

**WAY TOO COOL**  
**50K & 10M**  
ENDURANCE RUNS



# ARE YOU READY TO RUN?

PRESENTED BY



## Get Ready to Leap! □

NorCalUltras welcomes you to the **35th Annual Way Too Cool 50K & the very first Way Too Cool 10-Mile Endurance Runs Presented by Altra!** Before you hop to the start line, please review the important race info below.



NorCalUltras welcomes you to the 35th Annual Way Too Cool 50K and the 1st Annual Way too Cool 10 Mile Endurance Runs Presented by Altra.

Way Too Cool: Where the trails are muddy, the hills are hoppy, and only the strongest don't croak!

**WTC Final Runner Briefing Recording: Listen or watch for great tips!**

**WTC Briefing on You Tube:**

<https://www.youtube.com/watch?v=f816DQ08hbQ>

**WTC Race Day Livestream of Mile 8 and Finish Line:**

<https://youtube.com/live/RVHQAA5fo2A?feature=share>

**WTC Results Link:**

<https://my.raceresult.com/327781/>

**WTC On The Web:** <http://www.wtc50k.com>

**Social Media** - Be sure to follow us on Instagram [@NorCalUltras](#) as we will be posting live on race day. NorCalUltras is also on [Facebook](#) and [YouTube](#).

**Race Beneficiary:**

**PARC-Protect American River Canyons**

This organization is critical to trail running in our region, and they have plans for a footbridge at China Bar connecting Auburn and Cool. Please click on this to read more about it.

**Runner Packet Pick Up**

Friday, February 28 • 12 Noon – 7 P.M.

We will be giving away **FIVE - \$25 Fleet Feet gift cards** but you gotta show up on Friday! If you get your bib on Saturday, you won't have a chance at a gift card. If you show up on Saturday you get 0% chance at a gift card and you'll be pinning on your bib in the dark. With cold hands. That's like running with scissors because we got a deal on some really sharp safety pins. There's a warning on the box and everything: "You probably shouldn't use these in the dark unless you like poking holes in yourself. Caveat emptor\*", my friend." A friend or family member can pick up your bib for you if you can't make it.

\* That's Latin for "bear with lots of holes" or "holy bear"\*\*\*

\*\* Presumably non-denominational

Reminder that WTC is a cupless race! Please bring a reusable cup or purchase one beforehand.

## Race Start

**Saturday, March 1st, at 8:00am.** Everybody starts together—50K and 10M runners all mixed in like a gumbo. There will be no early or late starts because it makes our timing people break out in hives and a weird knee rash. **Again: 50K and 10M start together at 8am on Saturday morning, March 1.**

## WTC Mileage/Pace Chart with Cut-Off Times

**50K:** [http://wtc50k.com/docs/WTC-Mileage-Pace\\_Charts-50K-2025.pdf](http://wtc50k.com/docs/WTC-Mileage-Pace_Charts-50K-2025.pdf)

**10M:** [http://wtc50k.com/docs/WTC-Mileage-Pace\\_Charts-10M-2025.pdf](http://wtc50k.com/docs/WTC-Mileage-Pace_Charts-10M-2025.pdf)

## Nutrition on Course:

[http://www.wtc50k.com/docs/WTC\\_2025 - Nutrition on Course.pdf](http://www.wtc50k.com/docs/WTC_2025_-_Nutrition_on_Course.pdf)

## Learn How Skratch Improves Your Performance:

[https://www.youtube.com/watch?v=VT3a5\\_\\_j\\_7M](https://www.youtube.com/watch?v=VT3a5__j_7M)

## Race Timing, Tracking, and Results

Professional Race Timing by [Capital Road Race Management](#). Split Mats will be at Start; Mile 8, , Lower Quarry, ALT, Mile 29/10M turnaround, and at the Finish Line. Have your friends and family follow you with live tracking and race results at:

<https://my.raceresult.com/327781/>

## Medical

First aid support is available at Mile 8 and the Start/Finish.

## A Really Cool Thing for You Turbo-equipped Speedsters Out There

Get a podium finish and you get a special bottle of **Ponderosa Cider** made just for Way Too Cool. It's a very limited run — almost unicorn status — so enjoy it\* after your hard-won finish. Special thanks to **Ponderosa Cider Co.** for this\*\*. And all of our sponsors because we couldn't put on any of our events without them.

\*Safely, of course.

\*\*Here are NorCalUltras HQ, we do have someone who leaves their fruit salad in the fridge long enough to ferment. (We're not



naming names but it's probably someone in the Biology Department who likes to blame the interns.) It's possible we could bottle that and give it out as a prize, but we can't vouch for its safety and it would probably taste like tuna pudding. So we leave the art of fermenting and brewing to the professionals like [Ponderosa Cider](#) and the beer development team at [Dust Bowl Brewing](#).

**Ponderosa**  
Cider Co.

### WTC Ultra Village

Hop on over to visit our ribbeting sponsors and toad-ally awesome vendors!



Finish Line Eats

Local Auburn business **Taco Tree, Chef Tim's Homemade Soup for the Soul** assorted beverages featuring **Waterloo** sparkling water (Lemon-Lime and Cherry Limeade flavors), and our beer garden featuring **Dust Bowl Brewing Company**.



### WTC Signature Frog Cupcake!

We are thrilled to have **Pushkin's** as our Official Bakery of NorCalUltras! Enjoy the infamous frog cupcakes at the finish line. Cupcakes are vegan, gluten, dairy and soy free! These are delish! When the going gets tough at Goat Hill, picture this!



### NCU Merchandise

Deals & Steals at our NCU Merchandise Tent in the Ultra Village.



### Volunteers

Every volunteer will be sporting a **Headsweats** WTC Beanie! Their enthusiasm and unwavering commitment embody the true spirit of community and sportsmanship. Without their invaluable assistance, we could not have staged this event, and their efforts are deeply appreciated. Consider being a volunteer at a future NorCalUltras race. It feels incredible to be of service.

**AMERICAN RIVER**  
ENDURANCE RUNS  
50-MILE ■ 25-MILE ■ 10-MILE

Presenting Sponsor: **ALTRA**

Training for Way Too Cool 50K and Way too Cool 10 Miler has been a wild ride—one moment, I'm gliding down trails like a trail-running legend, the next, I'm gasping mid-hill, questioning my life choices. But why stop at one epic race? The American River Endurance Runs on April 5 offer 10, 25, and 50 miles of gorgeous trails and glorious

suffering! Sign up, embrace the grind, and use code **ARGRIT** for \$20 off—because the only thing better than conquering miles is saving cash while doing it! ☐☐♂

Discount Expires- March 9th at 11:59 P.M.

**Register for AR**



One of two CONSOR Engineering-proposed Auburn To Cool (ATC) trail bridges crossing at China Bar



### LONE PEAK 9

Take on legendary adventures in a shoe designed to keep up. We reengineered the upper for more durability, improved the midsole, and updated the outsole for more grip. A revised midsole foam is lighter weight and designed to deliver a comfortable connection to the ground. No-sew overlays and a 100% recycled ripstop mesh upper are made for high-mileage durability while an improved outsole offers sticky underfoot grip. Get that classic Altra feel with zero drop and our roomiest toe box, with plenty of room to help your toes move more freely, and space through the midfoot. Durability, grip, and connection on the trail? Legendary.



### Altra G.O.A.T.\* Selfie

Take a selfie at Goat Hill by the Altra sign and let us know who **your** G.O.A.T is. Remember to tag **@altrarunning** and **@norcalultras**. As much as we'd like to tell you they'll send you a zero-drop Ferrari, they *can't* send you a zero-drop Ferrari. Not even a zero-drop 1987 Honda Civic. They're an awesome shoe company, not a distributor of free high-performance vehicles or Ferraris. Just shoes. Awesome shoes.



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3d · 🌐

Way to cool G.O.A.T. Selfie.thank Tiffany Ferguson. All time G.O.A.T is Mike Trout.

Altra Running  
NorCalUltras



\*Greatest Of All Time

Promo:  
**NORCAL20**  
Expiration:  
**12/20/25**  
Redeem:  
**jambar.com**



## GU TERRACYCLE

All NorCalUltras 2025 races have taken the GU TerraCycle Pledge!

TerraCycle bins will be located at every aid station on the WTC course AND at the Ultra Village finish line in the GU Energy Labs booth.

Recycle your Performance Nutrition with GU & TerraCycle - Click to see the video on YouTube.



### You Can Make a Difference

Join us in saying #NotTodayLandfill

Save your sports nutrition wrappers from ALL brands, GU and any others. Gel, Chew, Stroopwafel, bar, drink mix, and recovery drink mix single serve wrappers can be upcycled. Don't toss them in the garbage or recycling bin.

Collect them in a box, bag, envelope, canister...whatever's handy.

When your container is full, drop it off at a participating retailer, bring it to a participating race, or mail your wrappers directly to TerraCycle with a [FREE UPS shipping label](#).

### Best Practices for Recycling

In order to recycle this waste stream properly, please make sure all product has been removed (i.e. leftover GU product). Additionally, if you choose to rinse your product, please note that it must be completely dry prior to shipping. You cannot ship dripping packages.

### What Happens to Your Recyclables?

Once collected, the packets are shredded and melted into hard plastic to make new recycled products like picnic tables, park benches, bike racks, and playgrounds. Be a trail angel and TerraCycle your sports nutrition!



here for you.

Get ready for your race with 20% off your order at [Skratchlabs.com](http://Skratchlabs.com).

#### NORCAL2025

Gets 20% OFF an entire order at [skratchlabs.com](http://skratchlabs.com)

Contains sulfites. 750ml. 6.5% Alc by Vol. Hard Apple Cider. Made and Bottled by Ponderosa Cider Co., 102 Dunn Ln, Unit B, Auburn, CA 95603

**GOVERNMENT WARNING:** (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



**Ponderosa Cider Co.**

**WAY TOO COOL 2025**  
**50K & 10M**  
ENDURANCE RUNS

Show your WTC Bib and receive 20% off drafts and 20% off 4 packs to go!



@ponderosacider



[www.ponderosacider.com](http://www.ponderosacider.com)



# You're going to need it.

Sierra Mountain Espresso Drive-thru will be open to charge you up before the race.

1087 CA 193 ■ Cool, CA 95614

Hours: 2/28 – 6am-1pm ■ 3/1 – 7:30am-3pm

**Get 10% off your order!**

Use code: **WayTooCool2025**

Order ahead: <https://sme-100930sierramountainespresso.square.site>

You need three things to make a race work—runners, volunteers, and...

## Sponsors:



PUSHKIN'S



chris o'connor  
DESIGN + ILLUSTRATION





Toad-ally time to hop in and play! ☐

Fit 2 Run, Inc. (NorCalUltras & RYP Wear) | 601 Commerce Drive Suite #100 | Roseville,  
CA 95678 US

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