

Welcome to the 29th Annual Way Too Cool 50K Endurance Run
Presented by CLIF Bar!



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We invite you to read about the WTC history rich in tradition. Did you know that there are 2 Hall of Froggers who have completed every Cool Canyon Crawl (1989 - 1998) and Way Too Cool (1998-2016)?! Congratulations to: Bill Finkbeiner and Denis Zilaff.

WTC and NorCalUltras are proud to support our race beneficiaries; California Conservation of Trails (CCOT), [Running School](#) and [Wings for Life](#).

Our volunteers are the lifeblood of this event. Please express thanks to the hard working teams and aid station captains who generously give their time and energy to ensure you have a safe and successful race experience.

Heartfelt thanks and sincere gratitude to the following organizations; Western States Endurance Run Foundation, Western States Trail Foundation, Robie Foundation and the California Forest Foundation. Their help in clearing and maintaining the trails affords each of us an opportunity to run and enjoy these events.

The trails are in pristine condition and are ready for each of you! Our signature frog cupcake and one of a kind WTC medallion await you at the finish line. On behalf of myself and the WTC Team, we thank you for your support. We look forward to seeing you on race day!

HAPPY TRAILS!

Julie Fingar, Race Director



Presenting Sponsors

Presenting Sponsor and Official Bar - [CLIF](#)



Official Energy Gel and Hydration - [GU](#)



Official Footwear - [Salomon](#)



Official Community Partner - [Sacramento Running Association](#)



Official KinesiologyTape - [RockTape](#)



[Wings for Life](#)



Performance Enhancing Sponsor - [Kokopelli](#)



Get Connected with NorCalUltras



#wtc50k

All the information you need to know!



Packet Pick-Up

[Fleet Feet Sports Folsom](#)

Friday, March 2, 2018

10:00 A.M. - 7:00 P.M.

*We highly encourage you to pick up on Friday!

[Check out our awesome swag and awards you can win](#), simply by coming on Friday!



Race Day Check-In

[7200 St. Florian Drive](#)

Cool, CA 95614

5:45 A.M. - 7:45 A.M. (located inside the Salomon tent)

**If you have checked in on Friday, you do not need to check in on race morning.*

Course Info

- [Click here to view the course map](#)
- Course will be marked in **ORANGE** ribbon.
- Follow all chalk and flour markings.
- Please remove all headphones at aid stations and road crossings. This is for your personal safety and the safety of the event.



Timing and One Mass Start

- [WTC is using the ChronoTrack B-tag timing system.](#)
- Your timing chip is on your bib. Please do NOT fold or it will not read.
- All runners begin at 8:00 A.M.
- Absolutely, no early starts. You can jeopardize the safety and permit regulations of our event.

Aid Stations

- [Click here for aid station information](#)
- Please review the [mileage chart](#).
- Our aid stations offer the best in nourishment and hydration in [CLIF](#) and [GU](#) Products.

Contest and Awards

- [Roctane Express Ticket Contest](#)
- [Bungalow Munch Spirit Awards](#) - Chosen by CEO Jeri Howland
- [Lucky Trails Jackpot](#)

Trail Etiquette

WTC's partnership with California State Parks (ASRA) is extremely important and vital to the success of our event. We are privileged to have the opportunity to run these environmental sensitive historic trails. Please follow all orange ribbon course markings and signage. Stay within the designated chutes on the course. There will be monitors on course and failure to comply with our protocol, you risk disqualification from the race.

Please respect the trails and do NOT litter. Pack it in and pack it out. If you are seen littering on the trail, you will be disqualified from the race. No exceptions!

[Please read through our trail etiquette and safety rules.](#) Thank you for your cooperation.

Parking and Car Pooling Go Green and Carpool

We appreciate your full attention and cooperation on this matter. Failure to comply with our event permit parking instructions and regulations can risk immediate disqualification.

Please help us and arrive early...this means 45 minutes before your original time you had in mind. The earlier you arrive, the more premiere parking spot you will acquire. The later you arrive means a longer pre-race warm up.

Once you enter on Florian Drive, you will be instructed to follow the directions from our awesome parking crew.

For safety and permit reasons, the entrance to the fire station (Florian Drive) will close at 7:15 A.M.

[Click Here to check out the parking diagram.](#)

Please listen to and follow any and all instructions given to you. Thank you for your help in making this a smooth and easy process.



Post Race Festival

Join us for the Coolest Party of the Year! Visit our sponsors, partners and friends in the WTC Ultra Village Presented by CLIF Bar!

Post Race Eats

- [Togo's](#) artisan sandwiches
- Chef Tim Ruffino's homemade soup for your soul
- Cool beverages
- [Tap It](#) Beer from our friends at [Mussetter Distributing](#) - for those 21 and over. Bring your ID!
- Fresh fruit
- Signature homemade frog cupcake



Way "Too" Cool Snippets

CLIF - Check out [ClifCast](#) - the Podcast from CLIF Bar offering information and insights on sports nutrition for runners. Get the lowdown on proper nutrition, hydration, and other tips and tricks dedicated to getting the most out of your training and race day efforts.



GU - In 1993, it all started in a Berkeley, California kitchen. Dr. Bill Vaughan formulated the first GU Energy Gel as a more digestible fuel for his daughter, a top ultramarathoner. What he created was a breakthrough product that allowed athletes to effectively fuel on-the-go. Innovation created GU Energy Labs 25 years ago, and today it is still family owned. GU is a proud sponsor and excited to help fuel you to the finish line. Good luck runners, #GUFORIT!



Salomon - Salomon is excited to continue sponsoring Way Too Cool and support the Auburn running community. Way Too Cool is one of the biggest and best trail races in the country that offers a beautiful and challenging course for all participants. Salomon is committed to providing the perfect trail shoe for every runner and every type of terrain.



RockTape: RockTape helps athletes of every level go stronger, longer with the best kinesiology tape, cutting-edge education, and fitness support products. RockTape kinesiology tape can be used to treat sports and non-sports injuries, including shin splints, plantar fasciitis, runner's knee and back pain. Stretchier, stickier and stronger than the competition, RockTape is preferred by athletes and medical professionals throughout the world.



Tap It Brewing: Tap It Brewing Company is a family of craft beer lovers. We're true to our roots and true to our word. We like to take a laid-back approach to almost everything we do. But there's one thing we are absolutely serious about-our beer! Family-owned, family-brewed, fine-crafted, but Passion is our most important ingredient.



#wtc50k - Don't forget to use this in your twitter feed as you are having a blast either preparing for WTC or while you are running WTC or if you are cheering on folks at WTC!!!

[Way Too Cool 50K Race Video](#) - by Stephen Porter

Thank you to our sponsors!

Presented by:





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