



2014 BELGIAN WAFFLE RIDE

# BWR

SUNDAY APRIL 27, 2014



THE COUNTRY'S

MOST UNIQUE

CYCLING EVENT



Proceeds going to Challenged Athletes Foundation

# DEAR HARDMEN, HARDWOMEN, HAPPY CYCLISTS, WHEEL SUCKERS, PODIUM CONTENDERS, POSEURS, ROULEURS, PACK FODDER AND FREDDY FREELOADERS:

**YOU HAVE COMMITTED TO RIDING IN THE MOST UNIQUE CYCLING EVENT IN THE U.S.,** the SPY Belgian Waffle Ride (BWR), and you will be rolling out alongside 500 others on April 27, 2014. Hosted by ViaSat and benefiting the Challenged Athlete Foundation®, the third annual BWR promises to be longer, more challenging, dirtier and climbier (yes, I just wrote that) than ever before. We promise it will be downright un-American in its Belgianness.

In Belgium, when the chill lingers but the days start to lengthen, thoughts turn to romance. For us, and the Belgians, romance means long, painful, nasty, bone-jarring, dirty, hilly, and leg-numbing bicycle races. Consider this our "Arid Spring," a revolution of revolutions made ironic by the

approach of your lactic-threshold as you twist through 38,000 pedal revolutions throughout the 220-kilometer course. That's 136 miles of pain and pleasure—but mostly pain.

Created in the spirit of the great Spring Monuments, the SPY BWR will take you on a ronde through North County San Diego, where it will clatter through agrarian hamlets and hills reminiscent of the Ardennes—after all, we don't call this beauty the Hell of the North (County) for nothing. Littered with a never-ending string of climbs, you'll pound along roughly paved roads and trails carved through inland San Diego's beautiful rural back-country—delightfully welcoming longer elevation gains punctuated by steep, Muur-like barriers.

*(continues)*





The 2014 edition of the SPY BWR will feature terrain that is selective in the true sense of the word: single track trails, gravel climbs, rock gardens, water crossings, dismounts, and sand boxes that go for miles in company with unrelenting ascents. This year—more than any other—the SPY BWR will throw an unending buffet of tough terrain into the teeth of the peloton. There will be no lead-out men, no team tactics, no conspiring and no place to hide for the one-trick ponies who have made their reputations on the slender tendril of domestiques. In the SPY BWR, all will find a multifaceted, ugly, technical, tactical, grinding, pounding, relentless, spirit-sapping, muscle-cramping beatdown in the finest tradition of long road races.

### AT SOME POINT YOU WILL BE ALONE

This one-day event will require superhuman efforts from many just to finish. Most will need to resign themselves to marking their palmares as “finisher,” or cutting the course with the hopes that no one is watching. Did we mention they’d be watching? Thank you, ViaSat. Others will consider it a victory of the highest degree to merely reach the finish line without expelling a whimper or shedding a tear. Never mind the ignominy of being cracked and spit out the back by the undulations, attacks, dirt and climbs. Those who proudly finish will

gather at the foot of the myriad of kegs from The Lost Abbey and happily imbibe before they have been drained by earlier finishers.

The course will feature something for everyone—mountain bikers, ‘cross racers, road racers, Elip-tiGO racers—except wheel suckers, for whom the only sentence will be a thorough beating (and a purple card): Sprints, KOMs, KUDOs (most-spirited rider in remembrance of Udo Heinz) and rolling hills that allow the hardmen to flog the freddy freeloaders seen hiding in group rides everywhere. You know who you are, and so do we: you’re the “fast finishers” who are never seen at the front when the real work is being done. You’re the “paceline absentees” who take baby-like pulls or sit at the tail of the whip while the real riders carry your water. For you, this ride is redemption, or even an introduction to the strange art of the long, hard ride. But most likely, it’ll be the event you miss because your sock drawer needs rearranging.

With these route details out of the way, here’s the rest of what the day promises: an upgraded, unprecedented Belgian waffle feast at ViaSat, near SPY headquarters. ViaSat—who you know through their sponsorship of the RAAM—is the wonderful host of this year’s event and the SPY BWR will start and finish on their property. It’s at ViaSat—home



**THE 2014 EDITION OF THE SPY BWR WILL FEATURE TERRAIN THAT IS SELECTIVE IN THE TRUE SENSE OF THE WORD: SINGLE TRACK TRAILS, GRAVEL CLIMBS, ROCK GARDENS, WATER CROSSINGS, DISMOUNTS, AND SAND BOXES THAT GO FOR MILES IN COMPANY WITH UNRELENTING ASCENTS.**



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of the two-day BWR Expo—where you will stuff your gut with all manner of sugar, flour, butter, milk, and coffee, daring the processes of indigestion to rebel when the pace picks up. After feasting, carbo-loaded rouleurs and delusional autobus passengers alike will head out and begin the 7, 8 or 12-hour event.

There will be multiple aid stations for feeding, crying, and diaper changes in between the sprints, attacks, and lung-searing climbs. SRAM and RIDE Cyclery will act as our anchor with ride support, in addition to the multiple SPY and volunteer vehicles that will be on course to document the drama and offer mechanical or nutritional sustenance. Special gifts from Helen's in Santa Monica will add to the unforgettable swag. Unlike other events, there will be no waiting, no regrouping, no hand-holding, and no easing off the gas for the old, the infirm, the lame, the weak of spirit, the dull of mind, the feeble of leg, the faint of heart, or the flatulent of lung. Are you getting this? We will not wait.

If, through your efforts and gutsiness, you've made a case for your allies to wait, then they will wait. If your only distinction has been as a freeloader, you will be left by the roadside to wobble your way home as best you can and ponder the rough frontier justice of the SPY BWR.

The finish will be celebrated with kegs of Belgian ale from The Lost Abbey, moules frites, sweet and savory waffles, bread, cheese, and all manner of delicacies provided for glycogen replacement and spiritual healing. There will be massage therapists, chiropractors, mechanics, spiritual healers and a priest to hear your confessions. There will be special awards and recognition to those riders who compel our attention. These accolades go not to the giants who smash the rest into submission, but to the courageous solders, the riders who endured, the friends who embodied the spirit of Udo Heinze, or those who simply suffered in pursuit of reaching the finish before dark.

It is here that small victories will become large ones, where large victories will become mythic, and where mythic victories will—through embellishment, beer, and camaraderie—become the stuff of legends. No effort will go unnoticed, and no flail will go unmarked. We will drink deeply, and laugh more deeply still, and it will be the laugh of achievers, of friends, and of comrades in common cause. We will be happy, and some will be even happier, wearing as they will, their SPY Happy Lenses.





For many of you, this will be as close to Flanders as you will ever come. There will be no failure for those who finish. There will be no glory for those who cover, regardless of where their ride ends. You've got just enough time to get your bike, body, and fighting spirit in order, so start training. All of you have committed, so there will be no talk of race conflicts, babysitting schedules, tender joints, missed date nights, broken back explanations, can't-miss kiddie soccer games or any of the other usual excuses. This is a ride where the only statement you have to make will be made on the bike, with your legs, your spirit, and your force of will.

An official course route will be sent out once the county, the cities and park authorities have all approved it.

Finishers will receive a special BWR finishers t-shirt, Bad Ass Belgian Ale from the Lost Abbey, a 60% discount code for SPY eyewear, and other amenities from our myriad sponsors.

Category winners will receive custom made SPY cycling eyewear created for each category, as well as custom made jerseys from StageOne Custom Sportswear, extra BWR Ale from the Lost Abbey, and eternal fame.

## EVENT SCHEDULE

### Saturday, April 26

10a to 4p ..... Pre-Race Expo at ViaSat  
(number pick-up)

### Sunday, April 27

5:30a..... Expo opens, Waffle engorging commences  
8:00a..... Roll out wave 1  
8:10a..... Roll out wave 2  
8:20a..... Roll out wave 3  
2:30p ..... Kegs are flowing for the first finishers  
5:30p ..... Awards ceremony

### Awards Categories for Men and Women

**GC**..... Yellow Jersey  
**KOM**..... Polka (Waffle) Dot Jersey  
**kUDOs**..... Orange (Udo Heinz Award)  
**Sprinter**..... Green Jersey  
**Hardman & Hardwoman** ..... Belgian Blue Jersey  
**Freeloader** ..... Purple Wanker Jersey



**YOU'VE ALL COMMITTED.  
GET YOUR BIKE, BODY, MIND  
AND FIGHTING SPIRIT READY.  
KEEP FOCUSED AND KEEP TRAINING!**

