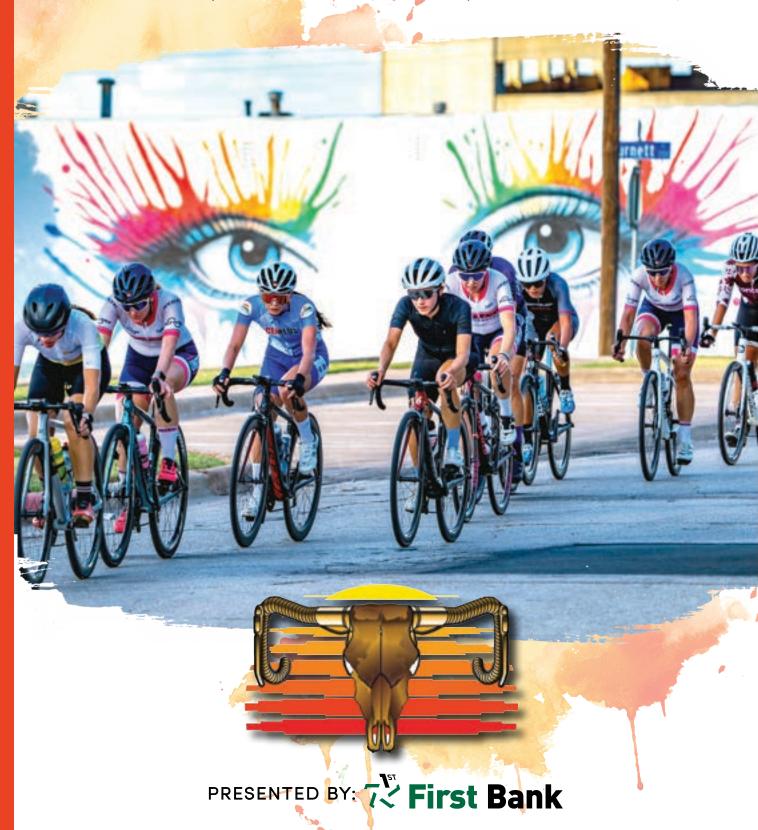
# HOTTER'N HELL HUNDRED RIDE GUIDE

HH100.ORG | AUG 24-27, 2023 | WICHITA FALLS, TX







Wichita Falls Brewing Company



Progress & Provisions



Half Pint Taproom



The Depot Axe Throwing Lounge



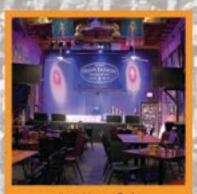
Highlander Public House



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### TO THE 2023 HOTTER'N HELL HUNDRED RIDE GUIDE! YOUR SOURCE FOR THIS YEAR'S HHH WEEKEND.

One of our biggest changes for 2023 is the inclusion of the first-ever Saturday day downtown Criteriums that will run from 3:30 to 9 p.m. The start and finish is at 8th and Travis (very similar to the Friday Night Crits). Crits are crowd friendly and will give cyclists and fans more opportunities to enjoy a full day of entertainment and activities on Saturday.

For maps and criterium schedules for the full weekend, please see the Criterium story in this Ride Guide.

For those driving into town to ride the HHH, and needing parking around the MPEC, please see our 2023 Downtown Map in this Guide. For info on tenting and RV parking at MPEC, please see our Accommodations story. Any updates, along the way, regarding HHH parking and accommodations, will also be posted on our HHH Facebook accounts and HH100.org website. (See our Social Media story for addresses).

2023 will mark the first year that Midwestern State University will open up a dorm for HHH participants to stay. Both the prices and the amenities are an amazing deal!!! Please contact https://msutexas.edu/housing/hottern-hell-housing.php to sign up and for more details.

Our popular Saturday evening Hotter'N Ale 0.5K and Block Party will move from Park Central (815 Scott St.) to the Wichita Falls Farmer's Market, 713 Ohio St. The Block Party is free to attend and starts at 5 p.m. running through 11 p.m. Our 2022 0.5K sold out in 2 days and online registration starts July 6. The 0.5 begins at the Farmer's Market at 6 p.m.

MPEC will once again do our classic Friday night allyou can eat Spaghetti Dinner and early Saturday morning Breakfast Buffet. If you have not already registered, you can purchase tickets for \$15 each at the Kay Yeager Coliseum. The Spaghetti Dinner has been an HHH tradition since 1985. Breakfast is \$15 at the Coliseum and is served from 5:30 to 8 a.m.

A new vendor, Unlimited Biking, will be renting bikes to cyclists this year for the Endurance Ride. Rentals will include helmets as well as bike adjustments and even pedal installation. Click https://www.unlimitedbiking.com/events/hottern-hell-hundred-endurance-ride/ for more info.

Cyclists will pick up their rented bike from the Consumer Expo at Ray Clymer Exhibit Hall, 1000 5th between 2 PM to 10 PM Friday. They then keep their bike overnight, ride Saturday and drop it off at the finish line (next to 3rd St & Lamar St) once they've completed their ride.

They can also pick up their road bike on Saturday from the same Unlimited Biking booth at Ray Clymer Exhibit Hall between 5:30 a.m. to 7 a.m. After the ride, cyclists will drop off their bicycle at the HHH finish line (3rd St & Lamar St).

Our 2023 Gravel del Fuego gravel grind event will feature three newly designed finisher's patches by area tattoo artist Erin Harman. The length of the Sasquatch (100K) route has been reduced from 67 miles than 60 miles. The gravel event routes will close at 1 a.m. Sunday rather than 2 a.m.

We are once again offering online registrations for a virtual road ride, so cyclists who cannot be in Wichita Falls can still ride the HHH Endurance Ride in their hometown. All virtual entries will receive a ride shirt and a finisher's award by mail. Please register for our 2023 virtual events online at https://www.BikeReg.com/hhh-2023.

Safety is critical to HHH and that's more than simply wearing helmets. It's important for slower riders to stay on the right. We will post signage for the first ten miles that says "Be Safe, Ride Right, Pass Left." Also, please do not ride astride your friends. That slows faster riders and creates dangerous situations.

The annual Friday morning HHH Science of Cycling Symposium: From Lab to the Road will not be held in 2023. The seminar features speakers giving presentations on how cyclists can improve their cycling. We are hoping the symposium returns in 2024.

Our timing company, RunFAR Racing Services, will once again do our timing, which can be tracked on their RUNFARUSA Live Results & Tracking app. Cyclists can get quick and accurate finish results (and friends can track their cyclist friend's estimated progress based on when the cyclist reaches timing mats on their HHH route.)

While HHH continues to expand and introduce new things, we try not to forget what makes the HHH, the HHH: great routes; 20 friendly, well-staffed and supplied rest stops; a staff of nearly 1,000 dedicated professional medical support; and a fleet of SAG wagons, among numerous other significant forms of support. HHH provides riders with every chance to achieve their goals in the brutal North Texas heat and wind--while having a safe and also memorable experience accomplishing those goals.





940.691.0000





### PERSONAL BANKING

Checking Accounts

Savings Accounts

Money Market Accounts

Comfort CDs

### **BUSINESS BANKING**

Commercial Real Estate

Interim Construction

Working Capital Lines Of Credit

Deposit Services

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### The 2023 HHH Official Ride Guide is a publication of The Wichita Falls Bicycle Club.

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For advertising information and reservations with Hotter'N Hell Hundred contact:

Pam Burks 940-781-8831 or burkspam@yahoo.com







Cyclists already began booking their hotel rooms for the 2023 HHH last year. That said, very few of the area's 40 or so hotels will be booked up by the time this HHH Ride Guide is released. Here's a convenient online listing of hotels in the area: https://discoverwichitafalls.com/ hotel

For hotels outside of Wichita Falls (within 60 miles or so), please click https://www.hh100.org/hotels-motels-and-bbs/

Beginning August 1, HHH will begin regularly posting names of area hotels with available spaces on our HH100.org/lodging site. Later that month, we will start listing the smattering of hotel rooms that will be released late in August because of no-shows or cancellations. We'll also include the names and addresses of hotels with available rooms on our main Facebook page www. facebook.com/HotternHell100/

Accommodations are not limited to just hotels. Over the years, we have developed and collected an excellent network of places for cyclists to stay. There's our HHH Host Homes program, the downtown YMCA, the MPEC (tenting and RV's), area church camps and nearby businesses that host people who need either a furnished place or just enough space to toss a sleeping bag.

2023 marks the first year that Midwestern State University will open up a dorm for HHH participants to stay. Both the prices and the amenities are an amazing deal!!! Please contact

https://msutexas.edu/housing/hottern-hell-housing.php to sign up and for more details.

For indoor camping, there's the very popular Downtown YMCA (1010 9th Street), an extremely convenient site three blocks from the HHH Start Line. Keep an eye on their website for more information: https://www.ymcawf.org/causecommunity/hotter-n-hell-camping/. The online page has a FAQ and plenty of details.

Please sign up for the YMCA early, as registration began April 13, and they will limit their campers to 150 this year. Cost is \$70 per night (Fri. or Sat.) or \$110 per two nights (Fri. and Sat.) If you have additional questions about the HHH Indoor Camping at the YMCA, contact Deon McNair, Associate Executive Director at Dmcnair@ymcawf.org

The HHH Host Homes program connects out of town cyclists with area community members who have space in their homes, guest houses, etc. For cyclists interested in staying with a family, or for area homeowners who want to open their home to riders, please email hh100host@gmail.com. Host Homes begin matching riders with rooms on August 2.

We will announce other accommodations as they become available on our social media sites: https://www.facebook.com/groups/HotterNHell100 and also our hh100.org website.

Our HH100.org website also lists descriptions of alternate facilities (a number of which are established church camps) at https://www.hh100.org/alternate-accomodations.

### MPEC Tenting and RV's

There are plenty of convenient tenting spaces around the MPEC, 1000 5th St., which are located about a half mile of the HHH start/finish line.

People who want to literally "camp out" can set their tents up in designated spots on the MPEC grounds, many of which are on the banks of the Wichita River. There is no charge for tenting. Free cold water showers and rest rooms are available at the Ag Barn. Please call MPEC at (940) 716-5500 for additional information about the MPEC tent areas.

Please see https://www.hh100.org/rv-and-tent-camping.

Beginning this year, Recreational Vehicle (RV) spaces will be available to rent via Ticketmaster for the Hotter'N Hell Hundred weekend, Aug. 24-27. These reservations are for the HHH event only. Please reserve your space now, as MPEC said the spots should go fast.

Cost for an RV space is \$50/night for a 50-amp site and \$25/night for a 30-amp site. There is a two-night minimum. To reserve your RV space, visit the Texoma Community Credit Union Box Office at Kay Yeager Coliseum (from 10 a.m. to 5 p.m. Monday-Friday); call (940) 716-5555 or you can go online to https://bit. ly/3paKuqo (The map is also there) Find the dropdown box that will allow you to pick the days you will be on site (it is defaulted to 6-nights). Then, select your site.



### **RW CANINE RETREAT**

Can't travel without your dogs?

RW Canine Retreat (1063 E Hapgood Dr) offers 16 clean, safe and well-attended kennels for any and all-sized dogs, and can meet their specific dietary and/or medical needs.

The climate-controlled kennel boards at a cost of \$28 per day. Individual kennels are large enough that some dogs can double up.

RW Canine Boarding is located just outside Henrietta, about 25 miles south of Wichita Falls. Drop off Thursday or Friday is 9 a.m. to noon., and pickup is from 2 to 6 p.m. Drop off Saturday is from 9 a.m. to noon, and Saturday pickup is from 5:30 to 7 p.m. Sunday hours are from 5:30 to 7 p.m., and Sunday morning pickups can be arranged.

The Retreat will work around a rider's schedule: please contact them.

A boarding registration form is at located www. rwcanineretreat.com, or please contact Jeanie Johnson at (936) 569-3783. Cyclists are recommended to make reservations as soon as possible: a HHH waiting list is available.





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### There's Still Time To Change The Road You're On

### **BIKIN' MIKE KEEL**



If you're planning to ride Hotter'N Hell, but aren't on the "Road To Hotter'N Hell," then you probably should be considering it.

I came to my first HHH in 1987 and had never seen anything like it. I was working for University Cycle and was there to provide mechanical support to 10,000+ cyclists. I had no idea what I was getting in to (I was one of 2 mechanics) and I totally fell in love with it.

As a result of my first HHH, I began working at every area bike ride providing support (usually about 25 rides per year). I began to notice how many repeat riders I saw.

Many explained to me they were training for HHH (especially in the summer months). I'd see a lot of them at HHH, and they were usually having a lot more fun than those who were suffering. The lesson was straightforward: those who prepared for the HHH usually had a better experience than those who just showed up and rode.

For years, I've trained groups of cyclists to ride HHH. For those cyclists who wanted to but could not (mostly for geographical reasons), I wrote a book, "Train Smart," with the same methods and tips I taught in groups.

Once I stopped training groups, I looked for a different way to help people prepare for HHH. I remembered my early on-the-road experiences and put together a four-ride series called "The Road To Hotter'N Hell."

While the RTHH ride bundle (4 rides and a custom jersey) registration closed April 1, you can still ride each ride as you prepare for the HHH. I can promise that when you participate in these rides, AND ride smart, you will arrive in Wichita Falls ready to complete a successful HHH.

RTHH helps you train by exposing you to riding in heat, wind and challenging hills. You develop your hydration and fueling habits. You practice and improve your group riding skills. You discover your best pace for longer rides and, the best part is that you make new friends along the way.

I'll be at each one of the rides and easy to find. I set up near the packet pick-up area with a pop-up canopy and RTHH signage. Come visit with me about HHH, ask any questions, and I'll share my knowledge. No charge. If you are slow enough to keep up with me (that's NOT a typo), I can even ride with you and share tips.

Come join me and hundreds of other cyclists on the Road To Hotter'N Hell. (Bikin' Mike Keel has been a personal trainer for cyclists since 1987. He is owner of Fun Bikin' Enterprises and produces the European Tour of Texas, the Road to Hotter'N Hell and Blazin' Saddle 75. Got a question for Bikin' Mike? E-mail mike@bikinmike.com)

### THE RTHH INCLUDES:



JULY 8
Peach Pedal in
Weatherford
www.peachpedal.com



JULY 15
Tour de Paris in Paris, TX
www.tourdeparis.org



JULY 29 Goatneck in Cleburne www.thegoatneck.us



AUGUST 5
Blazin' Saddle 75 in Granbury
www.blazinsaddle75.com

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### **EVENT SCHEDULE 2023**

Friday

### 11:00 AM - 9:00 PM

Big Dam Bridge 100 Expo - On-site registration and packet pick-up at the Statehouse Convention Center in Little Rock.

### 6:00 PM - 8:00 PM

Gears and Beers Athlete Reception.

Appetizers, beverages and music will be available. This is not a meal...

Free to all athletes. Music, drink, fellowship and more!

Saturday 09.23

### 5:30 AM

Staging for all distance rides opens. Remember to go to your designated corral.

### 7:00 AM

Rider groups start.

Riverfront Drive at Willow in North Little Rock

- Tandems/Charter 6:55 am Blue Corral 7:00 am
- Yellow Corral 7:00 am Green Coral 7:00 am

This will be a continuous start. All corrals will be started at 6:55 am. No late starts are allowed.

### 8:30 AM

BDB 100 Finale Fest area opens - Inside North Little Rock Riverfront Park. At the south end of Willow Street in North Little Rock.

### 3:30 PM

Two Rivers Park, Aid Station #9, (mile 90) closes. All riders must depart this station by 3:30 pm or they will be provided a trolley ride back to the finish.

### 4:00 PM

Burns Park, Aid Station #10, (mile 95) closes. All riders must depart this station by 4:00 pm or they will be provided a trolley ride back to the finish.

### 4:30 PM

**Finish Line Closes** 













February 10-11, 2024



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7:30AM

**4 Tour Routes:** 100K, 33 mi, 22 mi, 12 mi

\$30 Early Registration by Aug.1 (\$35 after Aug.1)

Kids 14 & under: \$5 discount "Mighty Kids Ride" for kids 8 and under: Free

Start/Finish Line: Vernon College Campus

**Early Registration & Packet** Pickup:

Vernon College King Physical Ed Center Friday, Aug. 18, 2023 6:00pm

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For a listing of lodging and dining please log on to vernontexas.info
Registration Fee \$30 by Aug. 1, \$35 after Aug 1.
Please select one:
Mighty Kids Ride-Kids 8 & Under Free:

Do you plan to spend a night in a local hotel/motel?

Gender: M

33 Mile 100 Mile\_\_\_

Bicycle, P.O. Box 2183, Vernon, TX 76385-2183







# SPAGHETTI DINNER AND SATURDAY MORNING BREAKFAST

Our great Friday night spaghetti dinner and Saturday morning breakfast buffet are back. You may pre-register at https://www. BikeReg.com/HHH-2023, or you can conveniently buy your ticket(s) for either meal at the Kay Yeager Coliseum doors. Each meal is \$15 per person. The all-you-can-eat Spaghetti Dinner is served from 5:30 to 9 p.m. Friday. The Saturday morning Breakfast Buffet is served is served in the Coliseum from 5 to 8 a.m.

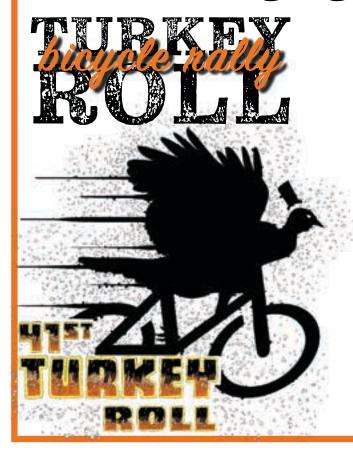
These great meals are not just for cyclists: everyone is welcome to take advantage of the food deals. Bring your riding buddies, friends, family and neighbors who want to check out the atmosphere, the camaraderie and culinary calories in preparation for the single largest one-day century ride in the nation!

The all-you-can-eat spaghetti dinner is prepared by the MPEC chef who will serve a traditional spaghetti dinner along the lines of a fresh green salad, pasta, meat (or meatless sauce), warm breadsticks and iced tea.

Some 3,500 to 4,000 people will indulge in this bottomless pasta event. The "Carb Load" has been a HHH institution since 1985. (It unofficially began as a Saturday catfish dinner in 1983.) Before or after enjoying your Friday meal, you can pick up your HHH packet or late register (from 1 to 10 p.m. Friday) in the Ray Clymer Exhibit Hall. Other fun activities include our Consumer Show in the Ray Clymer Exhibit Hall from 1 to 10 p.m. Friday. (The Expo is also open Thursday and Saturday).

Our Saturday morning breakfast fiesta takes place from 5 to 8 a.m. August 26 at the Coliseum. Everyone's welcome to attend the \$15 Breakfast, with the MPEC chef serving up a menu similar to the previous breakfst menus of fresh fruit salad, fluffy scrambled eggs, crispy country fried potatoes, biscuits and home style gravy, chef's coffee cake, fresh brewed coffee and orange juice. Saturday Late Registration and Packet Pickup is available from 5:30 to 7 a.m. at Ray Clymer, and Consumer Expo hours are from 9 a.m. to 2p.m.

### Routes ranging from 29 to 68 miles



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Details & Route Info



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- Briahna Hughes

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The HHH Michelob Ultra Finish Line Village is the place to be Friday and Saturday for cyclists, family and friends and for anyone who enjoys cycling and having fun.

The open-air Finish Line Village is spread out from the HHH Finish line (Lamar and Third St) to the entrance of the Ray Clymer Exhibit Hall and features around three dozen food vendors with a variety of offerings.

The Village opens at 3 p.m. Friday for cyclists late registering for their ride, or picking up HHH ride packets and/or shopping the Consumer Show. The two Friday USAC criteriums (5:30 to 7:30 p.m.) have moved north of MPEC (see crit story for map and schedule). FLV is also a great place to hang out after the spaghetti dinner, the consumer show and late registration/packet pickup. The Friday FLV closes at 9 p.m.

On Saturday, FLV starts filling up again at 8 a.m., following the 7:05 a.m. HHH Endurance ride start. Everyone is welcome. Local radio announcers

welcome finishing cyclists who can then share their stories while enjoying food and drinks. There's also a large water hose, just north of the finish line, for people who need immediate cooling off.

There will be entertainment under a tent (behind the KY Coliseum) from 10 a.m. to 4 p.m. Saturday. There's plenty of seating space (and tables) for people to hang out, visit, eat and/or dance to a wide array of popular tunes.

Downtown criteriums (see Crit story for location) run from 3:30 to 9 p.m. Saturday. 2023 is our first year to feature these crowd friendly races from Friday through Sunday.

FLV closes at 5 p.m. Saturday, just in time for area cyclists and fans to commute to the Downtown Wichita Falls Farmers Market (713 Ohio). This is where a free block party starts at 5 p.m. featuring a great DJ and games/activities. There is also the ticketed 0.5K which starts there at 6 p.m. (Please see our 0.5K story for information on the event, site and registration).



### BLOCK PARTY AND HOTTER'N ALE 0.5K

In 2023 the Saturday evening Block Party and Hotter'N Ale 0.5K events will return to their original starting place: the Downtown Wichita Falls Farmer's Market (713 Ohio St).

The free Block Party is open to everyone. It begins at 5 p.m. and will run through 11 p.m. Everyone (allages) is welcome to the Block Party. The ticketed Hotter'N Ale 0.5K event will start at 6 p.m. with 300 "runners" making their way on a 0.5K (or 1,640 feet) route through downtown Wichita Falls and hitting designated "rest stops" (established businesses) for beer and various foods, etc. as well as libations, snacks and activities. 0.5 participants must be 21 or over.

The 0.5K will feature four teams: three will walk, and the final team (Very Lazy People) will ride a trolley. The theme for 2023 will be pirates, and each team will be a ship, said Jeanette Charos, marketing director for Downtown Wichita Falls Development. "So, we'll have captains and first mates who will help guide the crew through the treasure map (the route) to find the booty," she said with a laugh.

At least one of those teams should be at the Wichita Falls Brewing Company for the 7:05 p.m. Grava del Fuego start to cheer them off. "Each ship will have a designated color that matches your crew, Charos said. "You can plan your outfit around the t-shirt we will give you."

In 2022, DWFD began selling tickets for the 0.5K on July 1, and sold out in two days. "2023 registration opens on July 6, and we expect to sell out quickly like we have every year," said Charos. Information will be posted at https://downtownwf.com (look for Hotter'N Ale) and tickets can be purchased online.

They're pretty sure DJ MF Maniac (Marcus McGee) will once again be spinning a wide range of tunes from LP's, 12 inches and CD's at the Block Party. There will no shortage of dancing and fun activities such cornhole or ladder golf. There will also be a pirate-oriented photo area at the start/finish for people to take images.

Please contact DWFD at (940) 322-4525 for more information.

Years ago, members of the Wichita Falls Streams & Valleys realized that people were riding/running three HHH weekend events: the Friday morning USA Cycling mountain bike race, the 100-mile endurance ride and the half-marathon Sunday morning trail run. As a result, the first multi-event HHH weekend challenge was recognized and called the Triple Threat with special awards being given.

Multi-event challenges expanded when we added our Saturday Grava del Fuego gravel grind. The Chupacabra 200 features the 100K gravel ride and Saturday morning 100-mile endurance ride. There's also the even more daunting Quadzilla event that combines the 100K gravel ride with the established Triple Threat events.

For information about the Mountain Bike race, The Endurance Ride and the Grava del Fuego ride, please see the stories about them in this guide.

The Sunday 10K and Half-Marathon Trail runs are for avid trail runners as well as anyone who wants to experience our Wee-Chi-Tah Trail. The trail runs begin at 7 a.m. Sunday right outside the J.S. Bridwell Ag Center in the meadow. There are no time limits to finish the runs. For non-runners who want to do a Triple Threat or a Quadzilla, they are welcome to walk the half-marathon distance.

Online registration for the Triple Threat, the Chupacabra 200, the Quadzilla, or any of the 2023 individual events, is available at www.bikereg.com/hhh-2023

For more information on the Wee-Chi-Tah Trail events or the Trail, please visit the Wee-Chi-Tah page at Weechitah.org, or email info@weechitah.org.







### Expert Care—All Along The Way

Our volunteer medical team is passionate about providing expert care to you along the route.

If you need care during your Hotter'N Hell experience, we're close with medical tents on the route, **CarePlus** for urgent needs and the **Bridwell Center for Emergency Care** for emergent needs.



### MOUNTAIN BIKE RACE

The Streams & Valleys USA Cycling Mountain Bike race actually kicks off the HHH weekend of events at 8 a.m. Friday, August 25 from the J.S. Bridwell Ag Center.

The race offers Cat 1, Cat 2, Junior, and Novice (formerly Cat 3) categories in addition to the Clydesdale and Single Speed categories. "For those who don't want to race," said Jimmy Young, area mountain biker and USAC official, "there's also a non-competitive novice category. They will still be considered registered in the novice class, but won't be vying for awards. It's for mountain bikers who just enjoy riding."

Please register for the Mountain Bike events at https://www.bikereg.com/hh-2023. Each mountain bike category field is limited to 300 cyclists, and all mountain bikers need a USA Cycling license to race. There have been numerous changes to one-day pass availability this year. Please go to https://USACycling.org/memberships-old/one-day-licenses for info or please email info@weechitah. org with any questions.

The Novice category mountain bikers and the Junior category (ages 9-18) start at 8 a.m. and are immediately followed by non-competitive Novice mountain bikers. The Novices need to be lined up at the Ag Center by 7:30 a.m. with their legs marked, wearing their bib and ready to hit the trail running.

The Cat 1 mountain bikers start at 10 a.m. and are followed by the Cat 2's.

Cyclists may pre-ride the Wee-Chi-Tah Trail up through Thursday, weather permitting, said Young. The Trail Crew has added a number of bridges and berms since August 2022.

Young recommends for cyclists who are not riding tubeless tires, that slimed innertubes would be a smart alternative.

There will be a fastest lap \$100 payout awarded to the male and female riders racing in the Cat 1 and Cat 2 mountain bike races

Young said they plan to have several EMT's on site on Friday (Mountain Bike) and Sunday (Trail Run) to provide medical support.







# SCHEDULE

### HHH2023

### THURSDAY, AUGUST 24, 2023: THE FIRST DAY OF HHH FESTIVITIES!

3:00p	The Consumer Show Opens Sports Massage	
4:00p	Packet Pickup and Late Registration Open Wee-Chi-Tah Off-Road Events Registration Opens	Multi-Purpose Events Center (MPEC) Exhibit Hall
8:00p	All Activities Close	

### FRIDAY, AUGUST 25, 2023: THE CELEBRATION BEGINS!

7:00a 8:00a	Wee-Chi-Tah Off-Road Mountain Bike Registration Begins Wee-Chi-Tah Off-Road Mountain Bike Trail Races Begin	Bridwell Ag Center	
1:00p	Consumer Show Begins Sports Massage Opens Loosen up for the day ahead.		
2:00p	Packet Pickup and Late Registration Open for Ride, Gravel, Tiral Run and Race Participants	MPEC Exhibit Hall	
3:00p	Michelob Ultra Finish Line Village Opens	Michelob Ultra FLV	
4:30p	Rug Rats Registration - Free Race starts at 5ish	Bridwell Ag Center	
5:30p	Spaghetti Dinner Begins (Lower Level) USA Cycling Criteriums Ends 8:00pm	Kay Yeager Coliseum See Criterium Story	
7:00p	Start Smart/Ride Smart "How to have a Successful Ride at the HHH" Presented by Bikin' Mike Keel - Author of "Train Smart"	MPEC Seminar Room	
8:45p	Race Officials Meeting (USA Cycling Officials only)	HHH Bldg - 104 Scott St.	
9:00p	Spaghetti Dinner Closes, Consumer Show, Michelob Ultra Finish Line Village Close	Kay Yeager Coliseum	
10:00р	Registrations, and Packet Pickup Close		

# OF EVENTS

### HHH2023

### SATURDAY, AUGUST 26, 203: THE HEAT IS ON! THE ENDURANCE RIDE BEGINS!

5:00a	Breakfast Buffet Offered by MPEC 5 AM - 8 AM (Showers Available)	Kay Yeager Coliseum (Lower Level)	
5:30a	Packet Pickup & Late Registration (USA Cycling racers - no registration)	MPEC Exhibit Hall	
	Morning Praise and Worship	3rd and Lamar	
7:00a	Registration for the Ride Closes	MPEC Exhibit Hall	
7:05a	Flyover, Cannon Blast and the official start of the First Bank Endurance Ride for 100 mile riders, 75 mile, 100K, 50 mile, 25 mile and 10K routes (Tandems, Golden Wheels and Special Groups start at 2nd Street)	HHH Start Line Scott Ave 1st to 10th Streets	
8:00a	Michelob Ultra Finish Line Village & Food Court Opens	2nd and Lamar	
9:00a	The Consumer Show Opens Sports Massage	MPEC Exhibit Hall	
10:00a	Outdoor Music under a tent at FLV Ends at 4:00pm	2nd and Lamar	
2:00p	Consumer Show Closes	MPEC Exhibit Hall	
3:00p	Criterium Races Start at 8th and Travis. Finishes at 9:00pm		
5:00p	Michelob Finish Line Village Closes (7:00PM: All Activities Close) Block Party Activities start at 713 Ohio (Downtown Farmer's Market)		
6:00p	0.5K Activities start at Farmer's Market		
7:05p	Wee-Chi-Tah Grava del Fuego Gravel Grinder Official Start & Finish Wichita Falls Brewing Company	701 Indiana	

### SUNDAY, AUGUST 27, 2023: WRAP UP THE TRIPLE THREAT, QUADZILLA & CRITERIUMS

7:00a	Wee-Chi-Tah Off-Road Trail Run, 10k and Half Marathon Distances USA Cycling Criteriums Ends 2:00pm	Bridwell Ag Center See Criterium Story
2:00p	USA Cycling Omnium and Criterium Award Ceremony	8th and Ohio



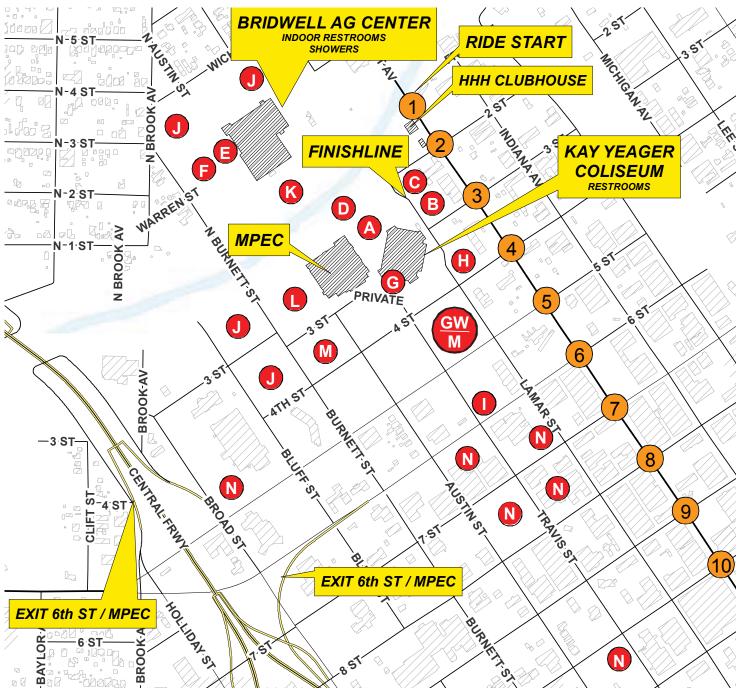












### **Downtown Map**

### SATURDAY HHH START & FINISH LINE VILLAGE

- Finish Line Village
- Medical Tent
- 🕝 Finish Line Rest Stop
- Music Stage/Awards
- Wee-Chi-Tah Trail Run
- Wee-Chi-Tah Mountain Bike
- **G** Bike Lockup

- Police Tent
- Wheel Tent / Radio Return
- RV Parking
- **(K)** Tent Camping
- Staff Parking
- M General Parking
- N Overflow Parking

### **HHH START LOCATIONS**

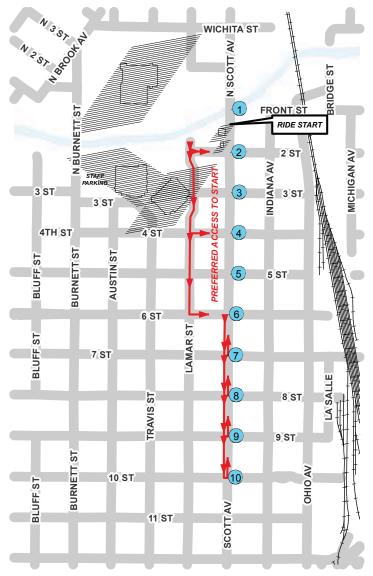
Please start in your appropriate location!

- Enter at 2nd Street Crawns
  - Special Groups

    Scorchers "Fast 100 M
- Enter at 4th Street 3 Scorchers "Fast 100 Milers" 4 Keepers "100 Milers"
- Enter at 5th Street 5 Hopefuls "100 Milers"
  - **6** 100K
  - 7 100K Enter at

**6th Street** 

- 8 50 Miles
- 9 25 Miles
- . 10K/Inline



### START LOCATIONS

### **Enter at 2nd Street:**

1 Tandem and Golden Wheel

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

10K/Inline







Our hundo HHH cyclists know Hell's Gate as a critical landmark they much reach by 12:30 p.m. if they wish to continue their century rides. But the HHH Medical Director can also detour these riders before 12:30 p.m. if weather conditionsset by American College of Sports Medicine-are exceeded and are considered harmful to cyclists.

Located nearly 62 miles into the 100-mile event, riders who are detoured at Hell's Gate follow the 75-mile route to pass through Sheppard Air Force Base, which features the super popular High-5 Line, static aircraft display and a great rest stop.

But Hell's Gate is more than just a safety spot for our cyclists. It's also something of a party space, where cyclists can get their photo taken with Pyro Pete, be cheered on by cycling fans and friends, and also listen to the Burkburnett High School Band.

Former HHH Medical Director Scott Williamson created Hell's Gate as a strategically placed landmark to measure a cyclist's progress to see if they have a reasonable chance of safely completing 100 miles without being on the route too long. After 12:30 p.m. in North Texas, the day actually really starts to get hot.

HHH Ride Chairman Roby Christie explained that Hell's Gate gives 100 mile cyclists who reach the gate in time, a critical choice. "They can ask themselves, 'Have I got another 39 miles in me considering this heat and wind and whatever? Or, am I going to take the escape route and finish at 75 miles? Hell's Gate gives everyone that last opportunity to make a logical decision one way or the other."

The North Texas heat, wind and humidity can take more out of cyclists than they may have planned for. It's better to finish under your own strength that be brought in on a SAG wagon.

"If you finish your ride feeling pretty good - even though you're tired and hot - you had a good time," Christie 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."

Enjoy the marching band, get your picture made with Pyro Pete and hang out with fellow cyclists, but take a few valuable moments to access your riding situation at Hell's Gate. Do you have 39 more miles in you, or should you opt for the 75-mile escape route where you can enjoy SAFB, finish strong and enjoy the food vendors at Finish Line Village and possibly even dance to the entertainment under the tent at FLV.





### **HHH WEBSITE AND SOCIAL MEDIA**

Our HHH social media pages are the quickest, most convenient way to keep up with HHH year-round, and especially updates before and during the week of HHH events.

That said, do not forget our HH100.org website, as it also has a world of information and is frequently updated during HHH week with info on accommodations as well as maps and breaking news about the events.

There are two main Facebook social media accounts for HHH100. Our primary account to share news is www.facebook.com/HotternHell100/. To follow this page, simply like it and you are following. You may not initiate a post, but can answer our posts and ask questions.

Our secondary HHH Facebook is: www.facebook. com/groups/HotterNHell100/. You must request (and be approved) to become a member of this group. We post, but you may also post (as a response) and share photos on this page.

We have a very popular Hotter'N Hell 100
Photography page, where cyclists (and their guests/families) can share pictures of the events as well as their training and event moments from their journey traveling to Wichita Falls and returning home. Please share your videos and pictures and tag yourself, your family and friends.

Two additional HHH pages are our colorful Instagram: the address is thehh100. Our HHH Twitter is @ HotternHell100.

For mountain bikers and trail runners, we have a Wichita Falls Streams & Valleys website under the title https://weechitah.org . Our Wee-Chi-Tah Trail Facebook page is found by searching for Wee-Chi-Tah Trail. You may ask questions, post images and/or share your experiences there.

There is also a private Facebook gravel page, which you must be approved to join. It's called Wichita Falls Gravel Riders.



wacowildwest100.com



### **MEDICAL SUPPORT**





Hotter'N Hell Hundred has over 1,000 Doctors, Registered Nurses, Nurse Practitioners, physical health-related professionals and medical volunteers to ensure that our Endurance Ride cyclists are properly attended.

Medical teams are located at each of the HHH rest stops. They primarily treat scrapes, bruises and sprains, but can also be called upon for more serious injuries such as broken bones and heat-related injuries. The teams are connected to HHH major medical through two amateur radio operators at each rest stop. The HHH medical headquarters is located at the HHH Finish Line.

The first rest stops tend to see more trauma-like scrapes and road rash because of the density of bicyclists at the start of the ride. Later into the morning, and into the afternoon, more heat related issues like hydration and electrolyte imbalance come into play.

Medical teams work with protocols developed by HHH Medical Director, Dr. Brandon Ohman, on how to treat riders with injuries and medical issues.

The HHH medical staff also hosts physicians and researchers from across the country to study the body and hydration in extreme heat conditions. As a result, many papers have been published, as well as advances in the medical field have been adopted in the treating of cyclists and other athletes in HHH-like weather conditions.

HHH is also a valuable opportunity for members of the medical profession in their future practice. Ohman said John Peter Smith's Sports Medicine has been an integral part of medical care at HHH for over 15 years.

"The fellows from John Peter Smith are able to get experience in sports injuries and mass event planning by volunteering at HHH, and that allows them - once they've finished their fellowship - to bring that experience to their own communities," Ohman said.

This year HHH expects to once again employ an air-conditioned mobile medical field hospital unit as a medical HQ at the HHH finish line, unless the hospital is needed somewhere else in the region for an emergency. The field hospital provides a sterile, air conditioned environment as well as 20 beds. Up to 100 patients can be accommodated in the mobile field hospital. As a way of giving back to the community, United Regional Health Care donates the medical supplies for the HHH medical stops.

"The 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, RN, Nurse Director who coordinates the nurses and healthcare volunteers during the ride

"We always have one goal in mind," said Cannon, "and that's to make sure these riders are taken care of and we send them home healthy and happy."





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# I I

Our HHH rest stops are more than 3,000 outgoing friendly volunteers handing out refreshing cold water, fruit and Superieur electrolyte drink to some 12,000 cyclists. These oases also provide riders with shade, rest rooms and even expert medical assistance, if necessary.

The stops are strategically spaced roughly 10 miles apart on the HHH routes, until number 9 on the 100-mile route, where the distance narrows to about 5 miles up through the finish line.

HHH hopes that riders make good use of rest stops. They might skip the first stop on their route if it's busy, but please don't skip too many stops. Cyclists need to refill water bottles, snack a little and get in a brief rest from their bike saddle, especially on longer routes. Most cyclists carry two water bottles on their bike, and those should be refilled during the ride for any route over 25 miles. A lot of people are using insulated bottles to keep their water colder, longer than with an uninsulated bottle.

In addition to the cold refreshments and snacks, shaded places to rest, medical personnel, and sometimes even a bike mechanic, each rest stop also has two amateur radio personnel to keep its medical staff in immediate touch with HHH major medical; the HHH executive staff; and county officials in case of medical, weather-related and other emergencies.

Long-time HHH Rest Stop Coordinator Dail Neely said that while the HHH stops are there first for the cyclists' needs and safety, the volunteers and sponsors turn the earlier rest stops into a lot of fun for the riders with themes, smiles and goodwill.

"Our rest stops are what make the Hotter'N Hell, the Hotter'N Hell," Neely said. "We hear every year that riders keep coming back because the people at the rest stops are so inviting and so fun."

Neely remarked that he is always amazed at how well the rest stops are supplied each year. Donations are made to Work Services Corp, where volunteers then sort the donations in less than an hour, and rest stops then pick the donated supplies up from 9 to 11 a.m. Friday and set up for Saturday.







### CHILDREN'S ACTIVITIES

Hotter'N Hell offers a weekend full of fun, family friendly events for children, teens and their parents. Beginning at 8 a.m. Friday morning, 9 to 18-year-old mountain bikers can race the one-lap Wee-Chi-Tah Trail mountain bike race in the USA Cycling Junior category. See the mountain bike story in this guide for more details.

Later that day, non-competitive twelve-year-old and younger mountain bikers can "race" the free Rug Rats race on the Wee-Chi-Tah Trail. Registration starts at 4:30 p.m. at the J.S. Bridwell Ag Center. A parent or legal guardian must accompany the child and sign a waiver. There is a shortened race course for the Striders, and the race directors will adjust longer courses for racers by age and how many laps kids want to ride. Parent(s)/guardian(s) are permitted to jog behind their racer on the Trail.

On Friday, the HHH Finish Line Village opens at 3 p.m. and offers families a wide range of eating/snacking opportunities from three dozen food vendors. There's also an all-you-can-eat spaghetti dinner in the air-conditioned Kay Yeager Coliseum from 5:30 to 9 p.m. Tickets are available at the door for \$15. There will also be two fun USAC criterium races to watch (from 5:30 to 7:30 p.m. (See the crit story for maps). There are also numerous bike and bicycling-related vendors to shop in the HHH Consumer Show from 1 to 9 p.m. Friday and from 9 a.m. to 2 p.m. Saturday.

For kids and teens who want to ride the Saturday endurance ride starting at 7:05 a.m., there are 10K and 25-mile distances for younger cyclists, and longer routes like the 50-mile, 100K, 75-mile and 100-mile routes for more experienced cyclists. Please ride a distance that you have trained to ride for.

The food vendors in Finish Line Village re-open

Saturday at 8 a.m. There will be musical entertainment under a huge tent in FLV starting from 10 a.m. to 4 p.m. For the first time ever, there will be downtown criteriums to watch from 3:30 to 9 p.m. Saturday – on a similar route to the Friday night crit (see Crit story for map and schedule).

Starting at 5 p.m. Saturday, there's a free block party with a DJ and games until 11 p.m. at the Downtown Wichita Falls Farmers Market (713 Ohio). The Grava del Fuego gravel grind starts at 7:05 p.m. Saturday in front of the Wichita Falls Brewing Company (7th and Indiana). See our Grava del Fuego story on what is required for your kids to participate.

On Sunday, there are plenty of USA Cycling crit races to watch from 7 a.m. to 2 p.m. (see crit map for route). There are also crits for children to RACE in. The Under 9 crit is tentatively scheduled to start just before noon. The rider's parent or legal guardian must sign a waiver for them to participate. Junior boys and girls' crits (9 to 14) are tentatively set to run from 9:10 to 9:45 a.m. The kid's crit events require a signed waiver by a parent/legal guardian, and the 9 to 14 race also requires a USA Cycling License for participants.

Younger runners may register for the 7 a.m. Sunday morning Wee-Chi-Tah Off-Road Trail Run 10K or half marathon distances. The 10K trail run (appropriate for skilled younger runners) begins at 7 a.m. 10K translates to 6.2-ish miles, so the parent/legal guardian should be aware of their child's capabilities, not only as a runner but also with their ability to follow a trail. The trail run(s) begins and ends at the J.S. Bridwell Ag Center (MPEC). Participants may walk the distances. The half-marathon also starts at 7 a.m. Both distances require a signed waiver from a parent/legal guardian.







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## HHH STORE AND CONSUMER SHOW

The HHH store will feature our out-of-this-world 2023 HHH jerseys, bibs, Gemini tanks, shorts and cycling caps live in a brick and mortar setting during the annual three-day HHH Consumer Show. You can try our gear on for the best fit and then check "your new look" out!!!

The HHH store is an integral part of one of the best bicycle-related shopping weekends of the year, the HHH Consumer Show. The Expo features vendors from across the country from 3 to 8 p.m. Thurs.; 1 to 9 p.m. Fri., and 9 a.m. to 2 p.m. Sat. in the Ray Clymer Exhibit Hall.

In addition to bicycles and specialty gear, shoppers can also purchase last- minute tubes, tires and CO2 cartridges, and get expert advice of what's new and popular in cycling,

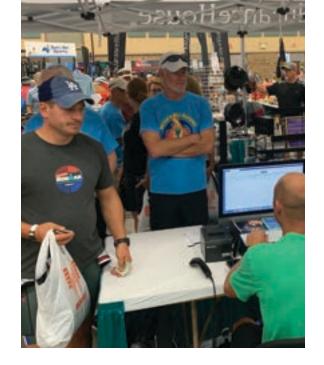
The show features small shops, specialty shops, niche shops and even cycling super stores like Sun and Ski, Bike Mart and Endurance House Wichita Falls. Our HHH store will be set up with 2023 HHH gear as well as jerseys, posters and an assortment of gear from previous years.

For cyclists who really can't wait for HHH to buy their 2023 HHH gear, they can order them online now from store.hh100.org. A lot of people want to get their 2023 jerseys early so that they can train in them, and also to show them off at other rides. The online store is basically open year-round with the exception of right before and after the HHH weekend.

Our new 2023 jerseys are cool, and this is the first time HHH jerseys will include reflective dots. They are on the flatlock seams on the front and back of the jersey, as well as the bottom of the back of the jersey (We highly recommend that you cycle with lights after dark and during the day). The jerseys are currently listed in our online store store.hh100.org, and can be ordered.

Our online shop ships three days a week via USPS Priority Mail with a tracking number and an e-mail confirmation sent to you that your order is on the way. If you live in or near Wichita Falls, you can save shipping by selecting the pick-up option and then driving to Endurance House-Wichita Falls (5007 Taft Blvd.) and picking up your purchases there. If you cannot drive to the Wichita Falls Endurance House, please choose to have your package shipped directly to you. We cannot hold online orders for you to pick up over HHH weekend.

Order quickly, as we would hate to see you miss out on these cool jerseys!!!









### **CRITERIUMS**

The 2023 Hotter'N Hell Hundred Cycling Races will all take place in Downtown Wichita Falls from August 25th-27th. All three days of racing this year will be spectator-friendly criteriums. For maps and schedules, please see the Criterium story in this Ride Guide.

Starting at 5:20 p.m. Friday, hundreds of spectators will line the streets to watch some of the fastest professional male and female cyclists in the country race a 1.2 mile loop taking sharp corners and hitting speeds up to 30 mph+.

The Saturday criteriums will replace the previous HHH road races, and will begin at 3:30 p.m. on a challenging downtown one-mile course very similar to the Friday route.

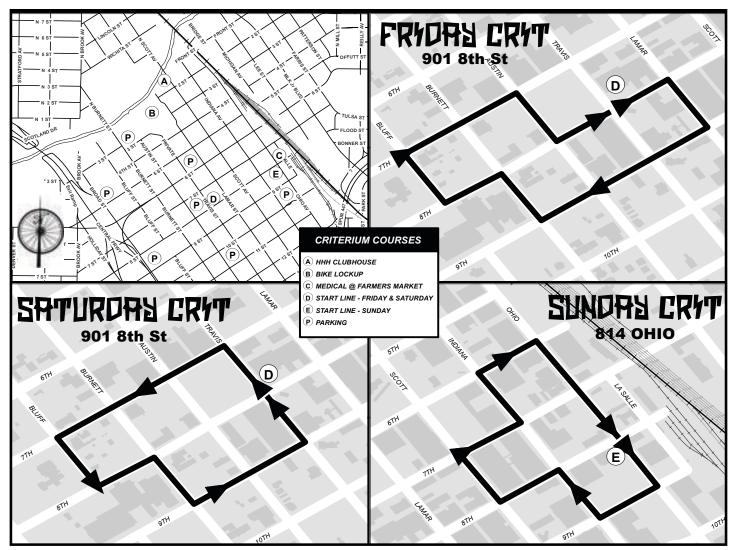
The final, decisive day of crit racing starts at 7 a.m. Sunday, on yet another downtown course. The final point totals from the three days of racing will determine the winners of the 2023 Omnium with the biggest prize money payout in the state of Texas!



Spectators have the option to enjoy watching the weekend criteriums from area restaurants (next to the race routes), near food trucks or on any of the corners. Bring a chair, an umbrella and have a blast!!!

The idea behind three days of crit races in downtown Wichita Falls is to bring our community together, as well as HHH riders (from across the country), so that they can enjoy watching the best cyclists in the nation compete in challenging, fun and safe criterium races over the weekend.

Cruz hopes this move will be the first step in HHH landing the Texas State Criterium Championship in 2024, which would make the HHH races and event an even bigger draw for racers and race fans.



### FRIDAY - AUG. 25 SCHEDULE

Category	Start	Distance
Women's Open	5:30 p.m.	1 Hour
Men's Pro/Cat 1-3	6:45 p.m.	1 Hour

### SATURDAY - AUG. 26 SCHEDULE

Category	Start	Distance
Men Masters 40+	3:30 p.m.	35 Minutes
Men Masters 50+	3:30 p.m.	35 Minutes
Men Masters 35+ Cat 4-5	4:15 p.m.	35 Minutes
Men Masters 60+	4:15 p.m.	30 Minutes
Men Masters 70+	4:15 p.m.	30 Minutes
Women's Masters 40+ Cat. 3-5	4:55 p.m.	30 MInutes
Women's Masters Cat. 4-5	4:55 p.m.	30 Minutes
Men Cat 4-5	5:35 p.m.	35 Minutes
Men Cat 3-4	6:20 p.m.	40 Minutes
Women's Pro/Cat 1-3	7:10 p.m.	40 Minutes
Men's Pro/Cat 1-3	8:00 p.m.	60 Minutes

### **SUNDAY - AUG. 27 SCHEDULE**

Category	Start	Distance
Men Masters 40+	7:00 a.m.	35 Minutes
Men Masters 50+	7:00 a.m.	35 Minutes
Men Masters 35+ Cat 4-5	8:30 a.m.	30 Minutes
Men Masters 60+	8:30 a.m.	30 Minutes
Men Masters 70+	8:30 a.m.	30 Minutes
Women's Masters 40+ Cat. 3-5	9:10 a.m.	30 MInutes
Men Cat 3-4	9:45 a.m.	40 Minutes
Men Cat 4-5	10:35 a.m.	35 Minutes
Women's Pro/Cat 1-3	12:10 p.m.	45 Minutes
Men's Pro/Cat 1-3	1:00 p.m.	60 Minutes



Category	Start	Distance
Jr. Girls - Open 9-14	7:45 a.m.	30Minutes
Jr. Boys - Open 4-5	7:45 a.m.	30 Minutes
Jr. Boys - 9-14	7:45 a.m.	30 Minutes
Jr. Girls - Open	7:45 a.m.	30 Minutes

# GRAVA DEL FUEGO

The very cool Grava del Fuego gravel grind kicks off at 7:05 p.m. Saturday at the Wichita Falls Brewing Company (701 Indiana), staging on Indiana between 7th and 8th Streets. The three routes include the Grewbie (27mi); Party Loop (42mi); and Sasquatch (60 mi).

The Grewbie route is about half on gravel roads and a smart choice for those who want to give gravel riding a try, or for those cyclists who want to finish with a minimum of riding in the dark. The Party Loop and Sasquatch routes are designed for more experienced riders.

Cyclists must be 16 or older to register. Under-16 cyclists may be allowed to ride if they are accompanied by a parent/legal guardian for the entire ride, and granted a specific exemption by David Coleman (Race Director). Please contact Coleman at dcoleman1634@gmail.com to request an exemption or to ask questions. All gravel riders under 18 must have a signed waiver from a parent or legal guardian.

All gravel routes must be completed by 1:00 a.m. Sunday (rather than 2 a.m. in the past), so please factor in your training when choosing a route. For cyclists new to gravel, know that gravel roads are significantly slower than pavement. Those who finish their routes after 1:00 am will be officially recorded as DNF – did not finish.

The routes will be marked, but riders must still download their route onto their cycling computer/mobile phone. Riders are responsible for knowing their route. Links to the RideWithGPS route files and Strava files will be provided well in advance. They are also available from the Race Director, Hotter'N Hell website, and the Grava del Fuego Facebook.

The GdF has limited support: two rest stops are planned, and there will be limited sag wagon coverage and mobile repair. If an emergency arises, riders can call the phone number on their bib, and organizers will do their best to assist. All cyclists should carry a cell phone and be able to do minor bicycle repairs like changing a flat. Bike support will be available at the start area. Parts, supplies and some services will be offered at the Bicycle ER tent, and they can also help cyclists electronically download their routes.



Cyclists are responsible for following Texas road laws and must have front and rear lights on their bike and also wear a helmet. Coleman suggests that it's really convenient to have a second head light on your helmet to see what's to the left and right of you (not just having a fixed light on your bike that shows straight ahead).

Each GdF registration will include a beverage and a food ticket, which you will receive at packet pickup. Cyclists may redeem their sandwich coupons at the Finish Line for a Deli Planet hoagie (where soft drinks will be available) and their Drink coupons for a soda or a beer (21 and over) at the WF Brewing Company.

Cyclists can add the 100-mile Saturday Endurance ride to the 100K Grava del Fuego to do the popular Chupacabra 200 multi-event. For an even bigger challenge, the Quadzilla includes all four major HHH events – the Friday mountain bike race, the Saturday morning 100-mile road ride, the 100K gravel, and Sunday half-marathon trail run.

All riders who finish any of the three Grava del Fuego routes will earn an embroidered GDF patch. The top female and male finishers of the Sasquatch will receive an award. There will be male and female awards for the best overall combined time for the Chupacabra 200 as well as for the Quadzilla. The Sasquatch and Chupacabra awards will be presented at the Grava del Fuego finish area on Saturday night, by the banner. The Quadzilla awards will be presented at the J.S. Bridwell Ag Barn (MPEC) after the Sunday morning trail run.

We work to protect your interests.

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