

SIERRA NEVADA BREWING COMPANY AND CHICO VELO

PRESENT

THE 2014 WILDFLOWER CENTURY

Sunday, April 27, 2014

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 Road 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 2500 ft 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 climbers century".

FLATFLOWER 60 & 30

The Flatflower rides of 60 and 30 miles 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. Food and drink 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.

CHILDFLOWER 12

The Childflower 12 miler takes the Midway Bike Path from Chico to Durham for a rest stop and fun Bike Rodeo, and returns via the same route. Children under age 9 are encouraged to have a parent or guardian accompany them. The Childflower has a mass start at the Silver Dollar Fairgrounds at 9am. Entry is \$15.00 and all proceeds go to the Butte Bicycle Coalition. A dinner ticket may be purchased for an additional \$15.00.

RIDE START/FINISH

Ride Headquarters will be at the Silver Dollar Fairgrounds in south Chico, Fair St. & East Park Ave. To get to the Fairgrounds, exit Hwy. 99 at Skyway/East Park Ave., head west, make a right on Fair St. All rides return to the Silver Dollar Fairgrounds for postride festivities including dinner, music, massage and showers.

REGISTRATION

Registration includes entry to all food-drink stops on the course, dinner (except Childflower) & shower at the finish, goodie bag, and large drink bottle. Registration is limited to 4000 riders and is \$65 through January 31, \$75 from February 1 to April 23, and \$85 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. Pre-paid merchandise will be mailed after the ride to riders who do not participate. This event is held rain or shine.

SATURDAY CHECK-IN

You can check-in for all rides Saturday, April 26th at the Silver Dollar Fairgrounds, (exit Hwy. 99 at Skyway/E. Park Ave., head west on E. Park Ave, right on Fair St.) from 2pm to 8pm. You'll be ready to ride and won't need to stand in line at the fairgrounds on Sunday morning.

SUNDAY SCHEDULE

The Wildflower rolls on Sunday, April 27th, Rain or Shine. To help ensure you the best ride experience, the 2014 Wildflower will feature 'staggered starts'. Rider start windows are as follows:

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

To help you plan your ride, all rest stops will display the 'open hours' of the following rest stop.

Dinner will be served at the fairgrounds from 11am to 5pm, and the fairgrounds will close at 6pm.

MERCHANDISE

Go to www.chicovelo.org for more info about 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. 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 \$15/night; RV with hook-ups is \$35/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 organization. All profits from the Chico Wildflower go towards achieving our mission, which is to foster and promote safe bicycling and its attendant benefits; and to educate the public regarding the importance of bicycle safety and personal fitness. We accomplish that through our own internal programs and through grants from the Chico Velo Foundation, assisting individuals and organizations with projects, programs and events that support cycling in our community. To learn more about our foundation or our other programs, find us on the web at www.chicovelo.org. This year, we are also working on a "Functional Art" piece to commemorate Ed McLaughlin here in Chico (details TBA). If you'd like to be a part of it, we welcome your contribution to the Ed McLaughlin Memorial Fund as part of your registration. Thanks for your support!

