easy 15	25	26 Hard 10	27 Easy 15	28	29 40 Miles
30	31 Easy 15					

AUGUST 2017

100K Riders Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2 Hard 10	3 Easy 15	4	5
6	7 Easy 15	8	9 Hard 10	10 Easy 15	11	12
13	14 Easy 15	15	16 Hard 10	17 Easy 15	18	19
20	21 Easy 15	22	23 Hard 10	24 REST	25 REST	26
27	28	29	30	31		

3 MONTH CENTURY

JUNE 2017

Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Easy 25	2	3 30 Miles
4	5 Easy 25	6	7 Hard 15	8 Easy 25	9	10 40 Miles
11	12 Easy 25	13	14 Hard 15	15 Easy 25	16	17 50 Miles
18	19 Easy 25	20	21 Hard 15	22 Easy 25	23	24 60 Miles
25	26 Easy 25	27	28 Hard 15	29 Easy 25	30	

JULY 2017

Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 65 Miles
2	3 Easy 25	4	5 Hard 15	6 Easy 25	7	8 65 Miles
9	10 Easy 25	11	12 Hard 15	13 Easy 25	14	15 65 Miles
16	17 Easy 25	18	19 Hard 15	20 Easy 25	21	22 65 Miles
23	24 Easy 25	25	26 Hard 15	27 Easy 25	28	29 65 Miles
30	31 Easy 25					

AUGUST 2017

Weekly Goals: 50 to 100 Miles, 1 Aggressive Ride, 2 Moderate Rides, 1 Graduated Distance Ride

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 Hard 15	4	5 70 Miles
6	7 Easy 25	8	9 Hard 15	10 Easy 25	11	12 75 Miles
13	14 Easy 25	15	16 Hard 15	17 Easy 25	18	19 80 Miles
20	21 Easy 25	22	23	24 REST	25 REST	26
27	28	29	30	31		

Spaghetti dinner

Catch up with old friends, new friends and fellow cyclists while enjoying the all-you-can-eat Hotter'N Hell Carbo Load!

The Friday night all-you-can-eat Spaghetti Dinner has been a Hotter'N Hell staple since 1985. The tasty pasta feed will be held at 5:30 to 9 p.m. Friday, August 25 in the lower level of the air conditioned Kay Yeager Coliseum. Pasta lovers can sign up for the dinner for \$10 when they register for their ride; or they, their guests and visitors can still buy tickets at the door for \$10.

Some 3,500 to 4,000 people will get their pasta on Friday night, according to Rick Hatcher, the chair of the spaghetti dinner since 1997. Hatcher and members of the North Texas Chapter of the Texas Restaurant Association work hard with 200 volunteers to make sure diners have plenty of fresh pasta, sauce, breadsticks, salad, cookies and iced tea.



"The dinner's a bargain, and the company is amazing, said Hatcher.

Many cyclists swear by carb loads as a great way to cap off a five day (or more) consecutive carb-friendly diet. Pasta is an easily digestible carbohydrate that is stored in muscles as glycogen, which serves as a perfect fuel for HHH riders to draw on to complete the demanding Saturday ride in front of them.

ALL-YOU-CAN-EAT

Carb LOAD

Meals are served by members of NORTH TEXAS RESTAURANT ASSOCIATION

FRIDAY AUG. 25 | **\$10 PER MEAL**
5:30p - 9:00p MPEC | Meat or vegetarian sauce, spaghetti, salad, bread & drink

Follow the signs to the Spaghetti Dinner at MPEC

Make your reservations online while registering for the Hotter'N' Hell Hundred. HH100.org. Tickets will also be available at the door.

STILL STRONG AND GROWING IN NORTH TEXAS. LOOK FOR OUR NEW BRANCH IN FRISCO IN 2018!
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Find us on Facebook

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2017 PRESENTING SPONSOR HOTTER'N HELL 100

First Bank

Member FDIC

HOTTER'N HELL HUNDRED

Schedule of events

Hotter'N Hell Hundred 2017

Thur. Aug. 24, 2017 THE FIRST DAY OF HHH FESTIVITIES!

3:00p	The Consumer Show Sports Massage	Multi-Purpose Events Center (MPEC) Exhibit Hall
4:00p	Packet Pickup and late registration open USA Cycling race registration Wee-Chi-Tah Off-Road events registration (run only)	
8:00p	All Activities close.	

Fri. Aug. 25, 2017 THE CELEBRATION BEGINS!

9:00a	Wee-Chi-Tah Off-Road events registration begins	Bridwell Ag Center
10:00a	Wee-Chi-Tah Off-Road Mountain Bike Trail Races begin	
1:00p	Consumer Show begins Sports Massage opens	MPEC Exhibit Hall
2:00p	Packet Pickup and late registration open for Ride and Race participants	
3:00p	Finish Line Village Opens	
5:00p	criterium for USA Cycling racers begins <i>Great races to watch from MPEC parking & East steps of the Coliseum- 5 PM to 7:30 PM</i>	Finish Line Village
5:30p	Spaghetti Dinner opens	Kay Yeager Coliseum (Lower Level)
7:00p	Start Smart/Ride Smart "How to have a successful ride at the HHH" <i>Presented by Bikin' Mike Keel- Author of "Train Smart"</i>	MPEC Seminar Room
8:00p	HHH Pace Group Meeting	
8:45p	Race Official's Meeting <i>(USA Cycling Officials and invited guests only)</i>	HHH Bldg- 104 Scott St.
9:00p	Spaghetti Dinner closes	
10:00p	Consumer Show, Finish Line Village, Registrations, and Packet Pickup Close	

Sat. Aug. 26, 2017 THE HEAT IS ON! THE RIDE & ROAD RACES BEGIN!

5:00a	Breakfast	Kay Yeager Coliseum (Lower Level)
5:00a	Packet Pickup & Late Registration <i>(USA Cycling racers - no registration)</i>	MPEC Exhibit Hall
5:30a	Morning Praise and Worship	3rd and Lamar
6:45a	USA Cycling Road Races begin	Lincoln St. & Burkburnett Rd.
7:00a	Registration for the Ride closes	MPEC Exhibit Hall
7:05a	Flyover Cannon Blast and the official start of the Endurance ride for 100 miler riders, 100k, 50mile, 25mile and 10k routes <i>(Tandems & Recumbents start at 2nd Street)</i>	HHH Start Line Scott Ave 1st to 10th Streets
8:00a	Finish Line Village & Food Court opens	2nd and Lamar
9:00a	The Consumer Show Opens Sports Massage	MPEC Exhibit Hall
10:15a	Outdoor Concert. Bands: TBD <i>Ends 3:30p</i>	2nd and Lamar
11:00a	Road Races finish	3rd and Lamar
12:00p	USAC Awards presentation <i>(based on category completion time)</i>	Finish Line Village Concert Stage
4:00p	Consumer Show Closes	
5:00p	Finish Line Village & Outdoor Concert closes (7:00PM: All activities close)	

Sun. Aug. 27, 2017 WRAP UP THE TRIPLE THREAT!

7:00a	Wee-Chi-Tah Off-Road Trail Run, 10k, and Half Marathon Distances	
7:00a	criterium for USA Cycling racers	Friday route East of Kay Yeager Coliseum: Great races to watch

COME PLAY IN THE DIRT WITH US HOTTER'N HELL HUNDRED WEEKEND



Trail Race

Brought to you by: Streams and Valleys, Hotter'N Hell Hundred & the Wichita Falls Runners Club

AWARDS!

Mountain Bike Race: Overall, Cat 1, Cat 2, Cat 3, Jr. (18 & under) - 10 year age groups. (Male & Female)

Trail Runs: Overall, Masters, - 5 year age groups. (Male & Female)

Triple Threat: Complete the mountain bike race, the HHH 100 Endurance ride (single bike, no tandems.), and the 13 mile trail run and receive the famous "I Survived the Triple Threat" award!

MUST HAVE A TIMING CHIP FOR ALL THREE EVENTS. We reserve the right to combine or expand categories on all events.

All Dirt Events start and finish at the **The J.S. Bridwell Ag Center** 111 North Burnett Street, Wichita Falls, TX 76306 on the North side of the Wichita River, from the Multi-Purpose Event Center.

Proceeds from both events will fund Streams and Valleys for Wee-Chi-Tah trail improvements.

MOUNTAIN BIKE RACE

FRI. AUG. 25

For start times and time limits. Go to www.weechitah.org/wee-chi-tah/ For details!

A USAC Event! - USAC # Pending
You're racing for trophies and bragging rights! No money will be awarded. USAC rules apply.

NO Onsite registration for mountain bike. Enter Early! - Event WILL FILL!

Entry Fees:
- \$10 One Day USAC License (Cat 2, 3or 3b)
- \$40 postmarked before June 1
- \$45 (June 1 - Aug 20) *Please do not mail registrations in after Aug 20, online registration may still be available until Aug 20 12:15 AM.*

Each Cat will close when it reaches 300 riders. All Cats will close on 8/20/17 at 12:15 AM. NO Mountain Bike ENTRIES AFTER 8/20/17 AT 12:15 AM! NO EXCEPTIONS! NO REFUNDS

Packet pick up: MPEC Thursday 4 to 8 pm- Friday 9 AM till the start of last group at start area.

Please do not mail registrations in after Aug 20.

MOUNTAIN BIKE RACE ENTRY

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ GENDER: M F

EMAIL: _____

USAC LICENSE# _____

BIRTH DATE _____ AGE ON AUG 25, 2017 _____

SHIRT SIZE: - CHECK ONE S M L XL XXL

CATEGORY - check one Cat 1 & 2 ride 2 laps - all other ride 1 lap. Each lap 13.1 Miles

CAT 1 CAT 2 CAT 3 CAT 3 hopeful wave JR. (18 & under)

Make checks payable to :Wee-Chi-Tah Trail Races
Mail to PO Box 1588, Wichita Falls, TX 76307

TRAIL RUN

SUN. AUG. 27 • 7am

Entry limited to 800 entrants!

Entry Fees:
13.1 mile run
- \$40 postmarked before June 1
- \$45 (June 1 - Aug 20). *Please do not mail in registrations after Aug. 20, online registration will still be available thru Aug. 20.*
- \$50 Onsite Registration
10k run
- \$25 postmarked before June 1
- \$30 (June 1- Aug 20). *Please do not mail registrations in after Aug 20, online registration will still be available thru Aug 20 at 12:15 AM*
- \$35 Onsite Registration

Packet pick up & late registration: at MPEC, Thur 4 to 8 pm, Fri 1 to 10 pm, and Sun 6 to 6:30 am. No registration on Saturday, we want to ride too! Come out bright and early Sunday morning and we'll take care of you!

Race Info:
- Shirts only guaranteed for entries rcvd by July 15th.
- Waiver MUST be signed at packet pick up.
- Dirt events start and finish on the north side of the Wichita River at the Ag Barn; just walk across Pedestrian Bridge!
- Start time for Run is 7 AM.

We wheel the course, old school and accurate. The wheel doesn't care about clouds and tree cover; your Garmin does.

Please do not mail registrations in after Aug 20.

TRAIL RUN ENTRY

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ GENDER: M F

EMAIL: _____

BIRTH DATE _____ AGE ON AUG 27, 2017 _____

SHIRT SIZE: - CHECK ONE S M L XL XXL

DISTANCE - CHECK ONE 13.1 MILES 10KM

Make checks payable to :Wee-Chi-Tah Trail Races
Mail to PO Box 1588, Wichita Falls, TX 76307

AND THE FAMOUS TRIPLE THREAT! MOUNTAIN BIKE & 13MI TRAIL RUN

All Triple Threat athletes must ride the 100 mile HHH ENDURANCE RIDE! The Road Race course WILL NOT COUNT towards the Triple Threat award!

Visit www.hh100.org for links to online registration for all three sections of the Triple Threat. Remember the off-road/dirt events require a separate entry in addition to Saturday's Hotter 'N Hell 100 Mile Endurance Road Ride. You can sign up for all 3 on one form on line at Bikereg.com

Entry Fees (for Mountain Bike and Trail Run):
- \$10 One Day USAC License (Cat 2 or 3)
- \$75 postmarked before June 1st
- \$85 (June 1 - Aug 20). *Please do not mail in registrations after Aug 20, online registration may still be available until Aug 20 at 12:15 AM*

Packet pick up:
at MPEC Thursday 4 to 8 pm. At J S Bridwell Ag barn Friday 9 to 4 pm. NO on site entries for the Mountain Bike race!
Please go to www.weechitah.org/wee-chi-tah/ for more details.

Please do not mail registrations in after Aug 20.

TRIPLE THREAT ENTRY

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ GENDER: M F

EMAIL: _____

USAC LICENSE# _____

BIRTH DATE _____ AGE ON AUG 27, 2017 _____

SHIRT SIZE: - CHECK ONE S M L XL XXL

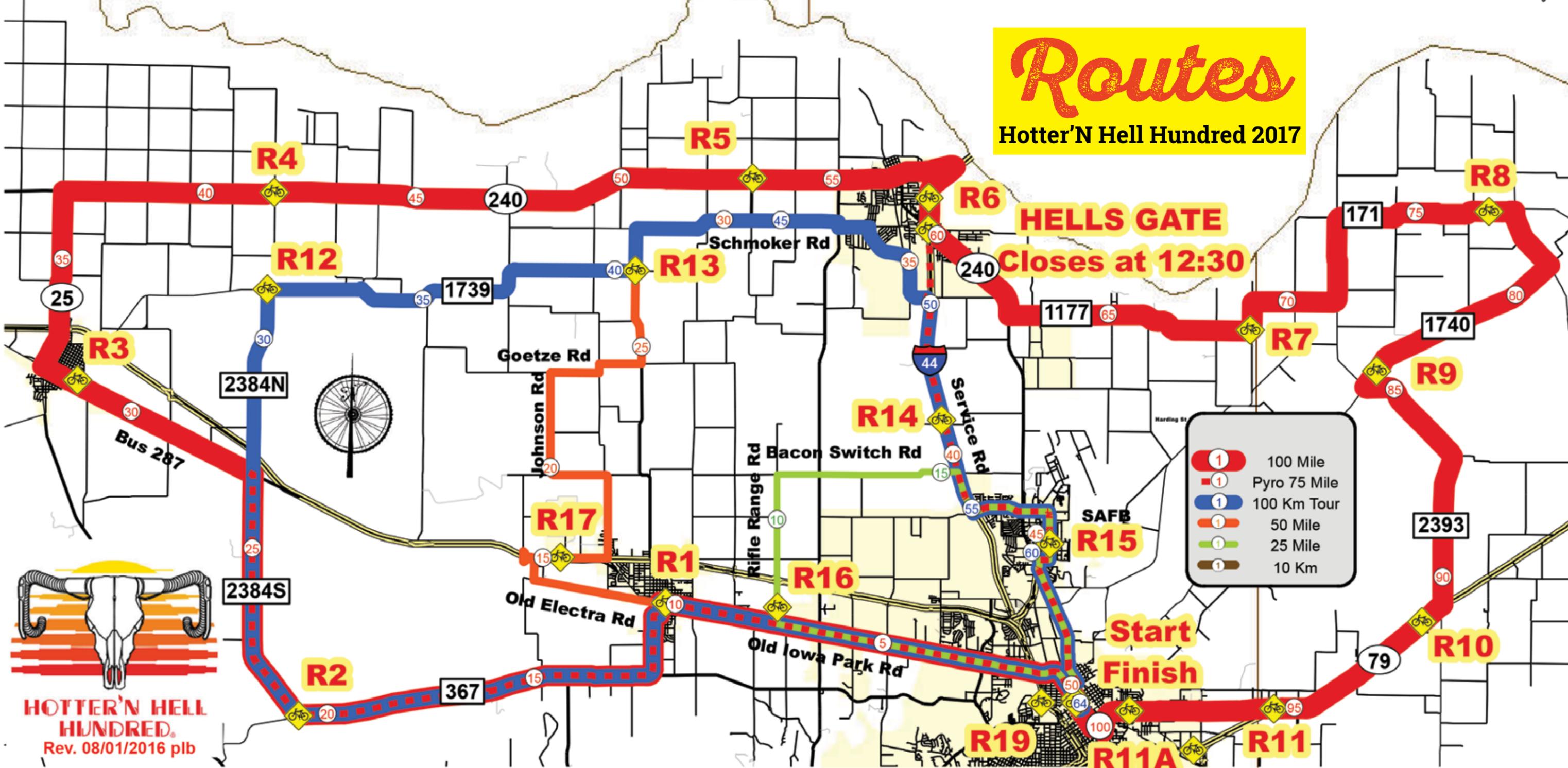
CATEGORY - check one Cat 1 & 2 ride 2 laps - all other ride 1 lap. 1st lap counts as your TT time. Each lap 13.1 Miles

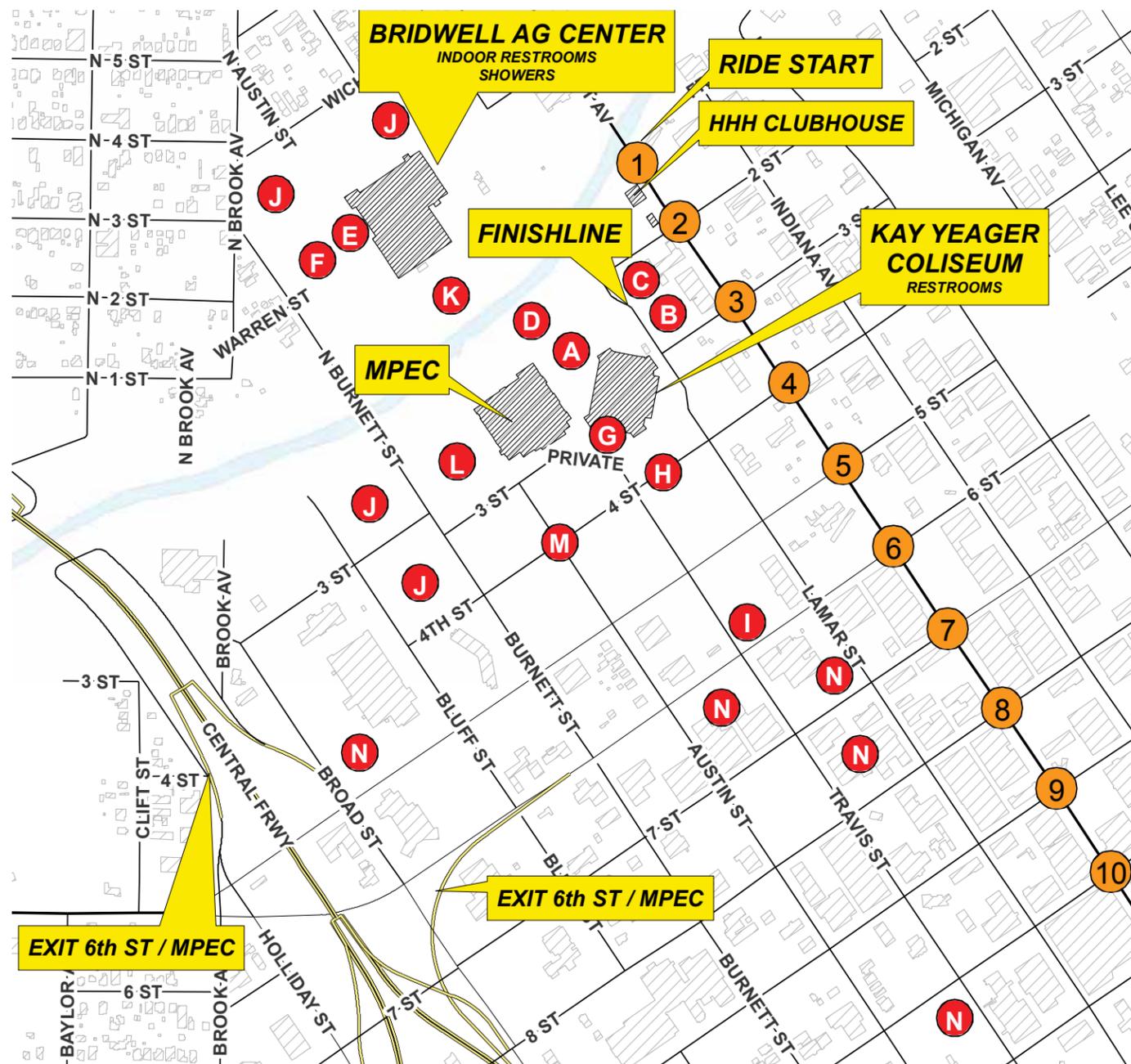
CAT 1 CAT 2 CAT 3 CAT 3 hopeful wave JR. (18 & under)

Make checks payable to :Wee-Chi-Tah Trail Races
Mail to PO Box 1588, Wichita Falls, TX 76307

Routes

Hotter'N Hell Hundred 2017





2017 Downtown Map

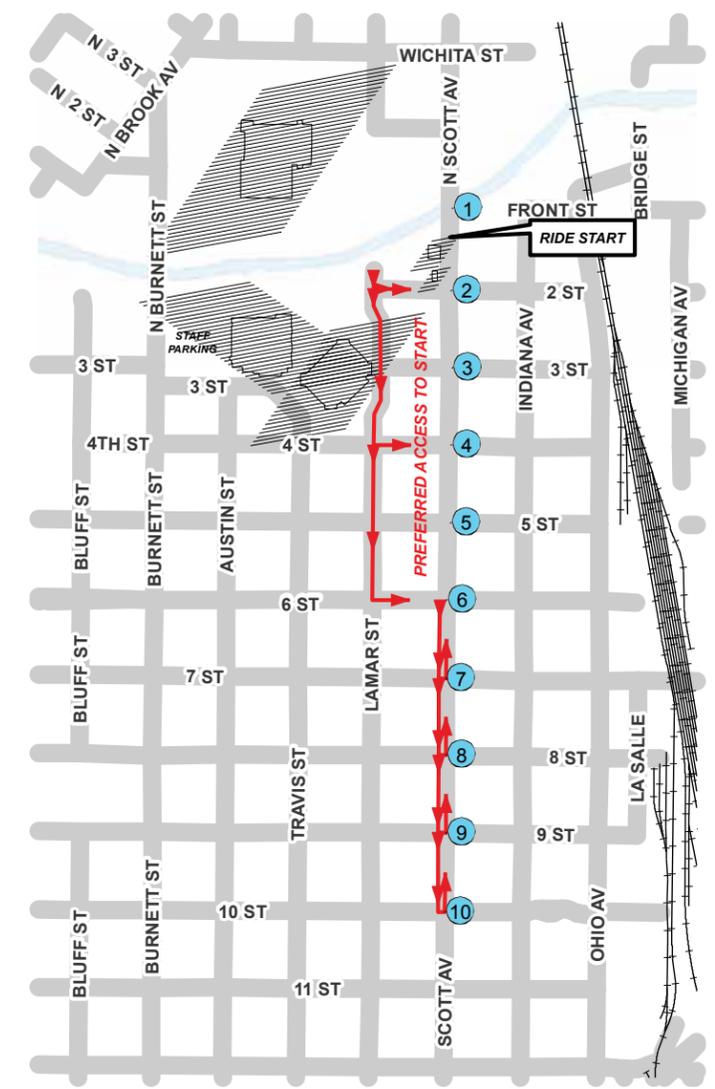
SATURDAY HHH START & FINISH LINE VILLAGE

- | | |
|------------------------------------|------------------------------------|
| A Finish Line Village | H Police Tent |
| B Medical Tent | I Wheel Tent / Radio Return |
| C Finish Line Rest Stop | J RV Parking |
| D Music Stage/Awards | K Tent Camping |
| E Wee-Chi-Tah Trail Run | L Staff Parking |
| F Wee-Chi-Tah Mountain Bike | M General Parking |
| G Bike Lockup | N Overflow Parking |

HHH START LOCATIONS

Please start in your appropriate location!

- | | |
|---------------------|--------------------------------------|
| Enter at 2nd Street | 1 Pace/Tandem/Recumbent |
| | 2 Special Groups |
| Enter at 4th Street | 3 Scorchers "Fast 100 Milers" |
| | 4 Keepers "100 Milers" |
| Enter at 5th Street | 5 Hopefuls "100 Milers" |
| Enter at 6th Street | 6 100K |
| | 7 100K |
| | 8 50 Miles |
| | 9 25 Miles |
| | 10 10K/Inline |



Start Locations

- Enter at 2nd Street:**
- 1** Pace/Tandem/Recumbent
 - 2** Special Groups
- Enter at 4th Street:**
- 3** Scorchers "Fast 100 Milers"
 - 4** Keepers "100 Milers"
- Enter at 5th Street:**
- 5** Hopefuls "100 Milers"
- Enter at 6th Street:**
- 6** 100K
 - 7** 100K
 - 8** 50 Miles
 - 9** 25 Miles
 - 10** 10K/Inline

SEPTEMBER 16, 2017

HALE ON WHEELS

CYCLING EVENT

23 • 30 • 45 • 63 MILES COURSES

For more details: howcycling.org

Hosted by and benefiting the Crisis Center of the Plains & Hale on Wheels Cycling Club

Waco Wild West

The Sweetest Ride in Texas

OCTOBER 7 2017

BE THE MATCH®

100 Miles • 67 Miles • 56 Miles • 25 Miles • 10 Miles

Group Discounts

www.wacowildwest100.com

Hotter'N Hell Hundred 2017 REGISTRATION FORM

Register online @
HH100.org

The HHH Start is at 104 Scott St. on Aug. 26, 2017 at 7am. Rest stops are approximately every 10 miles and will furnish fruit snacks, PowerAde, water and medical assistance. **CPSC approved helmets are required.** It is important to start behind the Official Start Line. Starting early or elsewhere along the route is unsafe for riders and you. No pets, headphones or personal support vehicles please - they present a safety hazard.

Timing chips will be included in your registration fee and are disposable. (no return required)

Waiver of Liability and Registration Confirmation

If you register online by August 20th you will receive a confirmation notice email that will include a waiver of liability that must be signed and presented before you can pick up your packet. Your confirmation notice will also provide maps and other helpful information. Later entries will sign the form at registration. Packet pick up will be open Thursday, 4pm until 8pm; Friday, 2pm until 10pm; and Saturday, 5:30am until 7am. No packets will be mailed. No refunds available.

Send payment by credit card, check or money order with form to:
Hotter'N Hell Hundred
PO Box 2099,
Wichita Falls, TX 76307

Fax: 940-322-1188
HHH Hot Line: 940-322-3223

No refunds available.
No rain days are scheduled.

FIRST _____ LAST _____

ADDRESS _____

CITY _____ STATE ____ ZIP _____ COUNTRY _____

PHONE _____ GENDER: M F

EMAIL: _____

TEAM NAME _____

TANDEM OR RECUMBENT? AGE ON AUG 25, 2017 _____

SHIRT SIZE: - CHECK ONE S M L XL XXL XXXL

DISTANCE YOU PLAN TO RIDE _____ HRS/MIN FOR 100 MI _____

Hotter'N Hell Hundred Options	Amount
Online/Early Registration Fee: \$30 through May 31, 2017; (\$35 beginning June 1st through August 20th) Late On-Site Registration from August 24 through August 26 is \$45	\$ _____
Family Discount: \$25 per person for up to 4 additional immediate family members (from same household) after the first regular fee is paid. No discounts after May 31st. Attach additional registration forms for each family member.	\$ _____
Spaghetti Dinner: \$10 per meal. Reserve dinners for friends and family (meat or vegetarian sauce, spaghetti, salad, drink and bread.)	\$ _____
Breakfast: \$9 per meal (serve 5am till 7am)	\$ _____
Total Fee	\$ _____

Credit Card

If paying with credit card please provide the following information. It will be charged upon receipt of the registration.

Name on Card _____

Card # _____

Expiration Date: _____ Security no. _____



Proud Sponsor of The Hotter'N Hell Hundred!



We work to protect your interests.

Are you a member?

Visit our booth at the
Hotter'N Hell Hundred Expo
Multi-purpose Events Center (MPEC)
1000 5th Street | Wichita Falls, Texas



www.BikeTexas.org

Advancing Bicycle Access, Safety & Education





HHH Rest Stops

Our 21 Hotter’N Hell rest stops are more than 3,000 friendly volunteers handing out cold water, fruit and PowerAde (and occasionally cups of pickle juice). These oases provide riders with much needed respite from the North Texas heat and wind, along with rest rooms and expert medical assistance.

“Our rest stops are what make Hotter’N Hell, the Hotter’N Hell,” said HHH Rest Stop coordinator Dail Neely. “We hear every year that riders keep coming back because the people at the rest stops are so inviting and so fun.” In addition to cold refreshments, shaded places to rest and great medical personnel, every rest stop has two amateur radio personnel to keep the stop’s medical staff in immediate touch with HHH major medical, the executive HHH staff, and county officials in case of medical, weather related or other emergencies.

The 21 rest stops are situated approximately 10 miles apart on the HHH different routes, until rest stop 9 (on the 100-mile route) where the distance between each stop narrows to about every 5 miles until the finish line. This is especially helpful for those longer-distance cyclists experiencing possible dehydration issues near the end of their rides. Neely said the HHH

is the only ride he’s ridden that has medical tents with doctors and nurses at each of its rest stops. Most rides have medical at the start/finish line and maybe a roving EMT who drives the course.

If the HHH rest stops exist first for the cyclists’ needs and their safety, Neely said the volunteers and sponsors also turn them into fun for the riders. “Almost all of the rest stops have a theme like Margaritaville or Disney movies. It’s almost like a little party,” he said. “Rest stop No. 2 has had a pirate theme for at least 5 years, and Kiwanis (No. 14) does ‘Hell Freezes Over’ with giant snow globes and snow cones. It’s almost like a winter wonderland in the middle of August.”

One of HHH’s most beloved rest stops is Sheppard Air Force Base. Nearly 200 Air Force family member volunteers hand out thousands of homemade cookies made by the Military Spouses Group. There’s also High



Five Alley, where dozens of airmen line up on both sides of the block and cheer exhausted cyclists on to finish the last leg of their rides.

In 2017, at least three rest stops will provide special popup tents for the VIP “Golden Wheel” riders, one on the 100K route and at least two on the 100 mile route. They will have reserved portapots for Golden Wheel cyclists and other special services.



WHERE
RICHARDSON BIKE MART
1451 W. CAMPBELL RD.
RICHARDSON, TX 75080

WHEN
JUNE 24
WHEELS ROLL AT 8:15 AM

WHAT
HOTTER ‘N HELL TRAINING RIDE
20 MILE AND 37 MILE ROUTES
15 MPH AVERAGE, NO-DROP RIDES

PLUS! JOIN US FOR MIMOSAS AND SNACKS AFTER AT THE SHOP PARTICIPATE IN THE FREE TRAINING RIDE, PRESENT YOUR HHH BIB NUMBER AT OUR POP-UP SHOP AT HOTTER ‘N HELL AND RECEIVE A LIMITED EDITION GIFT FROM ASSOS AND RBM. VISIT BIKEMART.COM FOR MORE INFO.





CHECKLIST FOR BICYCLE Maintenance

While training this spring and summer for the Hotter’N Hell Hundred, it’s better to train on a properly adjusted, well-running bike. Not only is it safer, but your bicycle will be more efficient and easier to ride.

Whether you ride your road bike year-round or are just now pulling it out of the garage, it’s a good idea to take it to a good bicycle shop to determine its condition. “Your bike definitely needs a good checkup about once a year for your safety as well as to keep things from wearing out, like chains, cassettes and tires,” said Austin Monson, bike repair specialist at The Bike Stop.

While making sure their bikes are safe and in good riding order, riders should also check the manufacturer’s date on the inside of their helmet. If the date is more than two to three years old, most manufacturers recommend that you replace your helmet—whether you’ve had a crash or not.

Cyclists may also consider being professionally fit to their bicycle (by someone with knowledge of bike fitting). “Your riding should be as comfortable and efficient as possible. If you ride a bike that is not properly set up for you, you run the risk of developing injuries,” Monson said.

“The best time to take your bike in for a mechanical evaluation is as soon as possible. The earlier you bring it in, he said, the sooner you’ll be safely out training and riding. While you’re at the shop, ask them to explain what bicycle maintenance a rider can safely perform, and what repairs and work should be left to the pros.”

For example, riders can and should check their tire pressure before each ride. The recommended PSI is listed on the tire sidewall for most road bike tires, and it’s usually from 100 to 120 PSI. Cyclists should also regularly inspect their tires for cracks and any flat spots, and scan their sidewalls for dry rot. Riders should also be able to change a flat tire on the route. They should carry at least one spare tube and a small tool kit with CO2 cartridges, tire levers, and a small multi-tool to make any necessary adjustments on their bike.

Riders should also, on at least a weekly basis, inspect their drive train. It needs to be clean and lubricated, but not over-lubricated, as it can become a sticky mess and attract dirt, which will degrade the parts that roll or rub together.

There should be a light coating of lubrication on the chain and even a lighter coat on the cassette. “If lubrication is needed,” Monson said, “spray a light coat on the chain while rotating the drive train backwards. You’ll want to wipe off the excess with a rag, so the drive train isn’t too wet.”

“It’s a lot easier cost-wise to keep things clean and lubricated than to replace them,” he said. Drive trains can be degreased and re-greased every 300 miles or so (with spray or drip lube). Ask your bike shop which they recommend.



July 14 & 15, 2017

Balloon Launch both Saturday and Sunday mornings!

Now at the Paris Fair Grounds

Balloon Glows, Music, Tethered rides & Vendors!

parisballoonandmusicfestival.com



July 15th, 2017

Routes 20, 26, 35, 57, new 65 and 80 miles!

Bike Trail or Road Routes to choose from!

8:00am start time
Love Civic Center
2025 S. Collegiate Street

For more information and registration:
www.tourdeparis.com

2nd year European Tour of Texas Challenge

Registration website:
www.bikereg.com/the-european-tour-of-texas-challenge



Come and Join Us!

Get ready for the

Hotter 'N Hell

heat wave



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Lawton Fort Sill is located just 45 minutes north of Wichita Falls on Interstate 44



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Sleep Inn
580.353.5555
King or Double \$92.00
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Hilton Garden Inn
580.280.2100
\$92.00
Breakfast included
Special Code: N1363041



Homewood Suites
580.357.9800
\$89.00
Special Code: P07

STRICTLY *Racing*

By Andy Hollinger

There is a writer for The Racing Post magazine (Dallas) who retired from his job at 40 and now gallivants around the western US doing famous and longstanding rides and races. That's what is called in modern America: winning. He sends me these stories, and we call them the "Bucket List." Arguing "Bucket List" bicycle events could fill pages of FB because there really are an awful lot of great rides and races in Texas.

We are a bicycle state.

But, really, there is only one event that would be on EVERY bucket list from every rider. That Universal Bicycle Bucket List event would be Wichita Falls' Hotter'N Hell Hundred. It's been featured in every magazine, and it REALLY is world-renowned. More importantly, when you talk to cyclists from Newbies to Cat 1 pros – everybody had done and remembers doing the HHH.

If the term "Bucket List" is supposed to mean stuff you gotta do before you die – the term applies to the Hotter'N Hell Hundred. Frankly, there are two events, there, that day you must do. The Saturday Rally Ride and USAC race. I've done both and ridden the ride on a tandem with my bride. I've been there every year since I moved to Texas in 1986. Northern California might have the famous "Davis Double" which I did before I left, but Texas outdoes that with its HHH as I soon found out.

Why? Well, let's just get the basics out of the way. It simply is the gold standard for organization and support. Race or Ride, nothing is done half-way nor lost and forgotten. Medical, Sag, Rest stops for the Rally and Feedzones for the Racers – it's all there. For the Rally, you can't get lost and if you find yourself in trouble, help is close by and on the way with roving Sags, medical and more friendly police support than you can imagine. For the race, there is more officials, motto officials, volunteer motto support and wheel trucks that know where they're going than on any other race. The race also offers Rolling enclosure, which means the police enforce the racers' full use of the road and right of way.

Wow!

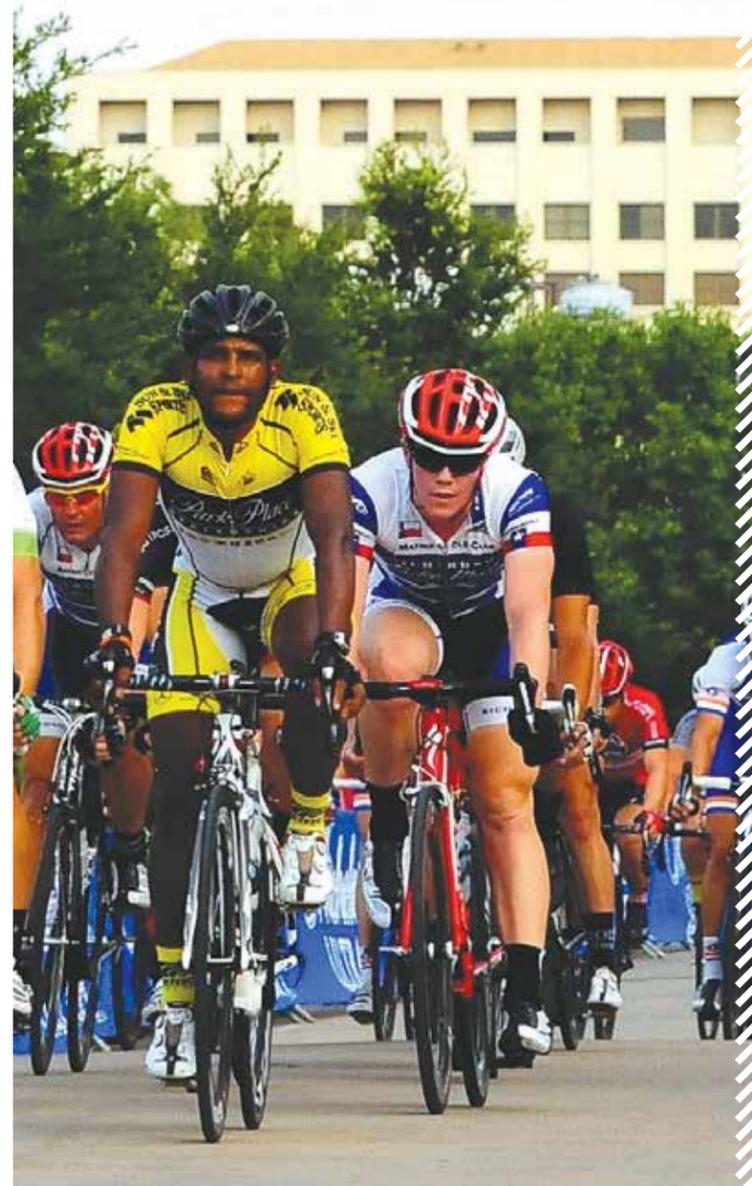
For the rally, the real drawing card is to be on the road with 13,000 other cyclists, a constant stream of bike people as far as you can see behind or, except for a lucky few who are in the Lead LEAD group, ahead. The draft alone is worth the adventure.

Why do the race? Simple – a great race where you battle wind and heat (usually) and not hills. I can fight the first two with the best of them, but, if you are like me and "hill challenged" or where you win the gravity primes this is your race. Packs are good sized where you can get and keep protection, but not so huge you can't make tactical moves when you wish. Another advantage is that you start before the rally, so that even with the 100 mile routes you're done before lunch.

Done before lunch means you can grab some post-race refreshment and walk through the Expo where they really do have neat stuff on sale. With this sort of wind-down you'll feel fresh for the Sunday Crits held at the center.

Okay, what am I missing here? The Road Race is a REAL road race ... one loop, no laps for 62 or 100 miles. This is almost Euro racing. As you go through small towns and pass ranch roads, the citizens come out to watch and cheer. There is literally no other experience like this – the peloton sailing through the Texas morning at xx mph – inches apart, attacks, counter attacks – road racing as it's meant to be. The camaraderie among the racers and the community is real. That's why I go back, year after year.

See you there.



POSSUM PEDAL & THE FOOD TRUCK CHAMPIONSHIP OF TEXAS
JUNE 3, 2017
GRAHAM, TEXAS

POSSUM PEDAL GRAHAM TEXAS
Ciera Bank
Graham Savings

THE FOOD TRUCK CHAMPIONSHIP OF TEXAS

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RECKLESS KELLY
WALKER McGUIRE

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UNITED WAY OF PARKER COUNTY
WEATHERFORD, TEXAS | JULY 8TH, 2017
WWW.PEACHPEDAL.COM

FOR ONLINE REGISTRATION, FIND A HOTEL, GET DIRECTIONS & VIEW THE RIDE MAP.
FOR ALL OTHER INQUIRES CALL (817) 596.5986 OR
EMAIL DIRECTOR@UNITEDWAYOFPARKERCOUNTY.ORG
BENEFITTING WEATHERFORD CHAMBER OF COMMERCE & UNITED WAY OF PARKER COUNTY

United Way



CHIP TIMING

One way cyclists measure their personal progress is by comparing current ride times against earlier ones.

Hotter’N Hell Hundred provides all cyclists and trail runners free professional chip timing by RunFAR Racing Services, a Texas-based company that recently purchased the timing part of Cadence Sports, our long-term timing company, RunFAR will use the same personnel and timing equipment employed by Cadence, so we expect no changes in this excellent timing service. The company will be responsible for our Friday mountain bike race, Saturday endurance ride and Sunday trail run.

The timing chips are extremely accurate and begin measuring time once a cyclist/runner clears the starting arch. Times are recorded several times on the endurance ride route, up until when the cyclist crosses the finish line.

Final times for Saturday endurance riders are uploaded that evening on the www.Runfarusa.com website beginning with the 10K route. Endurance ride participants can also locate their times, by distance, on the HHH website. Dirt event times (mountain bike and trail runs) are posted soon after the event at the JS Bridwell Ag Barn and are later uploaded onto the RunFar and HHH websites.

HHH participants will find their timing chip on the back of their number (provided by MarathonFoto) in their packets. Cyclists attach the number to their front handlebar, according to the instructions provided. Runners wear their number.

“Free timing continues to be a hit with our HHH participants,” said HHH Executive Director Chip Filer. “We offer it to help people keep track of their own progress. This is not an opportunity to race against other people or time out against other cyclists. It’s really an opportunity for cyclists to challenge themselves and to know what kind of progress they’re making.”





TRIPLE THREAT

Consider the Triple Threat Challenge as the Hotter’N Hell Hundred equivalent of a triathlon, except with a thrilling mountain bike race on the scenic Wee-Chi-Tah Trail replacing the sloshy, muddy swimming event.

The demanding three-day Triple Threat combines a Friday mountain bike race (11.5 or 23-miles), the Saturday 100-mile road endurance ride, and the Sunday half marathon (13.1-mile) trail run. Friday and Sunday dirt events are held on the scenic, if also very physically challenging Wee-Chi-Tah Trail, while the Saturday 100-mile ride is held on the hot streets and highways and in wind. “You really have to be an all-around athlete to complete the Triple Threat,” said Trail Race Director Sandy Fleming. Hopefuls should train to push their bodies hard three different ways, three days in a row.”

The Friday and Sunday trail events kick off at the J.S. Bridwell Ag Center (barn). The Cat 1 racers start the mountain bike races begin at 10 a.m. and are followed by Cat 2’s. Both groups ride two 13.1-mile loops. Cat 3 racers (proficient riders) start at 2p.m.,

followed by the Cat 3 Hopefuls (beginners) and then juniors (13 to 18 years old) category. The Cat 3’s and juniors ride one 11.5 mile loop. Riders 18 and under (to 13) are not limited to racing the juniors category. They can Cat up, if they have earned it, Fleming said. Triple Threat contestants ride the 100-mile Saturday endurance ride with the rest of the HHH cyclists, registering (and starting from) either the Hopeful, Keeper or Scorcher 100-mile categories at 7:04 Saturday.

The last leg of the Triple Threat takes off from the Ag Center at 7 p.m. Sunday morning with the Half-Marathon run, which is about 13.1 miles. Non-Triple Threaters can register and run the Half-Marathon or 10K run. A lot of people walk both distances, and there are no time limits to complete them.

Anyone can participate in either of the two dirt events separately, but they are not eligible for a Triple Threat trophy unless they successfully complete all three events. Triple Threat trophies are one of a kind, like the contestants who participate in these grueling three-day rites of passage.



The trophies are made from trees donated from a tree farm near Bonham, Texas. Originally, trophies were hand-sanded and branded by Fleming and her friends. Later, they hired an engraver who lazered the information. For 2017, Fleming and her trail crew will once again sand and brand each trophy individually.

Registration for the Triple Threat or the individual events is at bikereg.com/hotternhell100. Registration for mountain bike events ends at midnight Aug. 20, and late registration is not available. Each mountain bike cat field is limited to 300 cyclists, and racers need a USA cycling license to race. One-day licenses may be purchased online or onsite for \$10. The two Cat 3’s are the first to fill up.

Trail run participants for both the 10K and half marathon may register normally until midnight August 20, but they can also late register onsite the morning of the run. For more information on the Triple Threat, the trail events and registration, please visit the Wee-Chi-Tah

page at Weechitah.org.

A free Friday mountain bike Rug Rats race is available to kids 12 and under. Rug rats race a 1.5 mile mountain bike race on the Wee-Chi-Tah Trail beginning in the Ag barn at 5:30 p.m. Registration opens at 5 p.m., and helmets are provided for riders. A parent or legal guardian needs to be onsite with their children for the event, and they can jog alongside their children, as they race the course. There will be numerous Trail volunteers onsite to ensure all of the riders’ safety. All children who finish get a medal the same size as an adult finisher’s medal.



The trophies are made from trees donated from a tree farm near Bonham, Texas.



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FINISH LINE *Village*

Within an hour of the two sunrise Saturday morning cannon blasts that release over 12,000 cyclists onto our hot, windy streets and highways, an equally impressive after party starts taking shape at Finish Line Village, the Hotter'N Hell version of a ski lodge, except with big tents, awesome live bands and a world of great food choices.

The popular Finish Line Village is located behind the Kay Yeager Coliseum and extends from the HHH finish line to Ray Clymer Hall. It features over 35 food vendors serving the healthiest of organic foods to hot dogs, barbecue, Cajun and pizza. The Village features fun activities for families and kids, as well as a live music concert where three bands (two touring acts and one area group) play from 10 a.m. to 4 p.m. Saturday under an 80 by 160 foot cooled tent.

Finish Line Village starts filling up early Saturday morning with people waiting to cheer on their friends/family members as they finish and/or to cheer on all of the cyclists completing their rides. A large water hose, just north of the finish line on Lamar Street, is set on spray to cool everyone who needs cooling off.

The Finish Line Village isn't just for Saturday. It opens 3 p.m. Friday to entertain and feed those people registering for their rides, picking up their HHH ride packets and shopping the Consumer Show. The outdoor party really comes to life when thousands of criterium fans start lining up both sides of Lamar Street to watching two pro races (female and male) from 4:30 to 7 p.m. Cyclists race by at speeds up to 35 mph and take the numerous corners on the route at impossibly low angles. This year, a new fixed gear bike criterium will be added to the Friday night races and follow the pro1,2 men's criterium.



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100K, 38 mi, 22 mi, 12 mi

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T-Shirt Size: _____

Registration Fee \$25 by Aug. 1, \$30 after Aug. 1.

Mighty Kids Ride-Kids 8 & Under Free: _____

Kids 14 & Under-\$5 discount: _____

Extra T-shirts \$10 ea. (size _____): _____

Total Amount Enclosed: _____

No rain dates.

No refunds.

Waiver: In consideration of the acceptance of this entry, I, the undersigned, assume all risks and full and complete responsibility for any injury or accident which may occur during my participation in any of the Vernon Burnin' Bike Ride events, or while I am on the premises of the event, and I hereby release and hold harmless the Sponsors, Promoters, and all other persons and entities associated with the event from any and all injury or damage and liability. I acknowledge that I am familiar with the dangers involved in participating in such an event and that there may be defects in the riding surface or other permanent or temporary obstacles which I must recognize there may be vehicular traffic along the course. I understand that a bicycle is a legal vehicle in the State of Texas and that I must ride in a legal and safe manner which includes wearing a bicycle helmet.

Vernon COC - 1-800-687-3137 | Email: ricky@wnbvernon.co | vernonjaycees.org
register@active.com

Tour Entry Form (photocopies accepted)

Name _____ Address _____ City _____ State _____ Zip _____ Ph# _____

Gender: M F Age _____ (as of Aug. 16, 2014) T-Shirt Size: _____

Please select one: Registration Fee \$25 by Aug. 1, \$30 after Aug. 1.

12 Mile _____ 22 Mile _____ Mighty Kids Ride-Kids 8 & Under Free: _____

38 Mile _____ 62 Mile _____ Kids 14 & Under-\$5 discount: _____

Extra T-shirts \$10 ea. (size _____): _____

Total Amount Enclosed: _____

No rain dates.

No refunds.

Waiver: In consideration of the acceptance of this entry, I, the undersigned, assume all risks and full and complete responsibility for any injury or accident which may occur during my participation in any of the Vernon Burnin' Bike Ride events, or while I am on the premises of the event, and I hereby release and hold harmless the Sponsors, Promoters, and all other persons and entities associated with the event from any and all injury or damage and liability. I acknowledge that I am familiar with the dangers involved in participating in such an event and that there may be defects in the riding surface or other permanent or temporary obstacles which I must recognize there may be vehicular traffic along the course. I understand that a bicycle is a legal vehicle in the State of Texas and that I must ride in a legal and safe manner which includes wearing a bicycle helmet.

Signature _____ Date _____

(Signature of parent or guardian if under the age of 18.) Send completed form to: Vernon Jaycees Bicycle, P.O. Box 2183, Vernon, TX 76385-2183



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For more information on United Regional's Sports Medicine Program, please call 940-764-5400 or 940-781-8812.

CHILDREN'S ACTIVITIES

Hotter'N Hell Hundred has always been a family friendly event, with plenty of kid friendly events and activities for children and their parents.

Children are welcome to ride the Saturday endurance ride—with 10K and 25 mile distances for younger cyclists all the way up to 100 miles for the older and more fit. “We’ve had kids that have ridden all the routes,” HHH Executive Director Chip Filer said. “Most of the real young ones ride the 10K or 25-mile routes with their parents. As they get older, they break out on their own.”

“I recall a number of junior high age kids on the 50-mile and 100K routes in the past when I was out resupplying rest stops. I’ve also seen kids with their parents on the 100-mile course. My only advice is no matter what a person’s age, they need to train for the distance they plan to ride and ride the distance they have trained for.”

Twelve and under mountain bikers have their own dedicated event, the Friday afternoon Rug Rats race on the Wee-Chi-Tah Trail. Registration is free and starts at 5 p.m. Friday. The 1 ½ mile race on the trail takes off at 5:30 p.m. from the MPEC’s J.S. Bridwell Ag Center. Helmets are required and provided for riders. For the Rug Rats event, a parent or legal guardian needs to be there with their young racer(s) to register. There are plenty of volunteers on the trail to ensure the young racers will be safe, but we encourage parents to tag along with their kids.

For more experienced young mountain bikers, 13 to 18, there’s an 11.5-mile junior mountain bike category they can enter in the Friday dirt trail events, said Sandy Fleming, Wee-Chi-Tah trail race director. “The number of racers in our junior mountain bike race increases every year,” she



said. “Some have watched their parents compete, and it’s just a normal thing for them to compete as well.” Fleming added that younger mountain bikers are not limited to just racing in the junior category. Cyclists 13 and up can “Cat” up to the mountain bike category that they’ve earned—for example, if they are an established Cat 3 or even a Cat 2 mountain biker.

Young runners may also participate in the Sunday morning 10K or half marathon runs on the Wee-Chi-Tah trail.

Great non-riding and non-running activities for kids and their parents may be found Friday night and all-day Saturday in the HHH Finish Line Village with its many food vendors and live music. There’s also the Friday night all-you-can-eat spaghetti dinner in the air conditioned Kay Yeager Coliseum, numerous bike and bicycle-related vendors to shop in the Finish Line Village and Consumer Show and finally the Friday night and all-day Sunday criterium races to watch around the Coliseum.



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Cycling bringing *families* together

By Brooke Chase

Bicycling wasn't a part of our life when my husband Mark and I moved to Wichita Falls in 2005. That began to change when we hosted our good friend, Dave Dohnalik, to ride HHH. Helping him carbo-load, pre-ride, and congratulating him as he crossed the finish line turned into an annual event for us. In 2007, Dave convinced my husband to try this "cycling fad," and after buying out a bike shop's worth of gear and embarking on a serious training regimen, Mark rode his first HHH.

It was a sign of things to come. The year before Mark's first HHH, he and I added a baby boy to our household, and from the start, it was obvious William wanted to be just like his daddy. Will followed Mark everywhere and imitated everything, including Mark's interest in cycling. It started with Will riding his tricycle in circles around Mark and then moved on to him helping his father with bicycle maintenance and practicing on his own bikes. It wasn't long before our 7-year-old informed us that he planned to ride in "daddy's 100-mile bike race."

After some serious expectation adjustments, Will and Mark rode their first HHH in 2014, doing 10K. Seeing Will pedal that mountain bike furiously over the finish line, I felt I had reached the epitome of proud. Then I saw his daddy's face watching him, and I was even more proud of the man I chose to be Will's father.

Of course, my boys' first HHH only whet their appetites to ride a longer distance. In 2015, after training together for several months, they rode 25 miles. After that, Will committed to the road and asked for only one thing for his next birthday – a REAL road bike. He and his father shopped and picked it out together, and Will was elated. This joy was enhanced when Will received a genuine HHH cycling jersey as a gift from the HHH office for his next ride; he didn't even notice it was too big. With the next HHH almost 9 months away, Will was ready to begin their training regimen IMMEDIATELY, so they could ride even farther.

These training rides became the highlight of both of my boys' days. And, I love that they spent time together doing

something they both love that involves being outside, being active, and being together. Even when Mark had to cut down on training due to a back injury, Will supported his dad during physical therapy and did not complain when they could only do 25 miles again in 2016. They are a team, and Will was happy because he was riding with his dad. Plus, his new HHH jersey fit him perfectly by then.

Now, we're prepping for the 2017 HHH, and we have another little boy who wants to join the team. Benjamin is almost five, but he feels pretty confident that he can ride a million miles with his dad and brother. Just ask him.

I love being a cycling mom – and not just because it affords me those brief moments of solitude while they ride. I love the health benefits of the exercise. I love that my kids are out in the fresh air. I love that my kids can name more parts of a bicycle than I even knew existed. I love that my boys don't think that there is anything remotely odd about those cycling outfits. And, mostly I love that these guys of mine are spending this time bonding and growing and laughing and learning, all while doing something they love together.



2017 Social Media

Want to know the latest news and updates about Hotter'N Hell Hundred? Follow HHH Social Media.

HHH regularly updates its main HH100.org website and posts daily on its Facebook, Twitter and Instagram accounts.

"Social media is probably the most effective way of staying in contact with our cycling community," said HHH Executive Director Chip Filer. "We make a strong effort to keep the word out in front of people.

"Facebook for Hotter'N Hell has grown significantly over the last several years," he said. HHH has multiple accounts on Facebook and Twitter and one each on Instagram and Snapchat. The websites are updated daily by Filer, WF Streams & Valleys Executive Director Sandy Fleming and social media assistant, Carter Richards.

HHH social media is also for cyclists, mountain bikers, racers, trail runners and cycling fans to ask us and the cycling community questions. We also hope HHH riders will share their own HHH pictures and stories, past and present.

 The main HHH Facebook page is [HotterNHell100](#). The Facebook photography page is [Hotter'N Hell 100 Photography](#), where area photographers post. Everyone is welcome to post their images here.

The Facebook Triple Threat page is [Wee-Chi-Tah-Trail](#). This page also lists year-round trail openings/closings and weather-related hazards.

 [@HotternHell100](#) focuses on all aspects of HHH, but primarily bicycling.

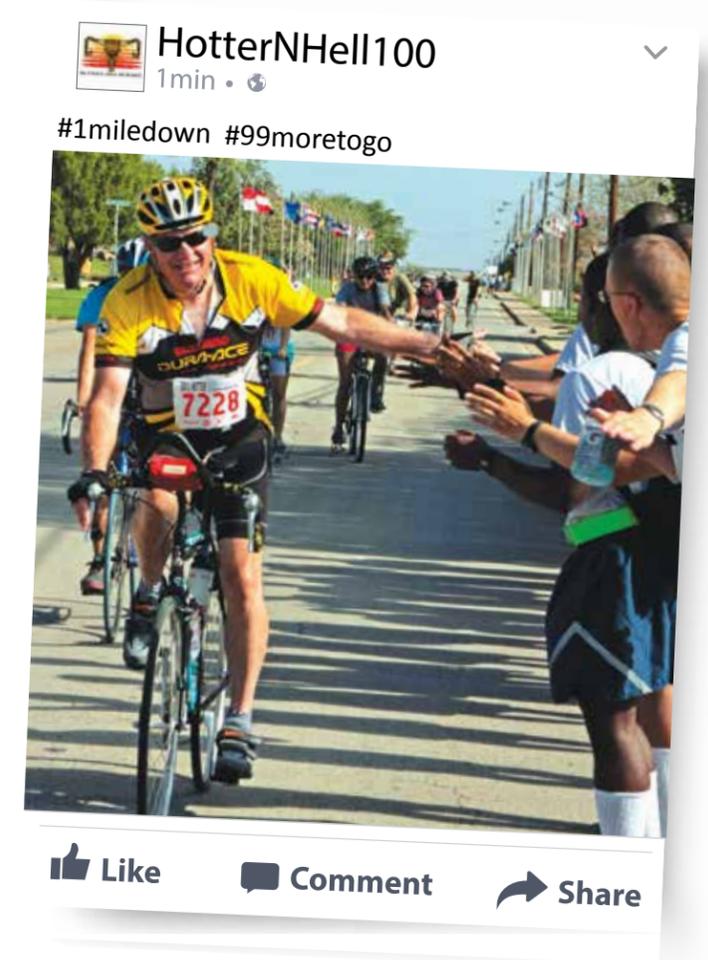
[@WeeChiTahTrail](#) is for trail runners/mountain bikers.



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 Instagram is [Thehh100](#) for all events.

 Snapchat is [hotternhell100](#) to post or watch short HHH-related videos.

Our Facebook, Twitter and Instagram accounts are active year-round, and we invite everyone to use them to enhance their 2017 HHH experience.



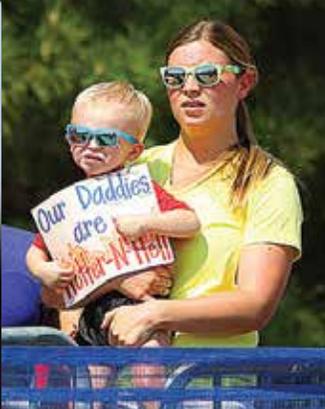
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Renee Christie	Registration / Trouble Desk	Carmella McBeth.....	Massage Therapy	Ken Webb	USAC Race Committee
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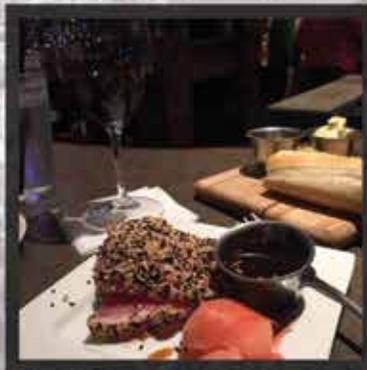


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