



Welcome Runners!

NorCalUltrás welcomes you to the 31st Annual Way too Cool 50K!

WTC and NorCalUltrás are proud to support our race beneficiaries; California Conservation of Trails (CCOT), and [Fit for Girls](#).

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, the sun (yes, we have talked to the weather gods!) will be shining and 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.

HAPPY TRAILS!

Julie Fingar, Race Director





Presenting Sponsors

Official Energy Gel and Roctane Energy Drink Sponsor



Official Footwear Sponsor



Official Sock Sponsor & Synchroknit Gear Check Powered by Wigwam



Official Beer Sponsor



Official Skirt Sponsor



Official Vehicle Sponsor



Official Community Partner



Official Motivation/Podcast Sponsor - [Kokopelli](#) and [Trail Runner Nation](#)



[View all of our gracious sponsors here.](#)



Get Connected with NorCalUltrass



Use #wtc50k for updates and to share!

All the information you need to know!



Packet Pick-Up

Fleet Feet Folsom

Friday, March 6, 2020
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!

Please note, Way Too Cool is now cupless.

Our friends from GU will be providing all entrants a reusable cup for the aid stations!! Don't forget to bring it with you on race day!!



This year, GU Energy Labs is adding their TerraCycle Pledge to the partnership with our events; WTC50K and AR50. GU works with TerraCycle to convert nutrition wrappers from all brands into tools, park benches, and more. Our races have taken GU's TerraCycle pledge to work to keep the race trails pristine. [Click here to learn more about this.](#)

Race Day Check-In

[7200 St. Florian Drive](#)

Cool, CA 95614

5:45 A.M. - 7:45 A.M. (located under the NorCalUltras Sky Tent)

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



Gear Check, presented by SynchroKnit powered by Wigwam:

Every runner will receive an official gear check finish line bag at Fleet Feet packet pick up (or race morning if you choose this option). You will write your bib number on this bag and race morning drop your bag with our SynchroKnit ambassadors at The SynchroKnit Gear Check Powered by Wigwam. In addition to your gear check bag, you will receive a SynchroKnit sock card and you'll want to take a look at how cool these socks are because 20 of you, yes, that's right, 20 runners will be lucky winners and receive a pair of SynchroKnit socks. If you are one of our 20 lucky winners, you will pick up your socks at gear check on race morning.

Learn more about SynchroKnit powered by Wigwam - [click here](#)



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.



**Race
Timing**

- [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. If you start early, you will be disqualified automatically.

Aid Stations

- [Click here for aid station information](#)
- Please review the [mileage chart](#).
- Cut-off's are enforced and are for your safety and the event. You must be out of the aid station before the cut-off.
- Medical personnel will be located at the start/finish.
- Our aid stations offer the best in nourishment and hydration in [GU](#) Products.

Contest and Awards

- [Roctane Express Ticket Contest](#)
- Spirit Awards
- [Lucky Trails Jackpot](#)



**#willsweatforbeer
#wtc50k**

Take A Pic & Post to WIN!

WTC Runners! It's time to get Yeti!

Nothing to "suffer" with this easy contest. [Sufferfest](#) (the official beer of WTC) and NorCalUltras want to keep you on course from start to finish.

Take a photo of all six [Sufferfest](#) directional signs on course and post them using #willsweatforbeer and #wtc50k

All posts must be in by 5 pm race evening. Two lucky winners will be selected and win:

1. A Yeti Cooler
2. American River 50/25 2020 entry
3. RYP Wear \$75 gift card



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.

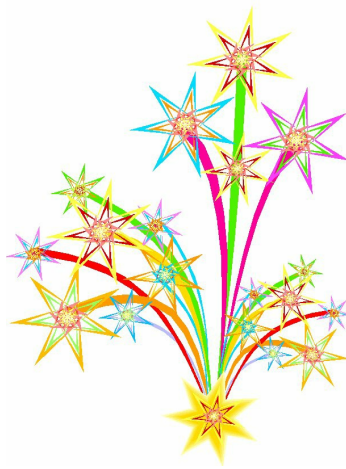
Please help us and arrive early...this means **45 minutes** before your original time you had in mind. The earlier you arrive, the more premiere parking spot you will acquire. The later you arrive means a longer pre-race warm up.

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

We are throwing the "coolest" post-race trail party in town.
Visit our sponsors, partners and friends in the WTC Ultra Village.

Sufferfest Recovery Lounge

Enjoy your [Sufferfest](#) brew as you relax in our big joe bean chairs. Massage your aches and pains with [TheraGun](#), foam rollers, massage sticks, and lacrosse balls. This is the best part, are you ready?! You'll get a raffle ticket upon entry to the recovery lounge -put your name and bib # on it, drop your ticket in our froggie box and you're entered in a drawing to win.....these prizes are awesome!

2 (two) [TheraGuns](#)



2 (two) [Coros](#)



Again, you must go inside the recovery lounge if you want to be in the drawing.
Lucky winners will be notified by email on March 10th.

All WTC Runners can get 10% off a new [TheraGun](#)

Use code: **WAYTOOCOOL**
(Coupon good from March 5th - March 19th)

Post Race Eats

- [Baja Fresh](#) Burritos, Chips and Salsa
- Chef Tim Ruffino's homemade soup for your soul
- Cool beverages
- [Sufferfest](#) Beer for those 21 and over. Bring your ID!
- Fresh fruit
- Signature homemade frog cupcake



WTC Course Bandanna!- Get 'em while they last!

[Cool Trail Maps](#) will be selling WTC course bandannas at Fleet Feet Folsom on Friday for \$10!!

Way "Too" Cool Snippets

GU - GU Energy Labs strives to help athletes to reach their highest potential with products that deliver the right nutrients, in the right amounts, at the right time. Developed in collaboration with Olympians and age groupers alike, the GU nutrition matrix of Hydration, Energy and Recovery products has helped countless athletes achieve their dreams since its inception in 1993. Headquartered in Berkeley, GU

Energy Labs produces all of its Energy Gels onsite with just the right blend of heart and science. Recommit to becoming your best athletic self, learn more about GU products, and discover how nutrition planning can help you get there at www.guenergy.com



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.



SynchroKnit- SynchroKnit, powered by Wigwam, the official race sock of Way too Cool 50K, wants to give your foot a hug. SynchroKnit's contour knit technology provides a custom fit which will not slip inside your shoe, so you can run your best race ever. SynchroKnit feels like nothing else, because it's knit like nothing else.

WTC Runners! Get 50% off on your first order of socks from SynchroKnit™, powered by Wigwam with Promo Code: RACEDAY50)



Sufferfest Beer- Sufferfest Beer Company is beyond excited to partner with NorCalUltras and to celebrate the efforts all the runners of the 2020 Way Too Cool 50K Endurance Run. Inspired by athletes, Sufferfest Beer will be serving up a few different beers including our beer inspired by the Finish Line, Fastest Known Time Pale Ale. We cheer those who go the extra mile and for those who do on March 7th, we will have some extra special prizes for you! See you at the finish line!



Future Nissan of Folsom - Kevin Mantz, Ultra Runner and past finisher of WTC is giving you a special deal on the Nissan Rogue! Visit Future Nissan of Folsom and see Kevin Mantz!





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

NorCalUltras | staff@norcalultras.com | www.norcalultras.com