

SIERRA NEVADA BREWING COMPANY
AND CHICO VELO

PRESENT

THE CHICO WILDFLOWER CENTURY

Sunday, April 29, 2018

Event Headquarters
Silver Dollar Fairgrounds
2357 Fair Street - Chico, California 95928

WILDFLOWER 100 & 65

The traditional **Wildflower 100** miler with 4,300' elevation gain takes riders up Old Humboldt Rd. and down Hwy 32. After climbing up the legendary Honey Run Rd. to the Paradise rest stop, Wildflower 100 milers descend from Paradise to Oroville, then climb back over Table Mountain through Cherokee, finishing the ride back to Chico in the flat, lush valley orchards and wetlands. The **Wildflower 65** (1,900' elevation gain) omits the Humboldt Rd. and Table Mountain loops.

WILDCAT 125 & 100

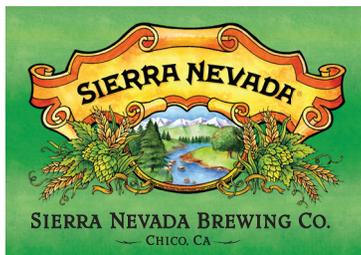
The **Wildcat 125** route adds approximately 2,500' of climbing to the traditional Wildflower 100 by continuing after Honey Run, via Coutolenc Rd., up to a rest stop at the pristine Merlo Park in remote Stirling City. Then it's down, down, down to Pentz Rd. and back onto the regular Wildflower route. This option is not for the faint of heart, but if you're ready to add an extra challenge, we've got the ride for you! The **Wildcat 100** omits the flat valley orchards for a very challenging "pure climber's century."

FLATFLOWER 60 & 30

The **Flatflower 60 and 30** mile routes go south of Chico. There are zero, zip, nada, no hills. Riders will take the Midway Bike Path Rail Trail to Durham. The 60 milers will continue south to Richvale, the home of Lundberg Family Farms, then loop back north to Durham and head back to Chico, mostly on lightly travelled rural farm roads. Rest stops in Durham and Richvale. After a stop in Durham, the Flatflower 30 riders will head south on small, little-travelled back roads, then loop back to the Durham rest stop before returning to Chico via Durham Community Park and the Midway Bike Path.

FLATFLOWER 12 AND CHILDFLOWER 12

The **Flatflower 12 and Childflower 12** routes take the midway Bike Path from Chico to Durham for a Rest Stop, then return via the same route. Children under the age of 9 are encouraged to have a parent or guardian accompany them. Childflower riders will receive a child's goodie bag. Dinner at the fairgrounds is not included with either ride but may be purchased separately ("Extra Dinner Ticket") for \$15.



REGISTRATION

Registration includes a goodie bag; water bottle; SAG support; fully-stocked rest stops; and a hearty and delicious farm-fresh post-ride meal (except Flatflower 12 & Childflower). Registration is limited to 4,000 riders. Pre-registration ends at 11:59pm on April 25, or register on-site while space remains available. If you wish to receive confirmation of your mail-in registration, please include a self addressed stamped envelope. Entry fees are non-refundable. See our website for our transfer policy. Unclaimed pre-paid merchandise will be mailed post-ride. This event is held rain or shine.

SATURDAY 2-8 PM: WILDFEST PRE-RIDE PARTY & RIDER CHECK-IN

Our WildFest expo will be bigger than ever! Check-in for all rides, enjoy the Sierra Nevada beer garden and live music. Grab a carb-loading meal or snack at our Fork in the Road Food Truck Court, visit our cycling-inspired expo, and bring the family to our KidZone. We'll have you fueled up and ready to ride on Sunday morning.

SUNDAY SCHEDULE

Rider start windows and mass start times are as follows:

- Wildcat 125 riders start from 5:30am to 6:30am, mass start at 6am
- Wildcat 100 and Wildflower 100 riders start from 6am to 7am, mass start at 6:30am
- Wildflower 65 and Flatflower 60 riders start from 6:30am to 7:30am, mass start at 7am
- Flatflower 30 riders start from 8am to 9am, mass start at 8:30am
- Flatflower 12 riders start 8:30am to 9:30am, mass start at 9am
- Childflower 12 group start at 9am

These start windows will help you arrive at rest stops during their posted 'open hours' and (for the longer rides) ensure that you get back in time for dinner. Especially if you are a slower rider, please get an early start!

All rides return to the Silver Dollar Fairgrounds for post-ride meal, expo, massage, and music from 11am to 5pm. Showers are available at the finish. The Commercial Building at the Fairgrounds closes at 6pm.

MERCHANDISE

Go to www.chicovelo.org to see our cycling jerseys and other Chico Velo merchandise. Order with your registration to ensure your preferred color, style and size is ready and waiting for you at registration. Visit our Wildflower Store on site for additional items! All merchandise prices include the appropriate sales tax.

LODGING FOR THE WILDFLOWER

Camping options are available at the Fairgrounds and can be purchased either with your registration or at rider check-in. Tent or 'dry' RV camping is \$20/night; RV with hook-ups is \$40/night. Other lodging options can be obtained from the Chico Chamber of Commerce at (800) 852-8570 or www.chicochamber.com.

ABOUT CHICO VELO

Chico Velo Cycling Club is a 501.c.3 nonprofit bicycling advocacy organization. Profits from the Chico Wildflower go towards our programs including Bike Valet Service at local events, Trailworks Mountain Bike advocacy, KidsPedal bike safety program, the Ed McLaughlin Art Fund, and our Ed McLaughlin Memorial Fund. Thank you for your tax-deductible contribution of any size with registration.

