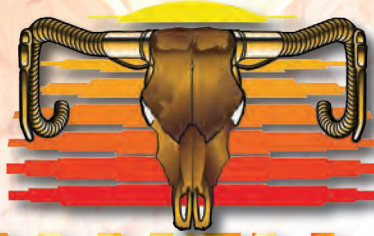


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HOTTER' N HELL HUNDRED RIDE GUIDE



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2022 HHH

Hotter'N Hell Hundred celebrated its 40th anniversary in 2021 with one of our most fun weekend of events yet, and we hope our 41st HHH in 2022 will be one of the best HHH's ever!

We opened registration for the 2022 HHH moments into Jan. 1, 2022 and had already sold out the 100 spaces of our Golden Wheel VIP registration by February 16, the earliest ever for the Golden Wheel to sell out. We currently have a waiting list for people to register for GW. Sign up for the waiting list and your credit card will not be charged until your registration is accepted.

Perhaps the biggest difference people will notice about the 2022 HHH are the physical changes going on at the Multi-Purpose Events Center. The city of Wichita Falls is in the process of building a new First-Class all-inclusive hotel and conference center in a significant part of the MPEC parking area. Parking will be more of a challenge this year, but we will work with all of our parties to find a way to make sure cyclists and guests can park. We may provide a shuttle service on Friday to bring people from parking lots from around the downtown area to the MPEC.

Because of the hotel, some of the RV parking (in the MPEC) will be converted to regular parking, and they will likely expand RV parking back to the Community Health Care Center. The bottom line is that changes will be made to car parking and RV parking. We will update MPEC RV parking information on our HH100.org website and Facebook HHH social media as soon as these plans have been finalized. Any other updates regarding HHH will also be posted on both sites. (See our Social Media story in this Ride Guide).

Because not everyone who wants to ride the HHH will be able to travel to Wichita Falls in late August, we will once again offer virtual registrations so cyclists can ride the Endurance Ride in their hometown.

All virtual entries will receive a ride shirt and a finisher's medal by mail. Please register for our 2022 virtual events online at <https://www.bikereg.com/52818>.

In 2021 we began having our athletes electronically sign their waiver forms when they registered online, and it was so successful, that we will continue this in 2022. If a cyclist has HHH manually input their registration, they will need to provide us a working email address, so that Bikereg.com can send them a waiver: cyclists will then confirm the waiver and return it to Bikereg.com. We will do all Late Registrations (at MPEC) on Livereg, and that will include the electronic waiver.

Last year, we focused on increasing the safety of the start by emphasizing "Be Safe, Ride Right, Pass Left" for the first 10 miles of the ride. The emphasis was on having slower riders stay right and faster riders pass on the left. In addition, recumbent cyclists started with their distance groups as opposed to the front of the starting lineup as they have done on the past. We will continue "Be Safe, Ride Right, Pass Left" at the 2022 HHH.

Our timing company, RunFAR Racing Services, returns with their RUNFARUSA Live Results & Tracking app that provided quick and accurate results for our cyclists.

Participants may save on their Marathon Photo package this year when they pay for the package at the same time they register for the Saturday Endurance ride. They will save over 35% by preordering their photo packages for \$38.95. (The normal price is \$59.99.) See the ad in <https://www.bikereg.com/52818>. To receive the discount, the photo package must be ordered when you register.

While HHH continues to expand and introduce new things, we try not to forget what makes the HHH, the HHH: great routes; friendly, 20 well-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 them.

Your goals are our goals.

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the Hotter'N Hell Hundred.



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TABLE OF CONTENTS

HHH OFFICIAL RIDE GUIDE 2022

- | | | | |
|-----------|-----------------------------------|-----------|-------------------------------|
| 5 | Accommodations | 34 | Cycling Symposium |
| 6 | RV's & Tents/RW Canine Retreat | 35 | Social Media |
| 12 | Spaghetti Dinner/Breakfast Buffet | 36 | Dirt Events and Triple Threat |
| 13 | It's More Than Just A Bike Ride | 37 | Mountain Bike Race |
| 14 | Children's Activities | 38 | HHH Rest Stops |
| 16 | Finish Line Village | 40 | Consumer Show |
| 19 | HHH Store | 42 | Build Your Cycling Skills |
| 20 | Schedule of Events | 43 | Hotter'N Ale 0.5K |
| 22 | HHH Route Map | 44 | Friday and Sunday Criteriums |
| 24 | Start Locations | 46 | MarathonFoto |
| 26 | Grava del Fuego | | |
| 28 | Hell's Gate | | |



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**The 2022 HHH Official Ride Guide is a publication of
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ACCOMMODATIONS

HHH cyclists already began booking hotel rooms for the 2022 HHH in August 2021. 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 listing of hotels in the area: www.HH100.org/hotels-motels-and-bbs/. That page also includes hotels outside of Wichita Falls.

Beginning August 1, HHH will regularly post names of area hotels with available spaces on our HH100.org/lodging site. We will also list the scattering 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 hotels. Over the years, we have developed an excellent network of places for cyclists to stay. There's our HHH Host Homes program, the downtown YMCA, the MPEC (tenting and possibly RV's - there is still construction going on where the RV parking lot had been), area church camps and nearby businesses that host people who need either a furnished place or just enough space to toss a sleeping bag.

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: www.ymcawf.org or call (940) 322-7816. Please sign up early, as they will limit their campers to 300 this year.

The HHH Host Homes program connects out of town cyclists with area community members who have space in their homes. 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 3.

We will announce other accommodations as they become available on our social media sites: Facebook.com Hotter'N Hell Hundred 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-accommodation>



TENTING AND RV'S

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

People who want to tent 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 space. 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.

Because of hotel construction, the total number of MPEC RV spaces have yet to be confirmed. We will update everyone as soon as we know what will be available. There are other non-MPEC RV parking opportunities available in the area: please see <https://www.hh100.org/rv-and-tent-camping>.

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 will meet their dietary or medical needs.

The climate-controlled kennel boards at a cost of \$25 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 pickup is 5:30 to

7 p.m. Sunday pickup is 5:30 to 7 p.m. The Retreat will work around a rider's schedule: please contact them.

A boarding registration form is at www.rwcanineretreat.com, or 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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BIG DAM BRIDGE 100

ARKANSAS' PREMIER CYCLING EVENT

RIDES FROM 15 → 105 MILES

EVENT SCHEDULE 2022

Friday

09.23

Expo & Packet Pick-up - Statehouse Convention Center

10:00 AM - 9:00 PM

All riders are required to pick up their own packets.

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

09.24

5:30 AM

Staging for all distance rides opens.

Remember to go to your designated corral.

6:55 AM

Rider groups start.

Riverfront Drive at Willow in North Little Rock

- Tandems/Charter - 6:50 am • Blue Corral - 6:55 am
- Yellow Corral - 6:55 am • Green Corral - 6:55 am

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

9:00 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 95) 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 100) 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

9:00 AM - 4:30 PM

Finish line festivities. Food, drink and fellowship.

ARKANSAS' PREMIER CYCLING EVENT

BIG DAM BRIDGE 100

RIDES FROM 15 → 105 MILES



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at the finish line in Riverfront
Park, North Little Rock



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For more information, visit
www.bigdambridge100.com



**Casey Strong
Pump Track
Race for Kids**

Friday, July 15th

www.bikereg.com/casey-strong-pump-track-race-for-kids

July 16th, 2022

Routes are 14, 24, 20, 35, 57, 68, 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

**7th Year
European Tour of
Texas Challenge**



**"Hell of the North East
Texas Gravel Grind"**
Sunday, July 17th

For all Cycling information,
go to www.tourdeparis.com
or www.spinistry.net

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

Heat Up for the Hotter'N Hell!
(Week Prior + 50 Miles West)

**VERNON
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**26TH ANNUAL
BIKE
RIDE**



**SAT. AUG. 20, 2022
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. 20, 2021 6:00pm

Fully Stocked Rest Stops
Every 10 miles

**Awards Given in Various
Age Groups**

Vernon COC - 1-800-687-3137 | Email: carlos@wnbvernon.com | vernonjaycees.com
[register@active.com](https://register.active.com) | Facebook @vernonburninbikeride

Tour Entry Form (photocopies accepted)

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

Gender: M F Age _____ (as of Aug. 20, 2022)

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

For a listing of lodging and dining please log on to vermontexas.info

Please select one:

100 Mile _____ 33 Mile _____

22 Mile _____ 12 Mile _____

T-Shirt Size: _____

Registration Fee \$30 by Aug. 1, \$35 after Aug. 1.

Mighty Kids Ride-Kids 8 & Under Free:

Kids 14 & Under-\$5 discount:

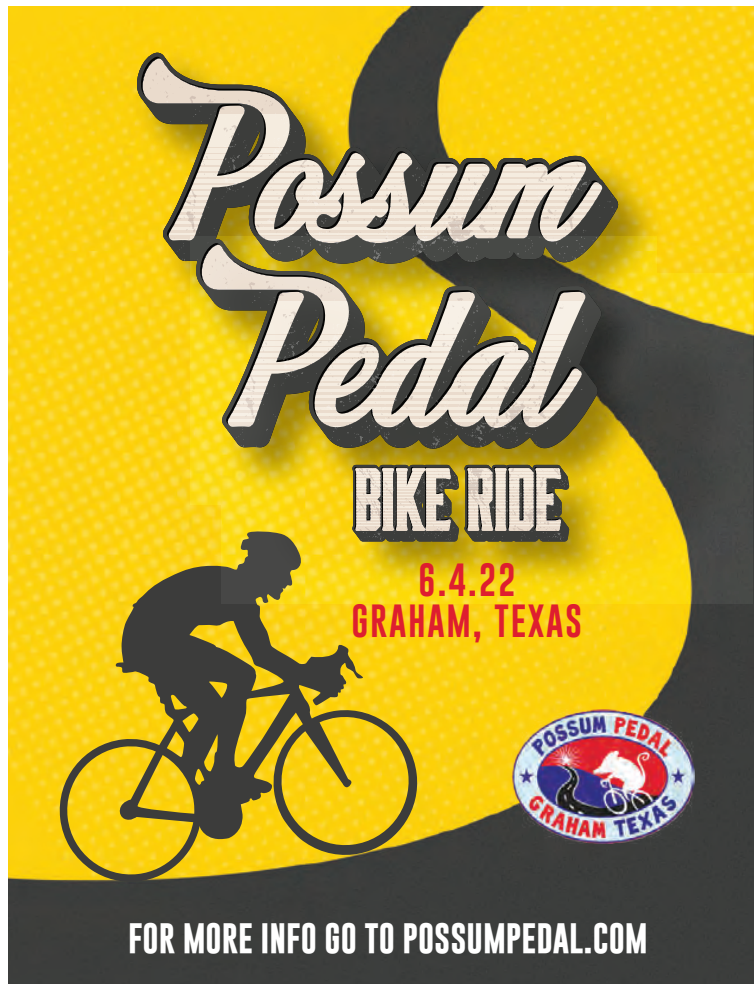
Extra T-shirts \$10 ea. (size _____):

Total Amount Enclosed: _____

**No rain dates.
No refunds.**

Waiver: In consideration of 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 be careful to avoid. I also 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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- Wichita Falls Museum of Art



Visit our online calendar at msutexas.edu/calendar for a complete listing of campus events.

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SPAGHETTI DINNER/BREAKFAST BUFFET

When you register for your 2022 HHH weekend events at BikeReg.com/52818, you can also conveniently sign up for our all-you-can-eat Spaghetti Dinner from 5:30 to 9 p.m. Friday night in Kay Yeager Coliseum, and/or the early Saturday morning Buffet Breakfast from 5 to 8 a.m. in the Coliseum.

If you forgot to sign up for the spaghetti dinner and/or breakfast, you can buy Tickets at the door of the Coliseum for \$10 per person for each food event. Everyone is welcome to take advantage of this great food deal. Bring your riding buddies, friends, family and neighbors who want to check out the atmosphere, the camaraderie and even the culinary delights in preparation for the single largest one day Century ride in the nation!

On Friday, August 26, load up to your heart's desire of carbs at our Spaghetti Dinner starting at 5:30 p.m. This all-you-can-eat dinner is prepared by Spectra 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 the bottomless pasta event. The "Carb Load" has been a HHH institution since 1985. There's great crit races going on at the same time, as well as Consumer Show shopping in the Ray Clymer Exhibit Hall just west of the Coliseum, along with HHH packet pickup and late registration.

Our second major food fiesta takes place from 5 to 8 a.m. Saturday at the Coliseum. Everyone's welcome to attend the \$10 Breakfast, with Spectra chef Jeremy Lowman serving up a menu similar to the previous 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.





IT'S MORE THAN JUST A BIKE RIDE

Bikin' Mike Keel

What started as an event to celebrate the Centennial of Wichita Falls back in 1982 has grown into a 4 day fitness festival for the entire family. A LOT has happened in 40 years.

I discovered this amazing bike ride in 1987 – 35 years ago – and have been coming to the event every year since then. I LOVE everything about the ride, starting with the Steering Committee. They're committed to put on the best event possible for thousands of people who will never meet them. I like how the community supports the event with their enthusiasm and hospitality. Go into any store or restaurant during the event weekend, and they'll ask if you are here for the ride. They'll tell you their own stories about riding or volunteering – or ask you about yours. When all the hotels started filling up and they needed more places for people to stay, the Steering Committee developed a "Host Homes" program where local citizens open up their homes and host participants from all over the USA.

The most amazing part, to me, was how the leadership team began adding new events and facets to the weekend. The first

addition was developed organically as the crowds gathered at the Finish Line after the ride. Free beer showed up first, but the real changes came after the ride moved to the current location. Food vendors, live music and more have been added to the "Finish Line Village". Next up was the addition of the Consumer Expo, also in the 80's. What started in a very small space downtown grew every year and led to the inevitable growing pains and need for more space. This brought us into the era of the Multi-Purpose Event Center, commonly referred to as MPEC.

The first year move to the new MPEC was a bit turbulent. Since construction was behind schedule, the air-conditioned MPEC was not complete, so the Consumer Expo was held in the J.S. Bridwell Agriculture Center with a dirt floor and no AC. After that, the MPEC proved to be a perfect place for the HHH extravaganza. Criterium races were added to the schedule on Friday nights with a course near MPEC to draw more spectators. A Trail Run on the Wee-Chi-Tah Trail, with distances of 10k and a half marathon, were added on Sunday morning. A Mountain Bike Race on the trail was later added on Friday

morning, so participants now had the option of participating in something different for 3 days.

From the beginning, the Hotter'N Hell Hundred was an extreme idea, ahead of the extreme sport craze. With their 3 different events, they decided to enter the world of multi-sport with their own unique style, a version of the Go Big or Go Home theme. Their first multi-sport offering was the Triple Threat – Mountain Bike Trail Race on Friday, the 100 Mile Endurance Ride on Saturday and the Half Marathon Trail Run on Sunday.

As the growth continued, the Grava del Fuego, a gravel ride, was added on Saturday evening. This not only offered a chance for more diversity in the activities offered, it added 2 more versions of multi-sport: The Chupacabra, combining the 100 mile endurance ride with the 62 mile gravel ride and the Quadzilla – which combines all 4 events into a Texas Sized Multi Sport extravaganza that is sure to give you the bragging rights in your neighborhood and office.

I hope that you will join me and thousands of other folks for the 41st version of the Hotter'N Hell Hundred – It's More Than Just A Bike Ride!

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 11.2 mile Wee-Chi-Tah Trail mountain bike race in the USA Cycling Junior category as a Cat 3, 2 or 1 depending on what their USA Cycling license says they are. If they race on a one-day license, they race either Cat 2 or 3.

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 is at 5 p.m. at the J.S. Bridwell Ag Center. Both the short (1.5

mile) and a longer Rug Rats race (approximately 3 miles) take off at approximately 5:30 p.m. A parent or legal guardian must accompany the child and sign a waiver. 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 or snacking opportunities from three dozen or so 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 \$10. There will also be two fun USAC criterium races to watch (from 5:30 to 7:30 p.m.), but this year's crit routes are still

being discussed because of hotel construction in the MPEC parking lot. 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 the younger cyclists, and 50-mile, 100K, 75-mile and 100-mile routes for older, more fit ones. "Most of the real young ones ride the 10K or 25-mile routes with their parents," said HHH Executive Director Chip Filer.

"As they get older, they break out on their own," Filer said. "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."

The food vendors in Finish Line Village reopen at 8 a.m. Saturday. Three live bands perform under a huge tent in FLV starting from 10:15 a.m. to 3:30 p.m.

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 ages are eligible to participate (and what permissions and/or exemptions from the GdF ride director are required for under 18's to take part).

On Sunday, there are plenty of USA Cycling crit races from 7

a.m. to 2 p.m. to watch (The crit route has yet to be determined but could possibly be downtown like in 2021.) There are also Sunday crits for children of all ages to RACE in. The Under 9 crit is tentatively scheduled to start just before noon and is free for kids to race. 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 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 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.



FINISH LINE VILLAGE

The HHH Michelob Ultra Finish Line Village is the place to be Friday and Saturday for cyclists, family and friends and 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 or more food vendors with offerings for every palate.

The Village opens at 3 p.m. Friday for cyclists late registering for their ride, picking up HHH ride packets and/or shopping the Consumer Show. Traditionally FLV on Friday night features 2 thrilling USA Cycling criterium races from 5:30 to 7:30 p.m. but the location of those two races is under discussion because of hotel construction in front of the MPEC. The Finish Line Village closes Friday night at 9 p.m.

On Saturday, FLV starts filling up again and opens at 8 a.m., after the 7:05 a.m. HHH Endurance ride start. A number of the early birds at FLV are friends and family members of riders waiting for them to complete their rides. Everyone is welcome. Local radio announcers welcome finishing cyclists who can then share their stories while enjoying food and drinks in the North Texas version of a ski chalet. There's also a large water hose, just north of the finish line, for people who need immediate cooling off.

Three live bands perform Saturday from 10:15 a.m. to 3:30 p.m. under two large tents. There's plenty of seating space (and tables) under the tents for people to hang out, visit, eat and/or watch and enjoy the live shows. For those who still have the energy, dancing is encouraged.

FLV closes at 5 p.m. Saturday, just in time for area cyclists and fans to commute the short distance downtown to the Downtown Wichita Falls Development building at 709 Indiana, right next to the Wichita Falls Brewing Company (7th and Indiana). There is a free block party for people to enjoy featuring a DJ. There is also the ticketed 0.5K which starts there (Please see our 0.5K story for information on the event and registration) as well as the beginning of the Grava del Fuego gravel grind at 7:05 p.m.





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When you're far from home— we're close at hand.

Just as you're driven to reach the end of the race, our volunteer medical team is passionate about providing expert care to you along the route.

Chances are, you won't need our help during your Hotter'N Hell experience. But, if you do, it's good to know we're close at hand with medical tents on the route,

CarePlus for urgent needs and the **Bridwell Center for Emergency Care** for emergencies when you're far from home.



HHH STORE



2022 Primal HHH Jerseys

The HHH store is a major part of our annual three-day HHH Consumer Show and a great place to buy your HHH jerseys, gear and loads of other HHH-themed stuff.

But cyclists can also order their HHH jerseys and gear year-round at the online HHH store at store.hh100.org. Our online shop is only closed two weeks before HHH and a month after the event to allow us time to upgrade inventory.

We just finalized the design for our 2022 Primal HHH jerseys, Gemini tanks, bibs, shorts, socks and cycling caps and it is now posted here, in our online store and our Facebook social media sites. Customers can now pre-order their 2022 HHH gear at store.hh100.org. Once we have the 2022 gear in-hand, we will begin shipping it out directly to our customers.

Cyclists can also purchase new/old stock HHH gear from 2021 to 2012 in our online shop. A lot of this "vintage" merchandise is actually reduced in price. If we have the year, style and size you want listed on our site, you can order it. We also have insulated HHH water bottles, finishers medals and other fun things.

We ship three days a week via USPS Priority Mail with a tracking number and an e-mail confirmation that your order is on the way to you. 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 HHH gear there. If you cannot drive to the Wichita Falls Endurance House, please choose to have your package shipped to you. We cannot hold online orders for you to pick up over HHH weekend.



Primal Start Line Jerseys



SCHEDULE

HHH 2022

THURSDAY, AUGUST 25, 2022: THE FIRST DAY OF HHH FESTIVITIES!

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

FRIDAY, AUGUST 26, 2022: THE CELEBRATION BEGINS!

7:00a	Wee-Chi-Tah Off-Road Mountain Bike Registration Begins	Bridwell Ag Center
8:00a	Wee-Chi-Tah Off-Road Mountain Bike Trail Races Begin	
9:00a	Medical Symposium 9 AM - Noon & 1 PM - 3PM	MPEC Seminar Room
1:00p	Consumer Show Begins Sports Massage Opens <i>Loosen up for the day ahead.</i>	MPEC Exhibit Hall
2:00p	Packet Pickup and Late Registration Open for Ride and Race participants	
3:00p	Michelob Ultra Finish Line Village Opens	Michelob Ultra FLV
5:30p	Spaghetti Dinner Begins (Lower Level) USA Cycling Criteriums	Kay Yeager Coliseum TBD
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 Official's 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
10:00p	Registrations, and Packet Pickup Close	

OF EVENTS

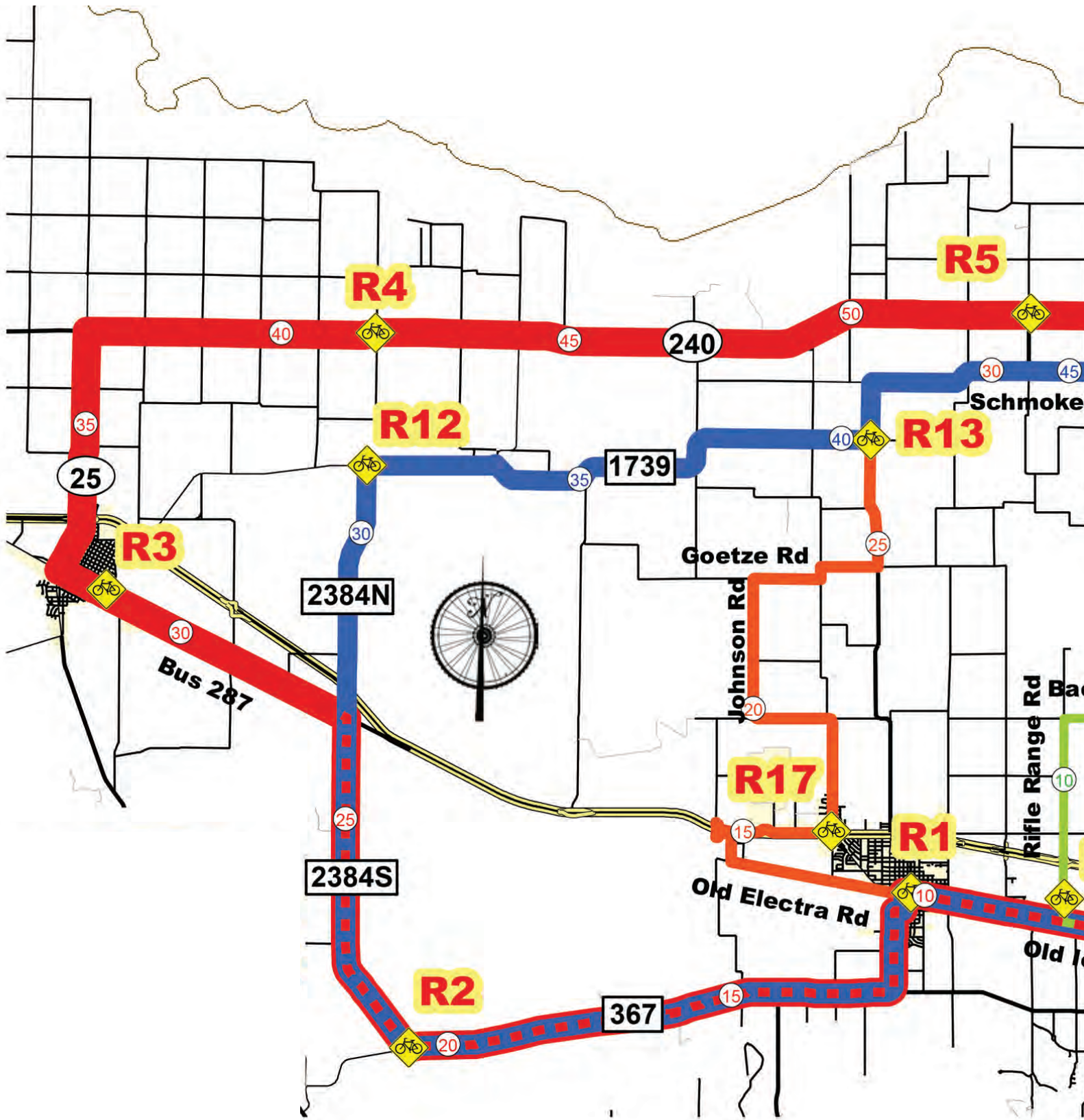
HHH2022

SATURDAY, AUGUST 27, 2022: THE HEAT IS ON! THE RIDE AND ROAD RACES BEGIN!

5:00a	Breakfast Buffet Offered by Spectra Food & Hospitality 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
6:45a	Michelob Ultra 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 First Bank Endurance ride for 100 mile riders, 75 mile, 100K, 50 mile, 25 mile and 10K routes (Tandems & Golden Wheels 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
9:30a	USA Cycling Road Races Finish From 9:30 to 11 AM.	Ohio St. between 9th & 10th St.
10:15a	Outdoor Concert at 2nd Bands: TBD Ends 3:30p	2nd and Lamar
12:00p	USAC Awards presentation (based on category completion time)	Finish Line Village Concert Stage
2:00p	Consumer Show Closes	
5:00p	Michelob Finish Line Village & Outdoor Concert Closes (7:00PM: All Activities Close) 0.5k and Block Party Activities begin, 709 Indiana	
7:05p	Wee-Chi-Tah Grava del Fuego Gravel Grinder Official Start & Finish Wichita Falls Brewing Company	701Indiana

SUNDAY, AUGUST 28, 2022: WRAP UP THE TRIPLE THREAT AND QUADZILLA

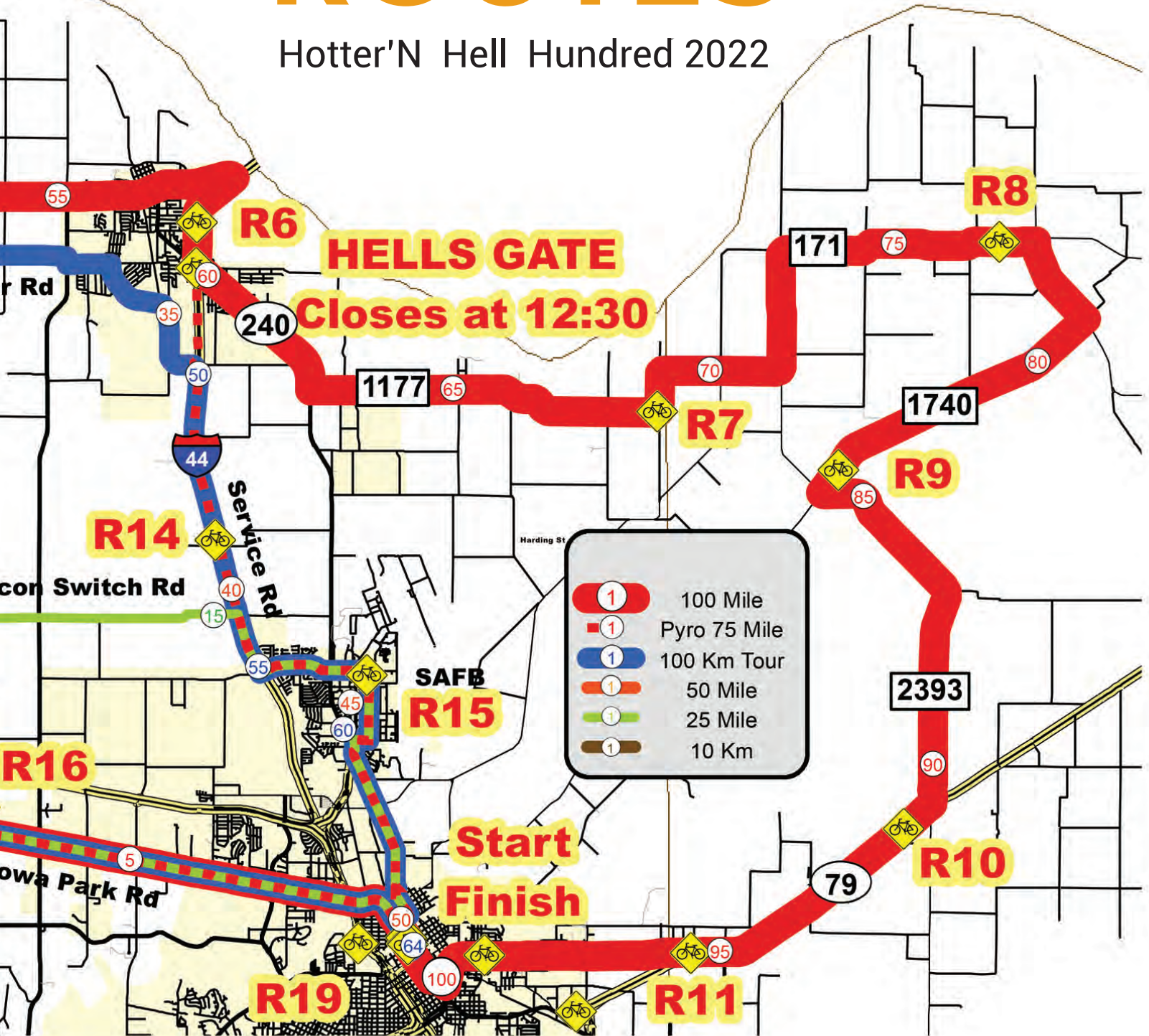
7:00a	Wee-Chi-Tah Off-Road Trail Run, 10k and Half Marathon Distances USA Cycling Criteriums	
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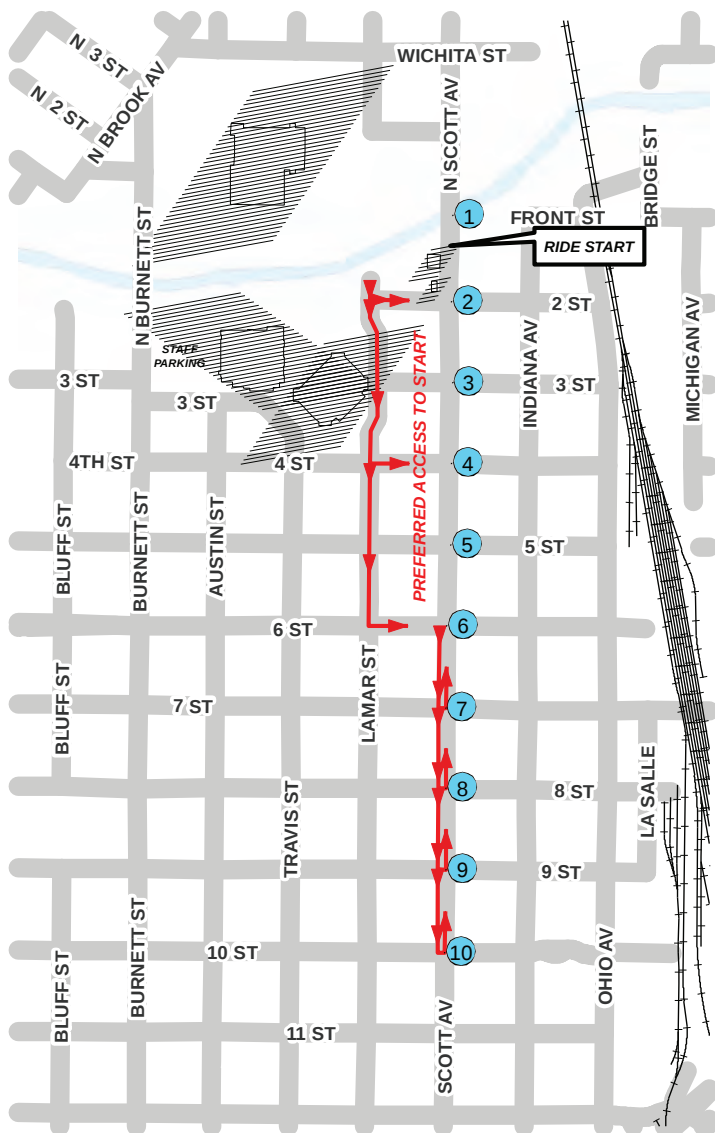


Presented by:  **First Bank**

ROUTES

Hotter'N Hell Hundred 2022





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
- ⑩ 10K/Inline



2022 GRAVA DEL FUEGO



The Grava del Fuego gravel grind begins at 7:05 p.m. Saturday, August 27, in front of the Wichita Falls Brewing Company (701 Indiana). The ride stages on Indiana between 7th and 8th Streets. There are three routes beginning with the Grewbie (27 miles) which is for first timers, their families, and those cyclists who want to finish with a minimum of riding in the dark. This route is about half on gravel roads, so it's great to give gravel riding a try.

The medium-length gravel route, the Party Loop, is around 43 miles, and the longest route is the Sasquatch, which is about 67 miles. These longer two rides will finish well after dark and are designed for more experienced riders. Please note for all 3 routes, riders are required to be 16 or older – the under-16 cyclists may be allowed to ride if they are granted a specific exemption by David Coleman (the Gravel del Fuego Race Director) and the under-16 cyclists must be accompanied by a parent/legal guardian for the entire ride. Please email Coleman at dcoleman1634@gmail.com to request an exemption or to ask any questions you may have. All gravel riders under 18 require a signed waiver from a parent or legal guardian for any of three routes.

All Grava del Fuego participants must complete their routes by 2 a.m. Sunday, so cyclists should pick a route they have trained to complete within approximately 7 hours. For riders new to gravel, please keep in mind that gravel roads are significantly slower than pavement.

2022 routes may change slightly from 2021 but there will be no major changes, according to Coleman. Routes will be marked, but riders must download the route on their cycling computer. Riders are responsible for knowing their route. Links to the RideWithGPS route files will be provided well in advance.

Because the Grava del Fuego event is technically non-supported, cyclists



must plan to be on their own for the event. Two rest stops are planned, but there are no sag wagons or mobile repair technicians. If an emergency arises, riders can call the phone number on their bib and organizers will do their best to assist.

Grava del Fuego cyclists should be able to do minor repairs such as changing a flat tire. They should also carry a cell phone. They are responsible for following Texas road laws and must also have front and rear lights on their bike and wear a helmet. Coleman suggests it's very 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).

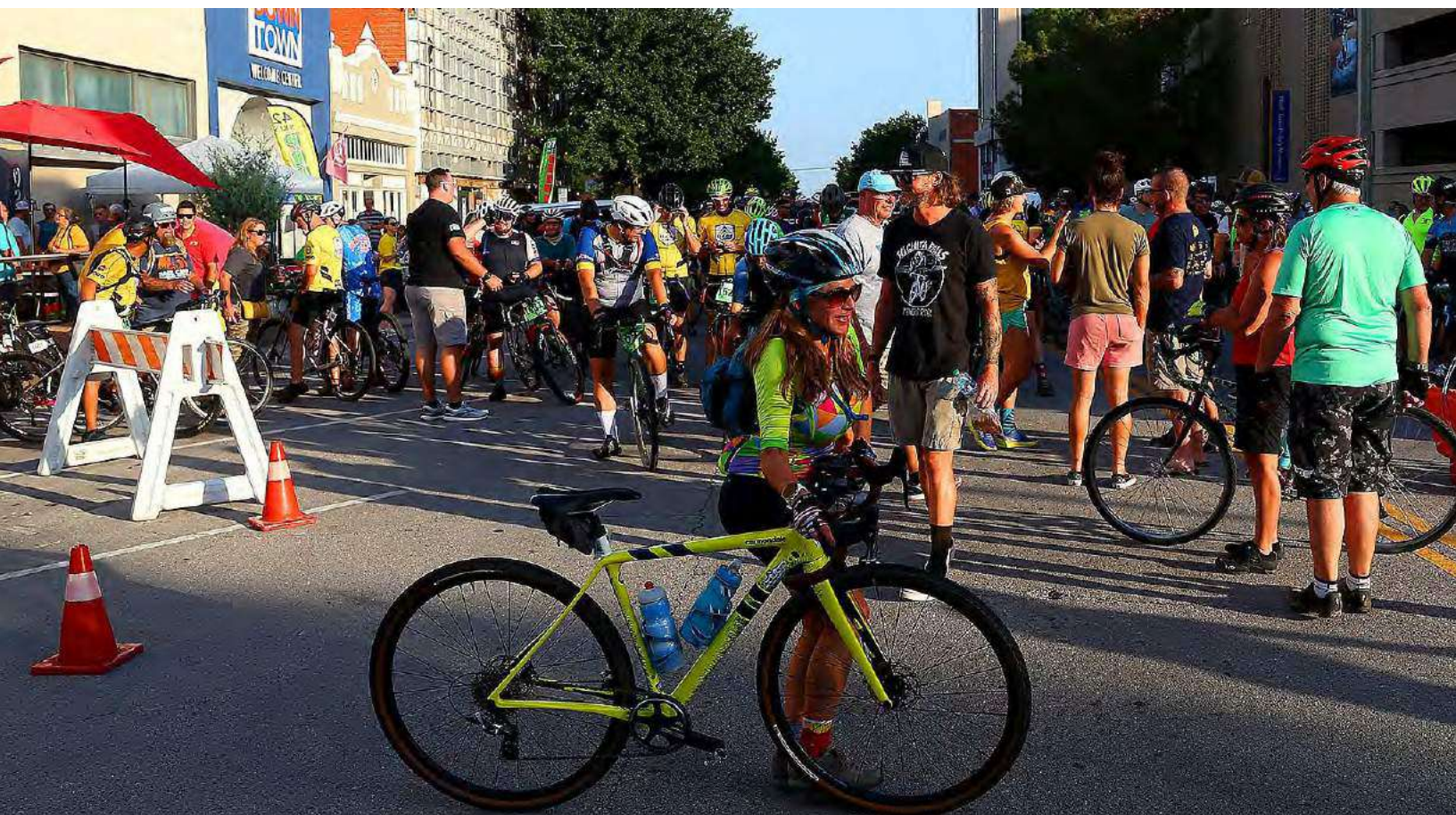
Each Grava del Fuego registration will include a beverage and food ticket for cyclists to redeem. Beer will be available at the WFBC, but organizers are still finalizing where gravel grinders can redeem their ticket for their sandwiches and soft drinks.

The Grava del Fuego is part of two multi-event challenges over the weekend. The Chupacabra 200

combines the Saturday morning 100-mile road ride AND the Sasquatch 100k gravel grind route. For super intense athletes, there's the Quadzilla, which combines the Triple Threat (the Friday mountain bike race, the Saturday morning 100-mile road ride and the Sunday half-marathon trail run) along with the Sasquatch gravel ride.

All riders who finish any of the three Grava del Fuego routes will receive an embroidered patch. The top female and male finishers on the Sasquatch route will receive awards. There will be male and female awards for the best overall combined time for the Chupacabra and 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 Sunday after the morning trail run.

Bike support will be available at the Grava del Fuego start area. Parts, supplies and some services will be offered at the Bike Mart tent, and at the Bicycle ER trailer. We also hope to have a Garmin tent, for assistance downloading routes and with bike computers.





HELL'S GATE

Our 100 mile HHH cyclists know Hell's Gate as a fun landmark to have their photo taken with Pyro Pete. It's also a spot where cycling fans, as well as friends and family of 75-mile and 100-mile cyclists, can come together to root for HHH participants at a critical spot of the endurance ride - nearly two-thirds (62 miles) of the way through the century event.

With the music of the Burkburnett High School Band, cyclists celebrating their progress so far, and HHH Head Photographer Richard Cleaver taking pictures of cyclists that they can later download, Hell's Gate is a popular place to be at HHH.

But there's a lot more to Hell's Gate than festivities. Hell's Gate is a strategically placed landmark to measure a cyclist's progress at 62 miles to see if they have a reasonable chance of safely completing 100 miles without being on the route too long during the hottest part of the day. After 12:30 p.m. in North Texas, the day really starts to get hot.

Under normal Hotter'N Hell conditions, the cyclists who reach Hell's Gate by 12:30 p.m. are allowed to continue their century rides. But when conditions fall below the guidelines set by the American College of Sports Medicine, the HHH Medical Director will close the gate early and divert cyclists to the 100K route for a 75-mile ride.

The great "consolation" prize of the 75-mile route for disappointed 100 mile hopefuls is getting to ride through Sheppard Air Force Base and experiencing the High-5 Line, the static aircraft display and homemade cookies at the rest stop.

Hell's Gate also gives 100 mile cyclists who reach the

gate in time, a critical choice, according to HHH Ride Chairman Roby Christie. "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.'"

Despite how well a cyclist has trained for HHH, the heat, wind and humidity can take more out of them than they may have planned for. Hell's Gate is a great place to make a choice between ending your ride feeling good, or being on the side of the road awaiting 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."

Before former HHH Medical Director Dr. Scott Williamson created Hell's Gate as a strategic safety measure for HHH cyclists, Christie said, "We were bringing a lot more riders to the finish line in SAG wagons."

Enjoy the high school band, have your picture made with Pyro Pete and hang out with fellow cyclists, but also take a few moments to realistically assess your condition. Do you have 39 more miles in you, or should you take the 75-mile escape route, enjoy SAFB and then tell stories and eat the great food at Finish Line Village and maybe even dance to a song or two to the live bands.





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Contact Sarah Graves at sgraves@unitedregional.org or (940)764-8429 for more info.



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



BikeTexas

www.BikeTexas.org

Advancing Bicycle Access, Safety & Education



2022 HHH Science of Cycling Symposium: From Lab to the Road

The 2022 HHH Science of Cycling Symposium: From Lab to the Road will feature area cycling experts providing applicable information for cyclists riding the HHH. Speakers will present 30 to 45 minute presentations that are designed for all cyclists, said symposium coordinator Dr. Frank Wyatt, MSU professor of exercise physiology.

The free symposium is open to the public and runs from 9 a.m. to noon and then 1 to 3 p.m. Friday Aug. 26 in the MPEC amphitheater. The times depend on how many speakers Wyatt is able to find to present. No registration is required to attend, and people may come and go. A short question and answer period will follow each talk.

"We are there to give people applicable tips for riding the HHH, as well as training aspects for future rides," Wyatt said "We will also touch on nutritional aspects of riding in the HHH – how to eat properly and eat during the ride. We hope to touch on the components of training, hydration and nutrition in a very applicable sense for people riding the HHH."

Wyatt is still putting together speakers. Former HHH Medical Director, Dr. Keith Williamson, should be there to talk about hydration status, the area he studied, researched and published on for the past two decades. Wyatt will also tap Dr. Michael Olson, the Athletics Department Chair at MSU, to do a biomechanical analysis of cycling.

Wyatt's own presentation will concern the physiological component to training and adaptation of training. MSU's Dr. Soon Mi Choi (an Exercise Physiology professor) will talk about nutrition.

The final 2022 symposium schedule will be posted closer to the Symposium date on the HH100.org site under Events. For more information, please contact Dr. Wyatt at Frank.Wyatt@msutexas.edu.





SOCIAL MEDIA

Our HHH social media pages are the fastest way to catch up on the latest news and updates for the 2022 HHH.

While HHH regularly updates its HH100.org website, we post daily on our Facebook social media accounts. Our primary account to share news is www.facebook.com/HotternHell100/

Our various social media sites are also there for cyclists, mountain bikers, gravel grinders, USA Cycling racers, trail runners, and cycling fans to ask questions about HHH, cycling and the area. Everyone is welcome to share their experiences (pictures and stories, especially on our HHH Facebook photography page, Hotter'N Hell 100 Photography.

Our main HHH Facebook is: www.facebook.com/HotternHell100/

Our secondary HHH Facebook is:

facebook.com/groups/HotterNHell100/

Like the first (a Page) and you are following us, but you must apply to be a member of the secondary HHH Facebook, which is a group.

Don't forget to post your pictures and videos on our HHH Facebook photography page, Hotter'N Hell 100 Photography, and tag yourself, family and friends!

The HHH Instagram is: [thehh100](https://www.instagram.com/thehh100)

The HHH Twitter is: [@HotternHell100](https://twitter.com/HotternHell100)

Our Wichita Falls Streams & Valleys website is weechitah.org

The Wee-Chi-Tah Trail Facebook page is: [Wee-Chi-Tah Trail](https://www.facebook.com/Wee-Chi-Tah-Trail).



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TRIPLE THREAT AND TRAIL RUN

The Wichita Falls Streams & Valleys dirt events feature the Friday morning USA Cycling mountain bike race, the Saturday Gravel Grind rides and the Sunday morning trail runs. If you complete the mountain bike race and the half marathon-ish trail run, as well as the Saturday HHH 100 mile road ride, you've fulfilled the Triple Threat multi-event challenge.

The Grava del Fuego gravel grind is also part of weekend's multi-event challenges such as the Chupacabra 200 (the 100K gravel and Saturday morning 100 mile endurance ride). There's also the Quadzilla event that combines the 100K gravel ride with the Triple Threat.

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

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

"You really have to be an all-around athlete to complete the Triple Threat," said Sandy Fleming, Streams & Valleys ED. "Triple Threaters should train to push their bodies hard three different ways, three days in a row. Quadzillas are just monsters," she said with a laugh.

Online registration for the Triple Threat, the Chupacabra 200, and the Quadzilla, or for any of the individual events over the HHH weekend, is available at www.bikereg.com/52818.

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 Fleming at info@weechitah.org.



MOUNTAIN BIKE RACE



The annual Wichita Falls Streams & Valleys USA Cycling Mountain Bike race kicks off the HHH weekend of events at 8 a.m. Friday, August 26 from the J.S. Bridwell Ag Center.

The race offers Cat 1/Pro, Cat 2/Sport, Junior, and Novice (formerly Cat 3) categories in addition to the Clydesdale/Athena and Single Speed categories that were added in 2021. If there are people who do not want to race," said Jimmy Young, area mountain biker and USAC official, "we will allow them to do a back-of-the-pack (Novice) start."

The Novice category mountain bikers start at 8 a.m. and is immediately followed by the noncompetitive back-of-the-pack mountain bikers. The Novices need to be at the Ag Center by 7:30 a.m. "lined up, with their legs marked, bib affixed, ready to go at their start time," said Sandy Fleming. Junior category (ages 9-18) racers also leave at 8 a.m.

The Pro category mountain bikers start at 10 a.m. and are then followed by the Sport category. For laps of the trail, by category, please see <https://www.bikereg.com/52818>

Cyclists may pre-ride the Wee-Chi-Tah Trail up through the Thursday before the Friday races, said Young. He said the trail looks better than ever, and recommends that mountain bikers run tubeless tires. If they are unable to, he recommends that they at least run tubes with some sort of sealant in them.

Each mountain bike category field is limited to 300 cyclists, and all mountain bikers need a USA Cycling license to race. One day licenses may be purchased online or onsite. Young recommends that mountain bikers register early and sign their waivers in advance. They can show proof of their license with their USA Cycling phone app.

For the first time ever, there will be a fastest lap \$100 payout awarded to the male and female riders racing in the Pro (formerly Cat 1) and the Sport (formerly Cat 2) categories.

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

For additional information on the Triple Threat and the Trail Run, please see the "Triple Threat and Trail Run" story in the Ride Guide.



HHH REST STOPS

Our HHH rest stops are more than 3,000 outgoing friendly volunteers dishing 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. Even our 10K route has a rest stop at the swinging bridge in Lucy Park, two miles from the start line, so cyclists can enjoy the experience.

HHH hopes 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.



In addition to the cold refreshments and snacks, shaded places to rest, medical personnel, and sometimes even a bike mechanic, each 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. There are themes such as pirates, "Star Wars" and even (Jimmy Buffet's) Margaritaville.

"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."





CONSUMER SHOW

It's one of the best shopping weekends of the year for cyclists when vendors from across the country set up at the 2022 HHH Consumer Show on Thursday, Friday and Saturday in the Ray Clymer Exhibit Hall.

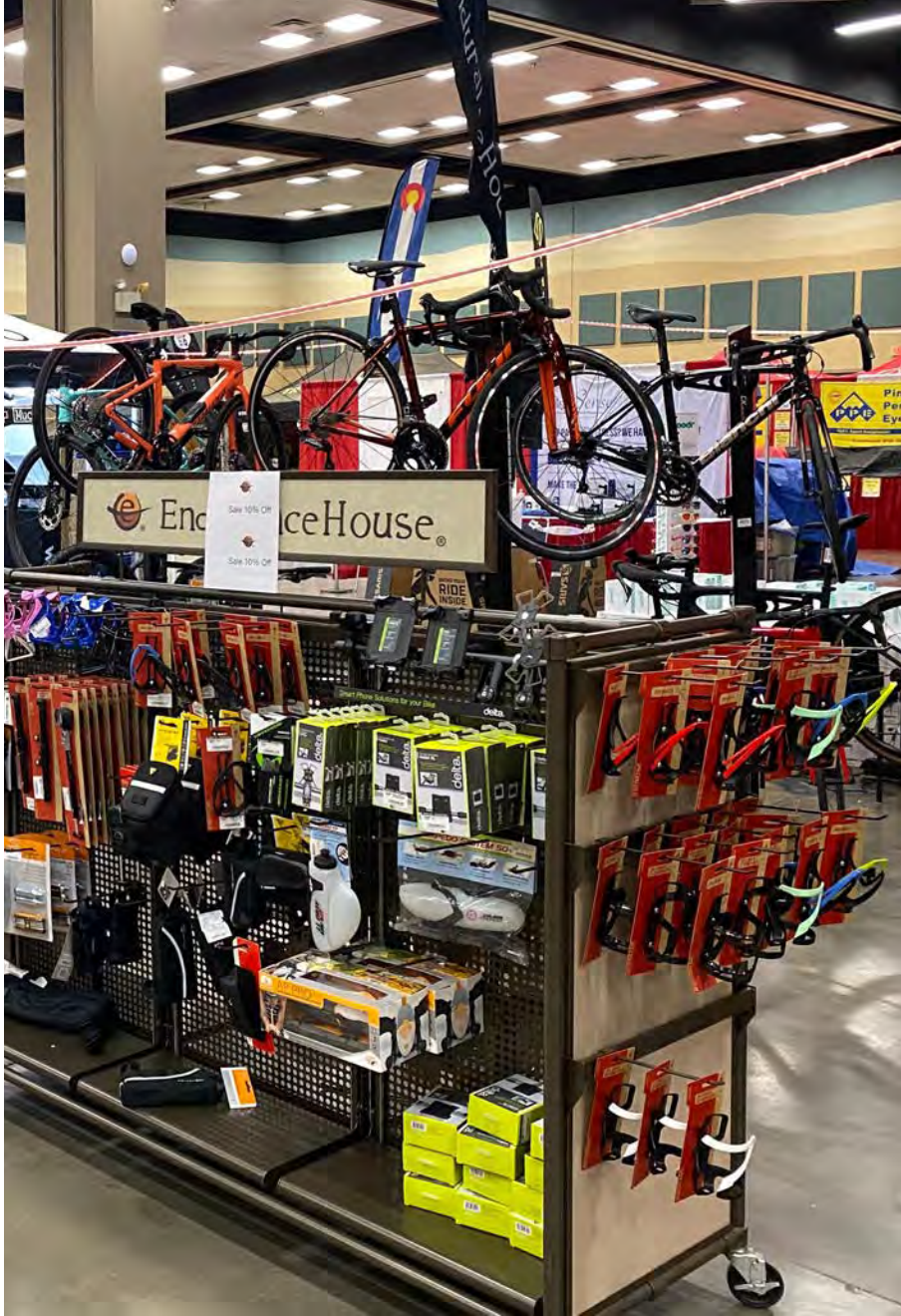
HHH Consumer Show hours are 3 to 8 p.m. Thursday; 1 to 9 p.m. Friday; and 9 a.m. to 2 p.m. Saturday.

Shoppers can discover what's new and what's popular in the world of bikes, and they can also find great deals on bicycles, kits, cycling gear and equipment pertaining to cycling. Shoppers can also purchase last minute tubes, tires and CO2 cartridges for their rides, and can get advice on what will likely suit them the best.

There are small shops, specialty shops, niche shops and even cycling super shops such as Sun and Ski, Parkside Cycle, and Bike Mart – the latter will also be at the Grava del Fuego start line. Bicycling advocates, Bike Texas, will have a booth at the Consumer Show.

Our HHH store will also set up at the Consumer Show and will carry this year's HHH gear as well as previous years. Primal - who makes the HHH athletic apparel - will also attend the Consumer Show, said HHH ED Chip Filer. They can do sizing for customers, so cyclists can walk right up and know the size of the apparel they want. Finding the right size jersey or bibs will be a lot easier.





BUILD YOUR CYCLING SKILLS

MIKE KEEL

Whether we participate in the Trail Ride, the Endurance Ride or the Gravel Ride, we will need specific skills to complete that ride. It doesn't even matter what distance we ride – we still need skills.



Besides the obvious balance skills, we also need some foundational skills:

Cornering and maneuvering – do you know how to navigate corners and obstacles?

Stopping and starting – do you know how to clip in and out without swerving and/or crashing?

Pedaling – do you know how to turn the pedals smoothly and not look like a pump-jack?

Gearing – do you know how to use your gears and save your legs?

Hydration – do you know how to grab your water bottle and drink without swerving and/or crashing?

Next, we need to develop our intermediate skills:

Spinning – do you know how to vary your pedal speed on longer rides to avoid cramping?

Power – do you know how to manage your effort to safely complete longer distances?

Fueling – do you know what to eat and how much/how often to eat so that you do not bonk?

Communicating – do you know how to communicate while riding in large groups, getting off/back on the road safely at rest stops and dealing with mechanical problems?

So – How Do We Build Skills?

Learn – the best way to learn these skills is to ask a friend to share their knowledge with you. In some communities there are bicycle clubs that have numerous members to assist you in this quest. You can also read books and/or watch videos to learn more. This part is like learning the script for the performance.

Practice – some people call it training, others call it practicing or rehearsing. Once we have learned how to do something, we need to practice that skill in a variety of situations to build our skills. Riding on our own, then with others and finally, at organized rides. This part is like rehearsing for the performance.

Dress Rehearsals

Once you feel like you have the skills and you are ready to put them into action, get out and ride at some organized rides. Visit www.Wheelbrothers.com to find rides near you. These “dress rehearsals” are the perfect venues to put our skills to the test and to make sure that we are ready for our ride in Wichita Falls.

2021 HOTTER'N ALE 0.5K AND BLOCK PARTY



After Finish Line Village closes at 5 p.m. Saturday, the fun moves into the heart of downtown in front of the Wichita Falls Brewing Company (701 Indiana) and Downtown Wichita Falls Development (709 Indiana) buildings.

DWFD will once again host the outrageously fun and popular Hotter'N Ale 0.5K event with 300 "runners" divided into teams that will "walk" – or the option for Very Lazy People (VLP) of riding a trolley - 1,640 feet through a downtown route and hit stops at designated "rest stops" (established businesses) for beer and various foods, etc. as well as libations, snacks and activities.

In 2021, DWFD began selling tickets for the 0.5K on July 1, and sold out in two days. "2022 registration opens again on July 1, and we expect to sell out quickly like we have every year," said Jeanette Charos, marketing director for DWFD. Information will be posted at <https://downtownwf.com/dwfd-events/> and tickets may also be purchased online.

In addition to the 0.5K that evening, there is a free block party from 5 to 10 p.m. with urban local favorite DJ MF Maniac in the same downtown location. The Grava Del Fuego gravel ride will also start there at 7:05 p.m. (See our Gravel del Fuego story in this Ride Guide for more info).

The streets will be blocked off, and the theme for this year's Block Party, as always, will be campy and fun. Participants are encouraged to dress to theme. While hanging out at the Block Party, or enjoying the 0.5K, you can root for the Grava del Fuego riders as they start their rides at 7:05 p.m.

The 2022 Block Party and Hotter'N Ale 0.5K will be bigger and better than ever, so invite your friends, whether they cycle or not! Please contact DWFD at (940) 322-4525 for more information.





"if you've never attended the Friday night or Sunday morning Hotter'N Hell criteriums...

BY CHARLIE ZAMASTIL

"I'll never forget how I felt at the first big bike race I attended. It was the TD Bank U.S. Pro Championship, known among the tifosi simply as "Philly." I had started cycling to my grad classes, then joined a cycling club, introducing me to a whole new community in that unfamiliar city. We chose Lemon Hill as our vantage point, which I was told the true cycling fans watched—as opposed to the Manayunk Wall, a massive party occasionally interrupted by some thin speedy folks on bikes.

The energy was electric each time the peloton whizzed by us, going over the 8% uphill grade as if it were a speedbump. Everything about seeing them pass was exciting, from the skill they showed riding inches apart to the sound—oh, that whooshing sound of the wheels splitting the wind as they rise out of the saddle, chains clicking down to a larger gear remains unforgettable some fifteen years later.

Five years later I pinned on a number in that very same race, and while much of the race is little more than a blur, I still remember listening for the sounds on Lemon Hill. Less apparent was the whirring and the clicking as I turned over the pedals at breakneck speed. No, what I remember best of all that experience was the absolute wall of sound that the spectators made each lap, the way it imbued my tired legs with just a little more strength.

That race is no more, much like my competitive drive. Thankfully, I still get to have a front seat at the

only event I've ever done that rivals that experience for sheer bicycling thrills, and that's the Hotter'N Hell 100. Sure, I'm supposed to be running the show, coordinating officials and timing and registration and payout and volunteers, but on Friday night especially, I'm transported back to Lemon Hill, a giddy fan marveling at the talent on display. Only unlike at Lemon Hill, where the peloton took 30 minutes to circle back around, the nation's best men and women's racers fly past the Michelob stage every two minutes, railing the corners as if on a track, attacking and regrouping over and over again at 30mph on tires no wider than a quarter. No one should miss it.

The way I'm wired, I can't imagine watching a bike race and not wanting to be part of the mix. Even after crashes have cost me thousands in hospital bills and broken equipment, I feel that inspiration to race creeping in every August. Perhaps you or your loved ones might feel the same. Or perhaps you simply want to marvel at those who do feel it as you relax under the setting sun Friday night, capping off your spaghetti dinner with an ice cold beverage. Either way, I urge you to attend, to take in the sights and sounds, marvel and the strength and athleticism of the athletes—and by all means come meet our podium puppies—and bring your family. All are welcome in the congregation of cyclists, from racers to beginners, old and young; all can join the revelry."



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2 days

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