



THE
BELGIAN
WAFFLE
RIDE
BIJBEL

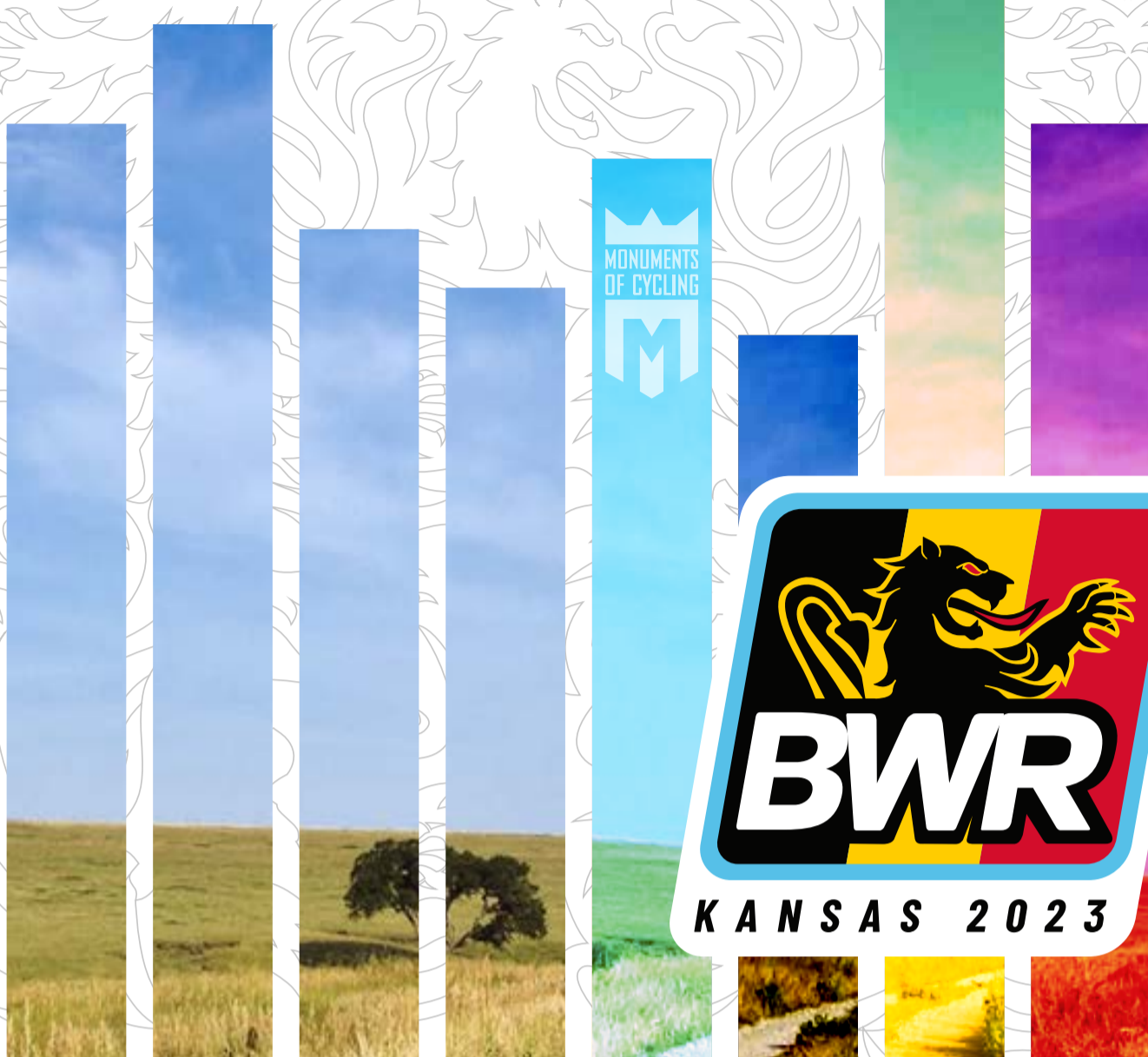
2023 KANSAS EDITION



8,000 FT CLIMBING

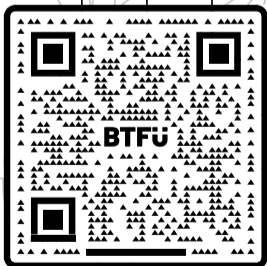
4,100 FT CLIMBING

1,600 FT CLIMBING



THE HELL OF THE MID (WEST)

THE MOST UNIQUE CYCLING EVENT IN THE WORLD



39 MILES

76 MILES

123 MILES

THREE LEVELS OF HELL TO CHOOSE FROM

OCTOBER 13 - 14

Lawrence River Trail Park
102 N. 8th Street
Lawrence, KS 66044

WWW.BWR.BIKE

THE MOST UNIQUE CYCLING EVENTS IN THE WORLD



THE HELL OF THE MID-WEST

OCT 13-14

3 LEVELS OF HELL TO CHOOSE FROM

LAWRENCE KANSAS

BENEFITTING THE STEVE TILFORD FOUNDATION



The Feed.



Lawrence River Trail Park
102 N. 8th Street
Lawrence, KS 66044



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WELKOM TO THE THIRD ANNUAL BELGIAN WAFFLE RIDE KANSAS

Welkom to a most unique cycling event, the Belgian Waffle Ride, affectionately known as the BWR. 2023 brings the 12th anniversary and the third edition in Lawrence, KS and we've got a revised, more entertaining and scenic course this year of 123-miles, more than 88% of which are unroad sectors. Last year the course was tough with a lot challenging terrain but this year its just more fun; and beautiful. **We changed the course to avoid certain roads and instead added a long forest sector...** and we'll have more waffles and **Free State** beer, too. We also have the 82.4-mile Wafer ride and an opportunity to get a taste of it with the Wanna, which is 36.6-miles.

One of the only Euro-style Spring Classics on American soil, the BWR KS is being hosted again by **in Lawrence**, with the coolest brewery anywhere, **Free State**, offering our finisher's beer, Badass Ale! The BWR KS will offer up the same type of insanity, challenge, and unparalleled experience that has made it notorious and noteworthy, and the festivities will take place at **Lawrence River Trail Park**.





THE BWR UNROAD EXPO

SCHEDULE

Lawrence River Trail Park
102 N. 8th Street
Lawrence, KS 66044

Friday

- o Vendor Load-In 8-10am
- o Expo/Reg Open 11am
- o Lance Project Suicide Awareness Shake Out Ride 12:30pm
- o Beer Garden 12-6pm
- o Rider Briefing 2pm
- o Expo Closed 6pm

Saturday

- o Waffles 5:45am
- o Call riders to staging 7am
- o Rider Call Ups 7:20am
- o National Anthem 7:28am
- o Race Start All Riders 7:30am
- o First Wanna Rider Finish 9:30am
- o First Wafer Rider Finish 11:30am
- o First Waffle Rider Finish 1:30pm
- o Awards 3-5pm
- o Course Closed 7pm
- o Expo Teardown 7-10pm



THE HELL OF THE MID-WEST ★
(KANSAS)



WHAT DO I GET WHEN I REGISTER?



First off, you should get a nice email from us politely asking if you bumped your head and maybe made a mistake. Once that is cleared up, you will be given a series of emails detailing the course sectors and important offers from BWR partners, one by one. Many people don't read these and then complain later on that they didn't know important details like start time or venue address. Each one offers you a reminder to switch to the Wafer or simply opt out this year and give your entry to a better prepared friend.

In terms of accouterments, every rider will receive:

BWR swag bag that contains many important items -

BWR branded bag from ALMSTHRE

Race Number and RFID Tag (for official finishing time)

+Pre- and Post-Race Waffles and coffee & beverages

+Beer Ticket

+More Waffles

+Finisher's Beer Bottle Trophy from Free State



T-Shirts and other BWR gear will be available at the Mumu booth.

WAFFLES. BIKES. WAFFLES. BEER. MORE WAFFLES. MORE BEER.



- + BWR Swag Bag
- + BWR branded saddle bag from ALMSTHRE
- + Race Number and RFID Tag
- + Well stocked Feed Zones
- + Pre- and Post-Race Waffles, coffee & beverages
- + Free State Beer
- + Music, more beer, and more waffles
- + Finisher's Beer Bottle Trophy from Free State





BWR RULES & REGULATIONS

A government-issued photo I.D. will be required to sign in. Event packets will be given out to registered athletes only. No one else can receive your packet for you.

Age group competition – determined by the age of a rider on December 31, 2023

19 & Under

20 – 24

25 – 34

35 – 44

45 – 54

55 – 64

65 – 69

70 +

Race Categories

Belgian Waffle Ride is committed to ensuring that all participants have equitable access and opportunities to participate in our cycling events while preserving the integrity of the sport and respecting international regulations. The organization fosters positive, safe, and inclusive world-class experiences that promote personal growth and healthy competition.

Racing Classifications

All Belgian Waffle Ride events will offer the following racing categories:

- Women – Racers who were assigned female at birth.
- Men – Racers who were assigned male at birth.
- Gender Diverse – Racers whose gender identity or expression may not match their gender assigned at birth.

We will award equal amounts of prize money for each (three) categories. Typically, the top three of each category will be awarded prize money. Some races, the top five may be awarded prize money.

Eligibility Verification

Belgian Waffle Ride will not require proof of eligibility for racers competing in specific classifications before an event. We recognize that all our participants deserve a positive, supportive environment that promotes personal growth, and we also recognize that professional sport is elevated through equitable competition. We are committed to doing the work around diversity, equity, and inclusion, and these categories may change as understanding evolves.

The organization may require validation of eligibility of specific racers on a case-by-case basis if needed to ensure the integrity of each classification. These instances may arise at the direction of Belgian Waffle Ride leadership if race officials see a need to seek verification. Racers can also request confirmation of eligibility verification of competitors by Belgian Waffle Ride via an anonymous process. Belgian Waffle Ride will take all such requests into consideration.



BWR RULES & REGULATIONS, continued

Confidentiality and Privacy

Belgian Waffle Ride will strive to preserve all athletes' legitimate privacy interests and medical privacy. The organization will keep any discussions involving the gender identity of an athlete and any required written supporting documentation confidential unless the athlete makes a specific request otherwise. All information received by Belgian Waffle Ride about an individual athlete's gender identity and medical information, including physician's information provided pursuant to this Policy, shall be maintained confidentially. Belgian Waffle Ride will retain any written documentation for a period required to make any required determinations.

Our sole intention in making these changes is to provide all our participants a positive, supportive environment that promotes personal growth and healthy, fair competition in all our events.

Bicycles & Equipment

BWR Riders must utilize an approved bicycle. This bicycle must:

- Consist of a frame mounted on two wheels, one behind the other
- Have a seat and have handlebars for steering
- Be propelled solely by the operator via two pedals connected to the rear wheel by a chain or belt
- Have two hand-operated brakes (fixed gear and coaster brake bikes are not exempt from this rule)

The same bicycle frame must be utilized for the duration of the race. Other components may be swapped out on course. Athletes may assist each other on course with parts.

Bicycles must be propelled solely by the rider's legs moving in a circular motion, without electric or other assistance. Bicycles must meet the following characteristics:

- Dimensions. Bicycles may be no more than 2 meters long and 75 cm wide. Tandem bikes are allowed and may be up to 3 meters long
- Protective shields, fairings, or other devices are not allowed on any part of the bicycle, except spoke covers, which may be used.
- Wheels can be made with spokes or solid construction. No wheel may contain special mechanisms to store and release energy.
- Handlebar ends must be solidly-plugged, and any attachments must be fashioned in such a way as to minimize danger without impairing steering. Handlebars with ends, features, or attachments that extend forward or upward or that provide support for other than the rider's hands are not permitted. Handlebar coverings are limited to standard handlebar tapes and wraps. No additional padding, shapes or supports designed to facilitate resting the rider's forearms on the bars are allowed in the BWRs, which are massed start events.
- Brake controls must be attached to the handlebars and be hand operated. Brakes must be operable with hands on the brake supports or positioned on the handlebar.
- Recumbent bicycles are not permitted.
- Aero-type and other similar auxiliary handlebars are prohibited. This includes "tri-bikes" with otherwise unremovable aero bars. Please remove them prior to the ride [no tri-bikes].
- No entrant may utilize a motorized or power-assisted bicycle, nor may a bicycle have such devices attached. All bicycles must be powered solely by human force; unless entered into the e-bike category.
- Riders are responsible for their equipment and for taking reasonable precautions to ensure that its condition is adequate and safe for use in competition.



BWR RULES & REGULATIONS, continued

BWR event courses are well-marked with arrows, flags, and course marshals, however riders are to be responsible for themselves throughout the duration of the event. This includes:

- Navigation of the course
- While we offer navigation resources for riders on our website, which includes GPS files and cue sheets, the final course will be determined by the course markings on the day, as last-minute safety measures may dictate deviations to the published routes.
- Interaction with local vehicle traffic – always defer to vehicular traffic
- Roads are open to the public and athletes are expected to follow local bicycle laws

Outside support is only allowed from stationary locations, with these exceptions:

- Riders may help other riders with mechanical support, navigation assistance, or by any other means.
- Riders may resupply at local businesses and stores along the route
- Riders may receive “neutral” support from local residents at a stationary location from which any other event participant could also receive aid.
- The marked route must be followed at all times. No short cuts or alternate routes are permitted. If a rider intentionally leaves the course for any other reason, the rider must re-enter the course at the same spot at which they left.
- If a rider finds themselves off course, the rider shall make every reasonable attempt to backtrack to the point where they departed the official course; or to re-enter the course as soon as possible and without gaining an advantage.
- “Advantage” is defined by time and race position.
- Drafting another rider is allowed. Drafting on a non-participant rider or vehicle will result in disqualification.
- Rider “Race Plates” MUST be affixed to the front of the handlebars. Athlete “Race Plates” MUST NOT be bent, folded, wrapped around the head tube, or in any other position than flat against the handlebars. Improper attachment of the race plate will cause timing chips not to register and may be cause for disqualification.
- All athletes must attend one of the two Rider Briefings the day before race day. (Full Schedule of Events will be available on the website closer to the event date).

The elite category includes these additional rules:

- Racing for this category must be selected at time of race registration
- While an athlete may self-select this category, Monuments of Cycling reserves the right to change a rider’s designation to their appropriate age group division prior to the race date and will consult the rider before doing so.
- All athletes selecting to race in the pro/elite category will not be eligible for age group podiums
- All other rules remain in place
- Challenges to event results must come from a registered participant, must be made either in-person, or via email to wearelistening@monumentsofcycling.com, and must be received no later than one hour after closing of the race finish line.

All deferrals must be submitted via a rider’s Bikereg.com account no later than 48 hours before the packet pickup date. (e.g., If race day is a Sunday, packet pickup would be Saturday and deferrals would need to have been completed by the rider prior to midnight on Wednesday.)

Additional Rules & Regulations, plus valuable race suggestions can be found on page 91



THE LANCE PROJECT BURRITO RIDE

THE LANCE PROJECT BURRITO RIDE

Join us for a fun preview of part of the BWR Kansas course on Friday. We will raise money and awareness for The Lance Project and enjoy burritos after...

The Lance Project: Why We're Here

The Lance Project's goal is to make it safe for people – especially youth – to have frank, open, tough mental health conversations with peers, parents and educators so that we can all break the stigma that surrounds talking about depression, suicide and suicidal ideation. Our mantras are "It's okay not to be okay" and "You matter". We provide tools and resources that help communities work together to eradicate suicide, and to help people find a path to healing. TLP also seeks synergies with related organizations to combine strengths for the good of all.

LEARN MORE HERE: <https://www.thelanceproject.org/>

[JOIN THE RIDE HERE](#)



MATTIA CATTANEO

Lawrence has welcomed many cyclocross, MTB, and road racing events and is home to the infamous grass track velodrome, which served as the launching pad for individual pursuit world record holder and USA track team member Ashton Lambie. In 2005-2007, the University of Kansas was host to the US Collegiate Road Racing Championships, held on and around the KU campus and environs. The US National Cyclocross Championships were held in the Lawrence area in 2000 and again in 2007-2008. Lawrence has been home to numerous professional riders and cycling organizations, including the Kansas Cycling Association. Notable courses in the area include the Tour of Lawrence, whose road race features 5000 feet of climbing in 50 miles; the Perry Lake Road Race, which was the National Collegiate Championship event in 2005-2007; and the Downtown Lawrence Criterium, whose figure-8 course is one of the fastest and most wide-open races in the nation. Area trails include the paved 23-mile Lawrence Loop, the challenging Clinton Lake North Shore MTB Trails, the Perry Lake MTB Trails, and the fast and fun Lawrence River Trails just blocks from Lawrence historic downtown. To be sure, we've tried to weave in most all of these glorious Lawrence features into the three course options on offer.



THE QUADRUPEL CROWN OF GRAVEL IS THE LARGEST SERIES OF ITS KIND IN THE WORLD WITH SEVEN EVENTS GLOBALLY IN 2023!

The Quadrupel Crown is open to all Waffle and Wafer riders. For the Waffle, on top of each venue's cash prize purses, there is an overall prize purse of \$25,000 shared among the top five Waffle men and women. For the Wafer there will be prizes for the top five overall riders in the Series. For both the Waffle and Wafer age-groups, there will be awards for the winners of each age category. **BWR CA and BWR KS are mandatory for the Quad podium.**

- Inaugural BWR AZ in Scottsdale, AZ on March 4 - 5, 2023
- **12th Annual BWR CA in San Diego on April 14 - April 16, 2023**
- Inaugural BWR BC on Vancouver Island, BC on May 26 - 28, 2023
- 3rd Annual BWR NC in Asheville on June 9 - 10, 2023
- 4th Annual BWR UT in Cedar City on August 25 - 26, 2023
- **3rd Annual BWR KS in Lawrence on October 13 - 15, 2023**
- Inaugural BWR México in Queretaro, MX on November 25 - 26, 2023



Each venue will showcase a challenging 'unroad' multi-surface course that takes advantage of the unique topography these beautiful locations have on offer, from the old growth forest of the Hell of the Great White North in BC to the multiple cyclocross features of the Hell of the North (KS) and the cobble stoned streets of the Infierno Del Sur in Queretaro, Mexico. Each route is uniquely designed to include a multitude of technically challenging sectors. Waffle courses range in length from 110- to 144-miles, with Wafer courses between roughly 68- and 84-miles. Some venues will have Wanna Rides, which are typically around 40-miles. Elevation gain will range from 6,500 feet to 14,000 feet for the various Waffle courses.

The Quadrupel Crown will be contested in a points-based omnium format across all seven of the 2023 BWRs. Riders competing for the Quadrupel honors and prize purse will be scored based on the total points of their top four (Quad) races. All Quad contenders must compete in BWR CA and BWR KS.

VOLUNTEER!



HOW CAN I VOLUNTEER FOR SUCH A FUN EVENT, SINCE I CAN'T RIDE THIS TIME?

How many volunteers does a special event like this require? The answer is way more than you can imagine and thus we are humbly seeking your contribution to this most unique event... please go here [VOLUNTEER](#) to become a valuable member of the team and get free swag, food, beer and the feeling of warmth only being in service to others can provide.

WHERE CAN I FIND EVENT UPDATES?

Information will be emailed out to our email list. Additionally, all information can be found and accessed on our website at <https://belgianwaffleride.bike>

Facebook: <https://www.facebook.com/Belgianwaffleride>

Instagram: <https://www.instagram.com/belgianwaffleride>

Unroad UNLTD Instagram: <https://www.instagram.com/unroadunltd/>

Unroad UNLTD YouTube: <https://www.youtube.com/c/UnroadUNLTD>

CAN I DO THE EVENT ON MY MOUNTAIN BIKE?

The event is possible on a variety of bicycles including mountain, road, gravel, tandem and ElliptiGO—but choose your weapon wisely and a good gravel bike like the Canyon Grail is recommended, but a Canyon Exceed might be perfect for you.

LET'S SEE WHAT ALL THE KAKABOULET IS ABOUT



NICHOLAS ROCHE



THE MIXOLOGY IS ITS MYTHOLOGY

WHAT MAKES THE BELGIAN WAFFLE RIDE UNIQUE?

The BWR is about mixing things – bringing together elements that don't normally fit, juxtaposing this with that – where the whole is greater than the sum of its parts. That's why **the BWR is not a gravel race**, per se, because it's simply not one-dimensional. It's the only race of its kind where roadies, mountain bikers, cross racers and gravelleurs can commingle without one group having an advantage. **Its mixology is its mythology.** So, no, this is not a gravel race. The BWR is a collage in which its vitality is defined by diversity with variety as its soul...

Mighty is the mutt. Hybrid is hip. The blurred, the impure, the mélange, the adulterated, the blemished, the rough, the hewn, the black-and blue, the black-yellow-and red, the mix-and-match—these are inheriting the Earth.

Mixing is the new norm. Mixing blurs lines. Mixing erases boundaries. In that sense, mixing trumps isolation. It spawns creativity, nourishes the human spirit, spurs emotional growth and empowers deeper connections between people, and to the things most important to them. **The BWR is about mixing, contributing and borrowing from that which is lost in time or space, either just up ahead or somewhere along a forgotten unroad.**





WAFFLES - BIKES - WAFFLES - BEERS

The people of the BWR are mixologists... well-studied in the history of multiple two-wheeled pursuits with a rich appreciation for the ingredients and techniques needed for unroad riding, and for them we regularly create new and innovative mixed-surface experiences that are anything but one-dimensional.

This BWR KS course is no different and we are once again mixing things up with another new route – a cocktail that is equal parts road and unroad with features that are sure to surprise and delight. **For 2023, the BWR KS route will enjoy devilish dirty detours with the occasional smooth road connectors** with additional sectors that will both take one’s breath away and challenge in new and untold ways. We are delighted to share it all with you...



WHAT HAVE YOU DONE?



Welkom to the most unique cycling event(s) in the U.S. – the Belgian Waffle Ride—affectionately known as the BWR. This is the third edition of the Kansas event, which was won by Rebecca Fahringer and Adam Roberge last year. We're excited to offer something completely different with the Lawrence location and give riders a chance to race on a gravel, sand and rock route, against some of the best cyclists from the road, gravel, mtb and unroad scenes.

Lawrence has been incredibly inviting and accommodating of the event's needs and has really rolled out the red, yellow and black carpet for us. This year, we are excited to be able to offer the essential elements of a proper BWR with waffles, cycling in its extreme and beer from **Free State Brewing Company**... We will also have a pre-race gathering, on Friday at the BWR Unroad Expo.

The BWR Kansas, the Hell of the Mid-West, has a parcours that is quite the juxtaposition to the ones run in California or elsewhere. The only Euro-style Spring Classic on American soil, the BWR CA is a Road Race punctuated by two dozen unroad sectors (read: dirt for 55-miles) over roughly 137-miles and 11,000 feet of climbing. The Kansas BWR in Lawrence is **an Unroad Race of 123-miles that is virtually all unroad - including single track, double track, gravel roads, and a little bit of road**. Regardless of the vital stats, the BWR KS race will offer up the same type of insanity, challenge and the unparalleled experience that has made the BWR notorious and noteworthy.

The BWR Kansas edition has drawn world-class cyclists from around the globe... including Niki Terpstra, multiple classics winnaar, plus numerous former WorldTour riders, defending champions from BWR CA, and many more just to partake of the unique challenge of the day. Riders coming to win will have their work cut out for them. And, riders of all abilities will tackle the same course at the same time after the start gun goes off and an initial neutral section of four miles is completed. **The Wafer and Wanna Rides will start with the Waffle Ride and will traverse a course 82- and 36-miles, the beginning of which are on the Waffle course. The last miles of the Wafer / Wanna routes also follow the Waffle course all the way back to and through the Lawrence River Park Trail.**



**2022 BWR KANSAS WINNAARS -
ADAM ROBERGE & REBECCA FAHRINGER**





MEET THE MAN BEHIND THE MIC!

Dave Towle is America's best known race announcer and **the voice of the Belgian Waffle Ride**. There is a good chance that if you've had the pleasure of hearing Dave's voice describing a race during this entire century, you've witnessed one of the most important events in cycling history... resting assured you've heard the voice of one of the most enthusiastic, knowledgeable, and sincere fans of cycling anywhere on the planet. In fact, Dave has emceed every edition of the **Tour of California, Tour of Utah, Tour of Missouri**, and he's announced the **World Championships, Pan Am Games, and U.S. Nationals for every road discipline and 'cross as well**. So yeah, **Dave is THE voice of American cycling**.

For anyone who has attended any number of Belgian Waffle Rides over the past few years, they've heard Dave Towle's voice booming from the loudspeakers, sharing anecdotes, wisdom, and pure enthusiasm. His passion is every bit as evident for the amateurs as it is for the pros who won the race hours earlier. Dave's not just a fanatic about cycling, the Colorado resident has **an encyclopedic archive of all kinds of knowledge lain in the tributaries of his brain**. We've been lucky enough over the years to spend time with Dave, and not only is he an extraordinary man on the mic, but he's also one of the most fun people to rap with, as his knowledge and interests transcend cycling into music, science, and dare we say the socio-political topics of the day. Oh yeah, did we mention he's more knowledgeable about today's cycling scene than perhaps anyone else, plus **he's a pure purveyor of positivity**.

Dave has his trademark 'Towle-isms' - "It's on like Donkey Kong!", "One to go! One to go! One to go! One to go!", "Yes, folks, he looks skinny, but in an hour when the race gets going, this guy will be like a cocktail napkin with an outboard motor attached!", "We're ready for takeoff! Fans, help me blast these riders into space!" and of course, our favorite, **"Would you like a little more Belgian ale to go with that waffle?"**

WHAT TO EXPECT WITH THE BWR?



If you want to get technical, it's the only race of its kind that covers as much distance of combined road and unroad sectors through the beautiful Utah scenery and terribly challenging terrain. It's also the most unique one-day cycling event in the country, because everyone says it is. But, its 198-kilometers of suffering over sinuous, bone grinding roads, sandy trails and single-tracks fraught with rocks, arduous climbs, gravel, choking dust, in head-swelling heat (or rain) fought against the wind (always a headwind) make it so.

AND YET, WE LIKE TO THINK IT'S SPECIAL BECAUSE THE BWR CAN BE A METAPHOR FOR SOMETHING MUCH BIGGER...

The literal BWR starts out as a celebration (with waffles) and the promise of greatness to follow (riding bikes is great), which includes Free State ale at the end. But the journey really begins the day one registers to take it on. Once committed, there is indeed greatness and excitement, but there are also ups and downs with pandemics, injuries, life challenges, mechanicals and flat tires. Things we sometimes don't wager on. While there may be a plan for training, and there certainly is a course to navigate, there is no proverbial **'unroad map'** on how to survive when things go sideways. The BWR offers an extreme event for the best among us, but also a simple, back-to-the-basics challenge that makes it irresistible to some... though frightening to onlookers. Still, others find some deeper meaning attached to the journey. It's transcendent.

AND THEN, THERE IS THE FINISH. THE ELATION. THE JOY. THE RECONNECTING WITH LOVED ONES AND THE CELEBRATION OF THE BWR EXPERIENCE...

The metaphor can take on the parallels of our life experiences. If we heed the lessons that our training imparts, we stand to gain many advantages for life in general. There are a number of edifying and entertaining nuggets that can be gleaned from this pursuit. The reality is the road is going to go up and down and things can get a bit dirty along the way, literally and metaphorically. Our work to get ready for such a challenge carries with it a parallel to our life. No matter who we are, we're all confronted with trails and stipulations, trials and tribulations, the heartening home runs and heartbreaks, setbacks and setups – all in the span of 7- or 15-hours, or something in between. Sectors in the BWR can serve as a reminder that some things aren't as bad as we thought, and others are unexpectedly hard; like life.

Like a test, a presentation, a graduation, a ceremony, the BWR is just a punctuating moment on the calendar, an affirmation of where we are right at that instant. It's a reflection of our current standing in our growth as athletes; humans.



The BWR suggests a lot about our character, but does not represent it completely. It does, however, provide us a North Star to orient our day-to-day lives around. Its pursuit, always lingering in the back of our minds, offers an opportunity for getting in touch with our higher selves (or our inner chipmunk). **The testing of limits we approach along the journey open us up to personal growth, the transcendence of doubt and ascendance to something which at times appears out of reach, much like the Muur van Kanarraville and its 20% grade.** In this regard, the training is as important to our existence as it is to surviving or thriving in the BWR.

The finish line can bring all sorts of surprises. For many, there is the elation of making it back all on their own. Others find extra joy in racing the whole thing, never flatting and finishing higher up the standings than they thought possible. Still, others finish with the same sense of peace and joy they started with. No matter, all rouleurs roll home with a great thirst for Rouleur's BWR BADASS Ale only finishers get to imbibe (or keep as a trophy, or both).

Finally, whether it is our training or being immersed in **Rivieroever Lekker's** winding insanity, there is inherent happiness that occurs when one is in the state of flow –when no other thoughts enter the mind other than the task at hand (which requires all of our critical thinking). Taking in all of the incredible moments of the event, just as one should in life, can be liberating.



The BWR, it's a virtuous cycle and (bicycle) celebration; a metaphor for life.

The finish line can bring all sorts of surprises. For many, there is the elation of making it back all on their own. Others find extra joy in racing the whole thing, never flatting and finishing higher up the standings than they thought possible. Still, others finish with the same sense of peace and joy they started with. No matter, all rouleurs roll home with a great thirst for Free State's BWR BADASS Ale only finishers get to imbibe (or keep as a trophy, or both).

Finally, whether it is our training or being immersed in **The Perryberg's** steep wall, there is inherent happiness that occurs when one is in the state of flow – when no other thoughts enter the mind other than the task at hand Taking in all of the incredible moments of the event, just as one should in life, can be liberating.

Listening to all the wonderful tales that manifest by way of the BWR, it becomes obvious that there is an internal peace to be found within the arc of the event, from registration to the finish line libations and sensations. The actuation of our inner spirit animal is what can make this thing so damn rad... there's a majesty to reaching, aspiring and growing that is hard to achieve without a prism through which (like the BWR) it can be brought to life. We'd like the BWR to always be more than a day's journey through the Hell of the Mid-West and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more BWR BADASS Ale.



THE BWR UNROAD EXPO

Festivities kick-off Friday at 11:00 a.m., October 13th at the Lawrence River Trail Park, and the Lance Project Suicide Awareness Shake Out Ride is at 12:30 a.m., which you can find out more about by clicking [here](#). It's all open to the public. The route will cover just over 20-miles, including the final fun feature of all three events the next day. It'll be a good opportunity for 'reconning' the course ending, giving to a great cause and enjoying the art of two-wheels with friends.

The Free State Beer Garden opens up at 11:00 a.m. and will run all the way until 6:00 p.m. Attendees can peruse a wide range of offerings from event sponsors and vendors, buy some BWR merch and people watch in Belgian bliss.

After the race on Saturday, Waffleurs will get to enjoy the Midwestern hospitality as cyclists from all over will get to bask in the glory of finishing this part of the country's most unique cycling event, lapping up the libations, especially the BWR BADAASS Ale from Free State Brewing, and riders will get to feast on more waffles or get food from the food vendors.



OPICURE FOUNDATION, MONUMENTS OF CYCLING & CANYON

For 2023, for the entire Quadrupel Crown of Gravel series, Monuments of Cycling has partnered with Utah's own OpiCure Foundation, which is a 501(c)(3) nonprofit committed to bringing awareness of opioid addiction, redefining best practices for recovery and devoting resources to affect positive change in the Utah community and beyond.

Together, MoC and OpiCure want to raise awareness about the opioid crisis by using these large gravel races across the United States to showcase the power of the bicycle. OpiCure Foundation is built around a strong team, including stand-out cyclists and founders, Cullen and Griffin Easter. The medical advisory board includes top addiction doctors and the cycling advisory board includes some of America's top cycling names, Chris Horner and Howard Grotts. To learn more about OpiCure Foundation visit www.OpiCure.org.



OpiCure
FOUNDATION



LIVE COVERAGE

The BWR UT's live coverage of the event will be featured on Instagram Stories. The women's and men's races can be viewed on the **UNROAD UNLTD** account on Instagram [@UNROADUNLTD](https://www.instagram.com/UNROADUNLTD) and on the BWR Instagram [@BelgianWaffleRide](https://www.instagram.com/BelgianWaffleRide). Please follow both accounts.



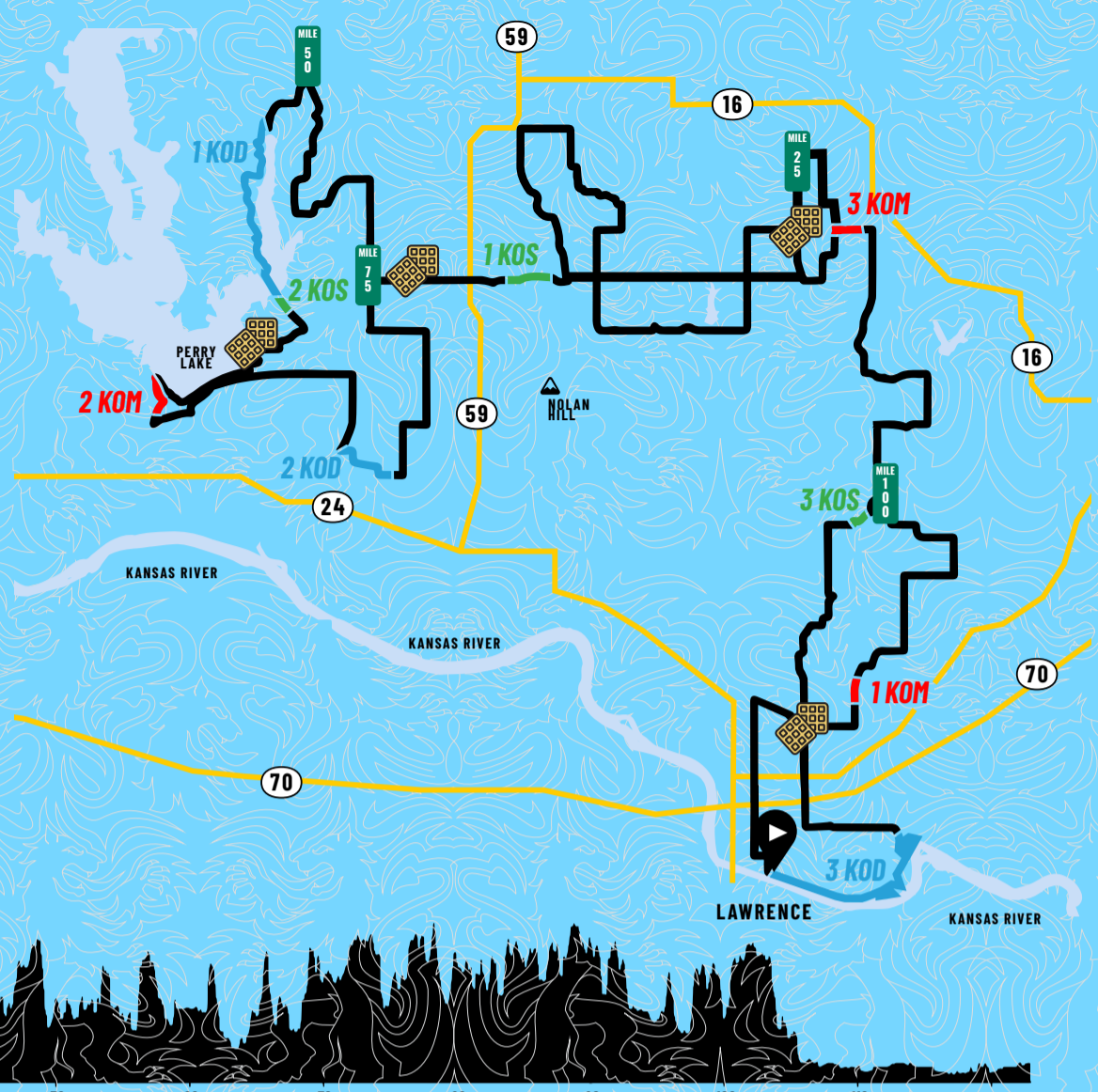
Undefinable and Unruly, Unroad UNLTD is not about the usual, it's about the Unusual. It's for the free thinkers and free riders who have an Unmet desire for adventure and a happy disrespect for the usual way of riding a bike. Check us out at - <https://www.youtube.com/c/UnroadUNLTD/> [@UNROADUNLTD](https://www.instagram.com/UNROADUNLTD)





- 123 Miles
- ~7,000 Ft. of climbing
- 105 Miles of unroad sectors (88%)
- 3 KOM Sectors
- 3 KOS Sectors
- 3 KOD Sectors
- 6 Feed Zones

BTFÜ



Waffle Course: <https://ridewithgps.com/routes/44669602>

- ~123-miles / 198-Kilometers
- ~7,550 feet of climbing
- 88% Off-road/gravel, rocks, sand, grass, and mud
- 9 definitive climbs with never-ending undulations
- Steepest grade of 18%
- 21 definitive sectors / 100+ miles worth of unroad
- 3 KOM Sectors
- 3 KOS Sectors
- 3 KOD Sectors
- 6 Feed Zones
- Numerous Water Crossings



Q/KOMs:

- <https://www.strava.com/segments/32958094>
- <https://www.strava.com/segments/912159>
- <https://www.strava.com/segments/35525019>

Q/KOSs:

- <https://www.strava.com/segments/32958122>
- <https://www.strava.com/segments/30126081>
- <https://www.strava.com/segments/30126596>

Q/KODs:

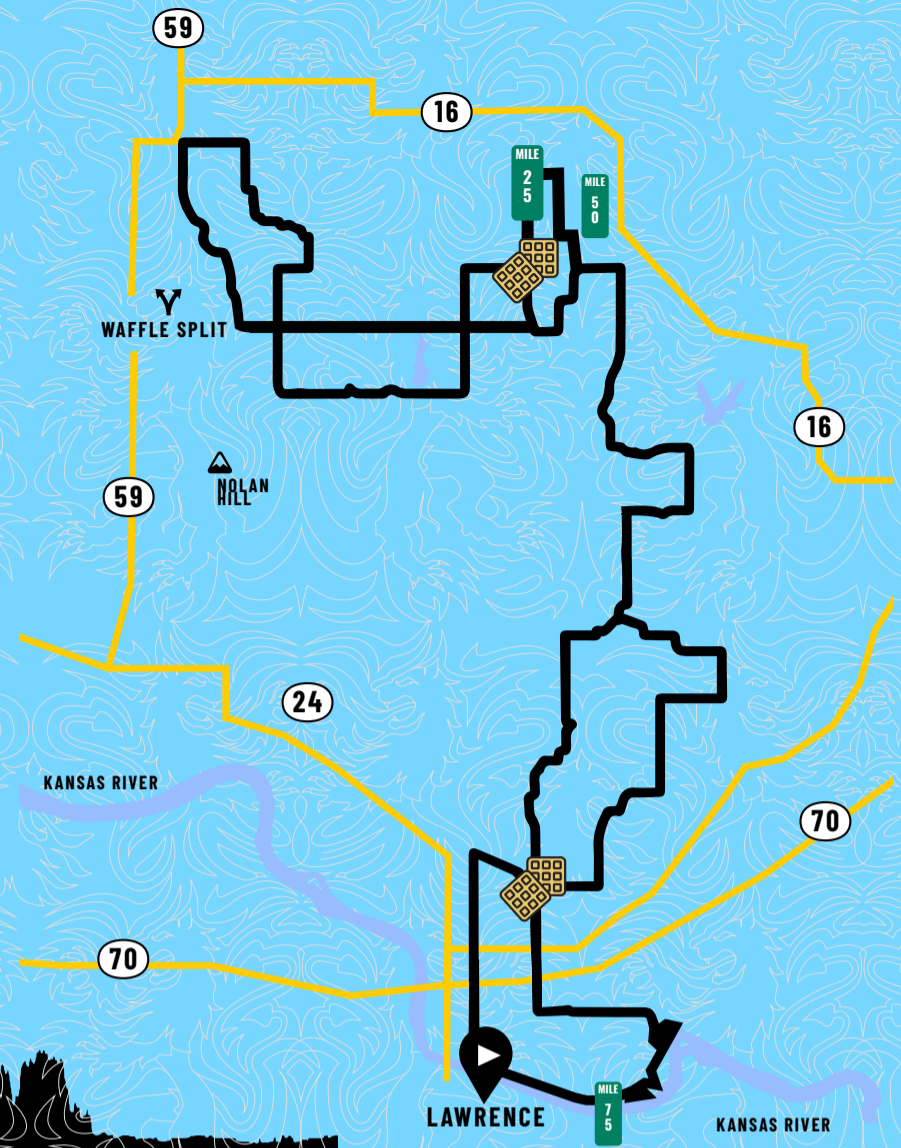
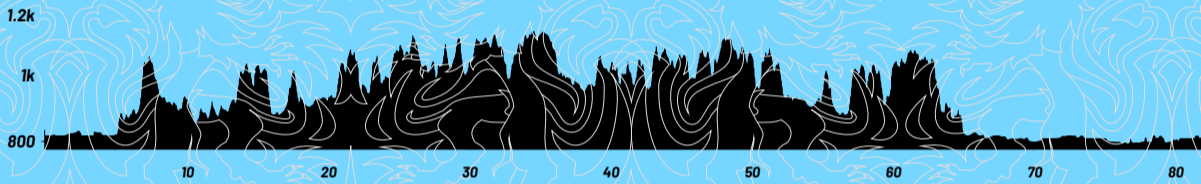
- <https://www.strava.com/segments/33095341>
- <https://www.strava.com/segments/16186415>
- <https://www.strava.com/segments/35593957>

THE HELL OF THE MID-WEST ★
(KANSAS)



- 83 Miles
- ~4,300 Ft. of climbing
- 67 Miles of unroad sectors (82%)
- 3 Feed Zones

BTFÜ



Wafer Course: <https://ridewithgps.com/routes/44642067>

- ~82.4-miles / 133-Kilometers
- ~4,100 feet of climbing
- 92% Off-road/gravel, rocks, sand, grass, and mud
- 4 definitive climbs with never-ending undulations
- Steepest grade of 14%
- 3 road sectors / 5.7-miles worth / 63-miles of unroad
- 3 Feed Zones
- Numerous Water Crossings

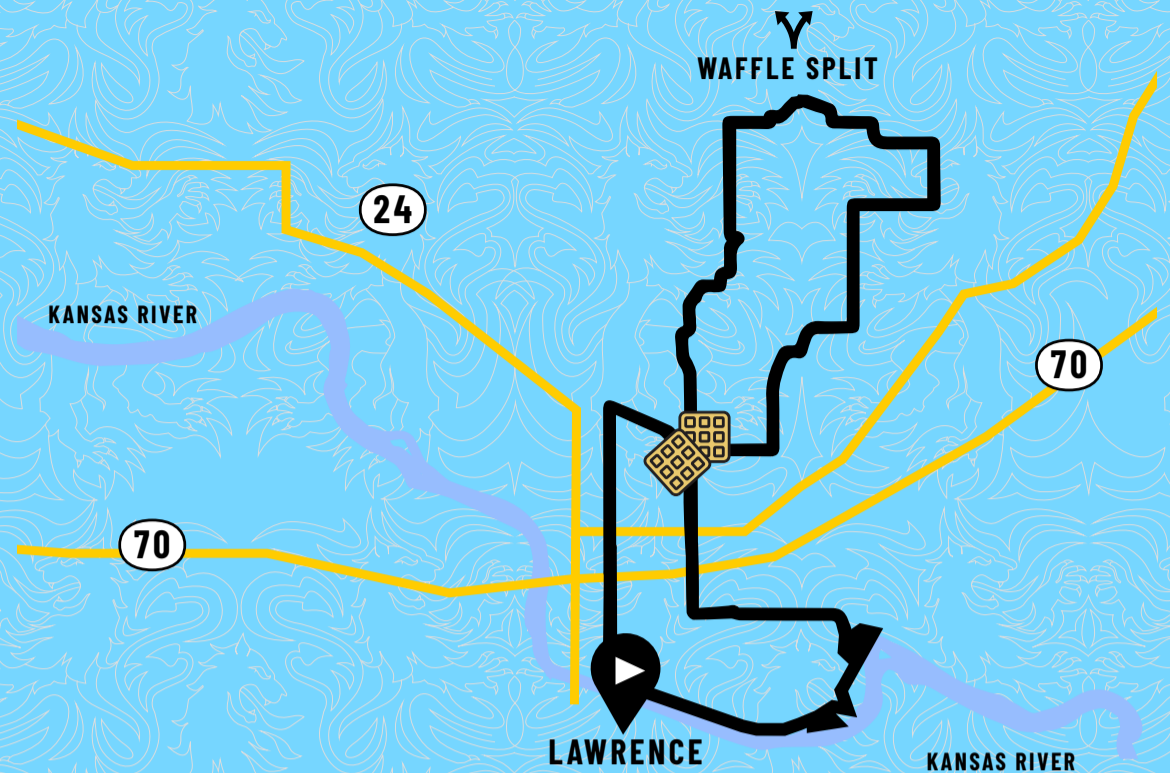


The Wafer Ride will start with the Waffle Ride at 7:30 a.m. and will traverse a course 82.4-miles in length, most of which is on the Waffle course, including the last half - it just misses 40-miles of the middle part of the Waffle.





- 37 Miles
- ~1,100 Ft. of climbing
- 32 Miles of unroad sectors (88%)
- 2 Feed Zones



Wanna Course: <https://ridewithgps.com/routes/44532774>

- ~36.6-miles / 60-Kilometers
- ~1,600 feet of climbing
- 90% unroad/gravel, rocks, sand, grass, and mud
- 1 categorized climb with never-ending undulations
- Steepest grade of 10%
- 2 unroad sectors / 4-miles worth / 32-miles of unroad/gravel
- 1 Feed Zone
- Numerous Water Crossings



The Wanna Ride will start with the Waffle and Wafer Rides at 7:30 a.m. and will traverse a course 36.6-miles in length, all of which are miles the Waffle and Wafer will traverse, as well.





BWR KS PARTNERS



KASK



KCO



The Feed.



UNMISTAKABLY
LAWRENCE





Every finisher gets a BWR BADASS Ale from Free State Beer

In 1989, Free State Brewing Company became the first legal brewery in Kansas in over 100 years. Since opening the doors at our Mass Street HQ, they've been working day in and day out to be a haven for beer lovers, where good beer and good food can inspire lively conversations and memorable experiences.

Chuck Magerl is the founder of Free State Beer. He grew up surrounded by family history. During Prohibition, his grandfather was sent to Leavenworth Penitentiary for distributing alcohol. One great-great grandfather was the sheriff of Jackson County, Missouri – in 1869, the governor of Missouri sent a letter, authorizing him to capture Frank and Jesse James, dead or alive. Another ancestor ran a saloon in Kansas City; a ledger book shows he paid \$7 per barrel of beer in 1909.

And, Magerl has made history of his own. He was a pioneer in the local craft beer and artisan food movements, long before those were really a thing. He also helped change the liquor laws in Kansas to open the Free State Brewing Company in Lawrence – the first legal brewery in the state after Prohibition.



FREE STATE BEER – BWR BADASS ALE

We are excited about the partnership we have with the bike-minded folks at Free State Brewing Co, especially Chuck Magerl, who not only founded the brewery on a passion for beer, but his background in biology, engineering and history is the foundation of the brewery, and he remains an avid student of all things beer (and bikes). Free State has created the BWR BADASS Ale. Finishers will get to commemorate completing the BWR KS with their own personal magical elixir with a 5.9 ABV. This finisher's beer is something special, and all finishers will get to revel in, however delirious they might be before or after imbibing.

For those that have had the privilege of racing or riding in Belgium, you know it's a flat country with the occasional berg to break things up, but these climbs, often on cobblestones, are typically around 1-km in length. When you look at the spring classic profiles their routes have myriad little bumps but no actual sustained climbs. And while everyone thinks of Kansas as this perpetually flat state, many of them will think "we're not in Kansas anymore," when confronted with the rolling bergs of north-east Kansas, where Lawrence is. Of all the BWR courses, this one's elevation profile most resembles what riders would get in Belgium.



PowerBar is absolutely thrilled to be on course for the 2023 Belgian Waffle Ride Series. You'll have access to our bars and gel blasts at your aid stations this year. So you can plan ahead, here is a list of **PowerBar** products that will be part of your rolling buffet:

PowerBar Energize Bars- Flavors: Chocolate, Cookies & Cream, Berry



PowerBar Gel Blasts- Flavors: Cola (75mg of caffeine/ pouch), Orange & Raspberry



Each PowerBar product is formulated with C2MAX, our dual source carb mix of 2:1 Glucose to Fructose. This combination of carbohydrates is proven to speed energy delivery to your working muscles which improves endurance performance. At each station, you can choose which form of energy you prefer- a bar or a pouch of gel blasts (9 to a pouch). For more information on our products, visit our website below or follow us on Instagram @powerbarsport

As a thank you for participating in the Belgian Waffle Series, please enjoy the following **PowerBar** discount code to use on our website. This code is good for 25% off and free shipping for orders over \$50 and expires 11/30/2023.

Code: bwr

Website: <https://sport.powerbar.com/>

OFFICIAL TIRE OF THE BELGIAN WAFFLE RIDE

2023 TIRE GUIDE

TIRE CHOICE IS CRITICAL

The BWR KS course is very Unroady, and has little road. The course is designed to test your body, mind, and equipment to the limit. Tire choice is critical! New this year, the KS course was a little rough at times, but still includes a ton of fun and ~7,500 feet of climbing. The BWRKS promises to give cyclists a demanding course riding some of the most coveted Unroads in Northeast Kansas. Once again, the BWR course designers will utilize dozens of gravel and single-track sectors for a genuinely dynamic unroad race in a spectacular setting. The BWR is known for a combination of unique road and multi-surface terrains, making tire choice critical.

The IRC Boken DoubleCross in size 38 or 42 mm is the perfect weapon for a victorious ride. The center tread is fast rolling on the pavement or gravel with just enough side knobs that hook up when the gnar gets gnarly! They will give you superior performance on loose, rough, or loamy terrain. If your bike fits the 42, it will give you the confidence to tackle the Kansas landscape, but if you're there to ride on the pointy end of the race, the 38 is your tire.

[CLICK HERE FOR YOUR BWR TIRE GUIDE](#)



**LET'S ALL HAVE
FUN AND A
SAFE RIDE**

IRC TIRE





Monuments of Cycling has partnered with Mumu Cycling Apparel to create a NEW BWR collection for the 2023 BWRs and the Quadrupel Crown of Gravel. There is an entire BWR merchandise collection, including shirts, hats, water bottles, caps, arm warmers, vests, hoodies, jerseys and bib shorts.

We are so excited about this collaboration! The collection took its inspiration from the **Belgian National Team Colors** (see next page) but there are more options than ever before. Mumu has also created all the category winners jerseys, too!



Mumu is a Florida based family-owned cycling apparel company that specializes in custom cycling apparel. Mumu's owner Jan Heylen is a Belgian native, who grew up an avid cyclist in the heart of cycling country, but made his career as a professional race car driver. Our team at Mumu specializes in tailoring each customer's experience to meet their specific needs. Mumu was started by cyclists for cyclists looking to create a brand that offered a new customer experience while creating high performance, quality products at all levels. Mumu's mission is to lead the cycling wear industry into a new fashion forward space while keeping our customers' experience at the forefront.

CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



CLICK THIS PAGE TO GET YOUR BWR MERCH FROM MUMU



DeFeet®

Monuments of Cycling has partnered with DeFeet to create a BWR sock collection for the 2023 Quadrupel Crown of Gravel Series. [Click the here to see the collection.](#)



F2C™ NUTRITION



F2C – stands for First to Cross. F2C Nutrition is an athlete-focused, science-driven sports-nutrition company. Supporting athletes by delivering clean, premium quality products, F2C Nutrition believes superior nutritional products and nutrition education is key to an athlete's performance and success. **F2C Nutrition** products undergo stringent testing and assures athletes that every batch of our product is tested for impurities, toxins and substances considered prohibited in sport by the World Anti-Doping Agency (WADA). Learn more at [F2CNutrition](https://www.f2cnutrition.com).

F2C Nutrition was born from the vision and passion of Greg Cowan, founder and CEO who has influenced and shaped the natural health food industry over the last 30 years. Cofounding his first business Pure Source in 1986, Greg has gone on to own and develop many health food companies and global brands including Nature's Essence, Virox and PhD Nutrition Inc. While training for Ironman Canada Greg struggled to find quality, clean nutritional products to support his own training and racing needs. Frustrated with what nutrition was available on the market at the time, Greg set out to develop products that reflected his values and principles and drew upon his deep knowledge of the natural health food industry. Valuing clean, naturally sourced ingredients supported by innovative scientific research, Greg created a robust endurance product line up. The **F2C Nutrition** product line not only tastes great but uses all natural, ground breaking ingredients that have the science to back them up.

The Feed.

The Feed is BWR's partner for all The Feed Zones where we will have energy gels, hydration, chews, bars, and food throughout the course. There will be excited volunteers to help riders get what they need, and quickly. There is a magnitude of locations to stop and fuel...

About The Feed

The Feed is the largest online marketplace for endurance athletes to find everything to fuel their next ride. The Feed is your one-stop shop for all things sports nutrition, recovery gear, and high-performance supplements, and they also offer 1:1 nutrition coaching to dial in your fueling. To kick off your journey with The Feed, sign up to [claim \\$20](#) to use just like cash at the store, and you'll receive another \$20 each quarter. **#FeedYourSpeed**

There are nine **Feed Zones** on the Waffle course (size for Wafer, four for Wanna) to help riders get the proper hydration and nutrition from **F2C NUTRITION** to finish the event. **The Feed** will be providing **Endurance Tap**, exclusively sold at The Feed, as the on-course gel for BWR riders, and the aid stations will also have **PowerBar Shots Energy Chews** and **PowerBar Energize Bars** to help riders make it to the finish.

Riders will also have the ability to fill their bottles on course with **Feed Zones** stocked with the F2C Glyco-Durance which will be blended to approx. 200cals per 750ml bottle fill. All stations are run by volunteers giving their time to make riders' experiences the best ever.

Other food and beverages typically on offer:

Water
Coke
Bananas
Peanut Butter Pretzels
Fig Bars
Peanut Butter & Jelly Sandwiches



E N D U R A N C E

TAP

The Official Gel
Sponsor of 

Exclusively sold at
The Feed.

The Feed.

The Feed is the go-to marketplace for endurance athletes to find everything to fuel their next ride. The Feed is your one-stop shop for all things sports nutrition, recovery gear, and high-performance supplements, and they also offer 1:1 nutrition coaching to dial in your fueling. To sweeten your journey with The Feed, sign up to [claim \\$20](#) to use just like cash at the store, and you'll receive another \$20 each quarter.

Wondering about on-course nutrition? The Feed has you covered with **Endurance Tap Energy Gels** made up of only 3 ingredients - pure Canadian Maple Syrup, Sea Salt, and Ginger. **F2C Nutrition** and **PowerBar** Shots Energy Chews and PowerBar Energize Bars will also be on-course to help keep you fueled throughout your ride.

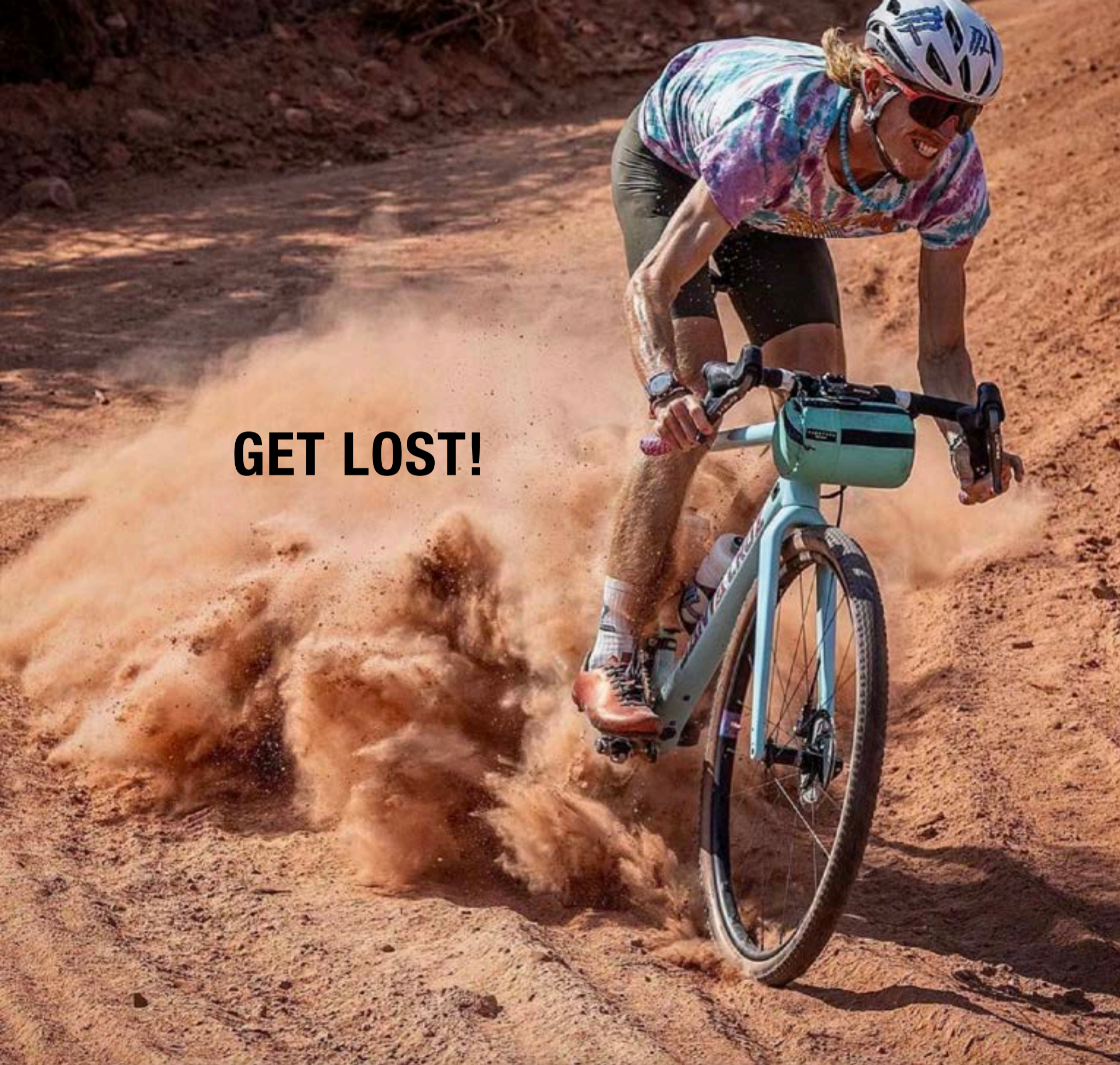
The Feed is also here for you before the ride! Here are their top tips to help you prepare for race-day fueling:

- Start fueling for your ride 2-3 days before the event with high-carb meals and plenty of water and electrolytes.
- Try out any fuel and hydration options that will be on course ahead of race day. Have a few different options for fuel available. Depending on the length of the event, variety will be key so you don't experience flavor fatigue.
- FUEL EARLY AND OFTEN! Aim for 60-90 grams of carbohydrates per hour during training and racing lasting over 90 minutes in duration.
- Run your fueling plan by an expert. Did you know BWR riders get access to free nutrition coaching from The Feed? Just send your questions to coaching@thefeed.com—their pros would love to help!

Sign up for the BWR Nutrition Club at The Feed. Start working on your fueling strategy and [get your \\$20](#) to stock up on fuel before the big day!

BONUS! Receive an **extra 20% off** at The Feed on your next order over \$35.00. Use code TFP20-BWR2023 at checkout. One-time offer expires on October 22, 2023.

@thefeedme #FeedYourSpeed #FueledByTheFeed @belgianwaffleride



GET LOST!

At ALMSTHRE, we believe in community, culture and most of all, curiosity. To this end, we want to serve our growing community by creating a culture that enables people to do more, to tap their individual art of escape, to explore their curious urges. Our BAG is about always wondering what's around the corner. Like you, we're a work in progress — never finished — because transformation is a never-ending game. To win this game, we think the number one rule and the most encouraging thing we can do is to tell you to **“GET LOST!”**



FasCat

COACHING + TRAINING

We've got seven of the most challenging unroad events of BWR history lined up on the 2023 calendar and the Belgian Waffle Ride Series is proud to have FasCat as our Official Coaching and Training Plan Technology Partner. All BWR riders now have access to training plans tailored to each event that scale to their available time to train.

How can one train for such a diabolic race? **FasCat** created specific training plans for each of the seven BWRs, which progressively build up to the duration of the target event, and include long gravel simulation rides with tips on nutrition and hydration as well as challenging intervals, ways to incorporate group rides into training, recovery advice and more.



All of the plans are included in a subscription to Optimize, FasCat's training platform, which balances your training stress with your recovery to optimize your improvement. Optimize is compatible with Garmin and Wahoo computers (and all power meters), and imports HRV and sleep data from Whoop, Oura, and Garmin wearables

If you want to really take your training to the next level, hire a FasCat Coach for one-on-one coaching tailored to your goals, ability and schedule. All FasCat Coaches have raced or are racing at the professional level, and pride themselves on helping riders learn and improve.

Fascat

COACHING + TRAINING

Optimize is your year-round, four-phase training solution that includes in-app Coaching Support! The four phases are:

1. [Off-Season Training with Weight Lifting](#)
2. [Base \(Sweet Spot\)](#)
3. [Intervals](#)
4. [Six-Week BWR Plans](#)

Subscriptions include all of these plans, professional coaching support, and training/recovery optimization dashboards that balance your training to your recovery.





**PROTONE ICON.
REDEFINED GREATNESS.**

[**CLICK HERE TO GET YOUR BWR KASK PROTONE ICON**](#)

KASK's designers have succeeded in a really bold venture, starting from the legendary Protone helmet they have created the Protone Icon helmet.

They have been able to maintain the features of the road cycling's most iconic helmet, while modernizing the look and some technical aspects to ensure superior ventilation and aerodynamics.

The helmet is available in three sizes, covering a wide range of head circumferences from 50 to 62 centimeters, and comes in 10 different glossy or matte colors to suit all styles. But we know which one we like the best now...

The BWR KASK **Protone Icon** is one of the coolest collaborations we have ever done.

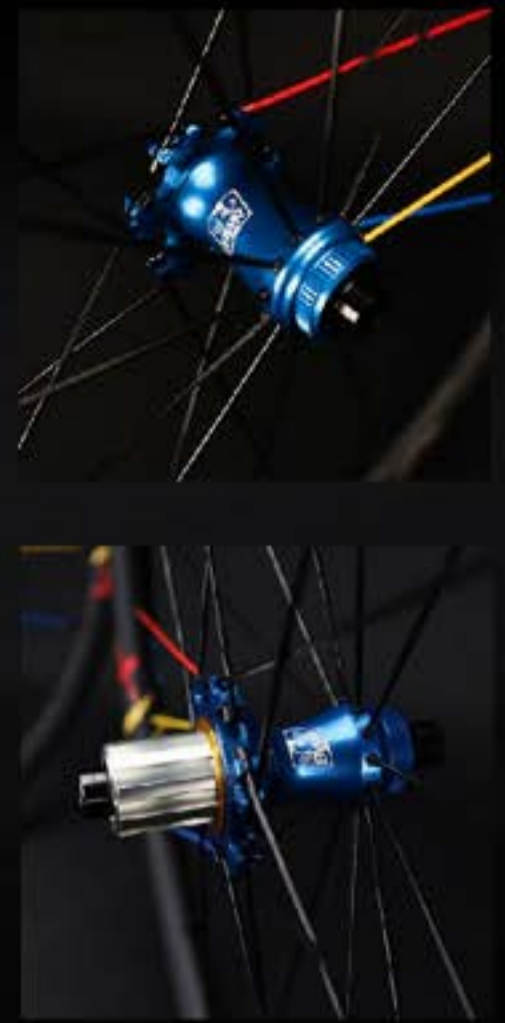
KASK

KCO
e y e w e a r



S P E C T R O
SPECIAL EDITION

GET YOUR KOO BWR SPECTROS NOW!



#BUILTFORTHIS



THE BEST DEAL YET

\$400 OFF CARBON SETS - USE CODE: CARBON23

\$200 OFF ALLOY SETS - USE CODE: ALLOY23

TRADE UP 



TRADE IN 

CANYON

FIND YOUR PERFECT GRAVEL BIKE WITH CANYON



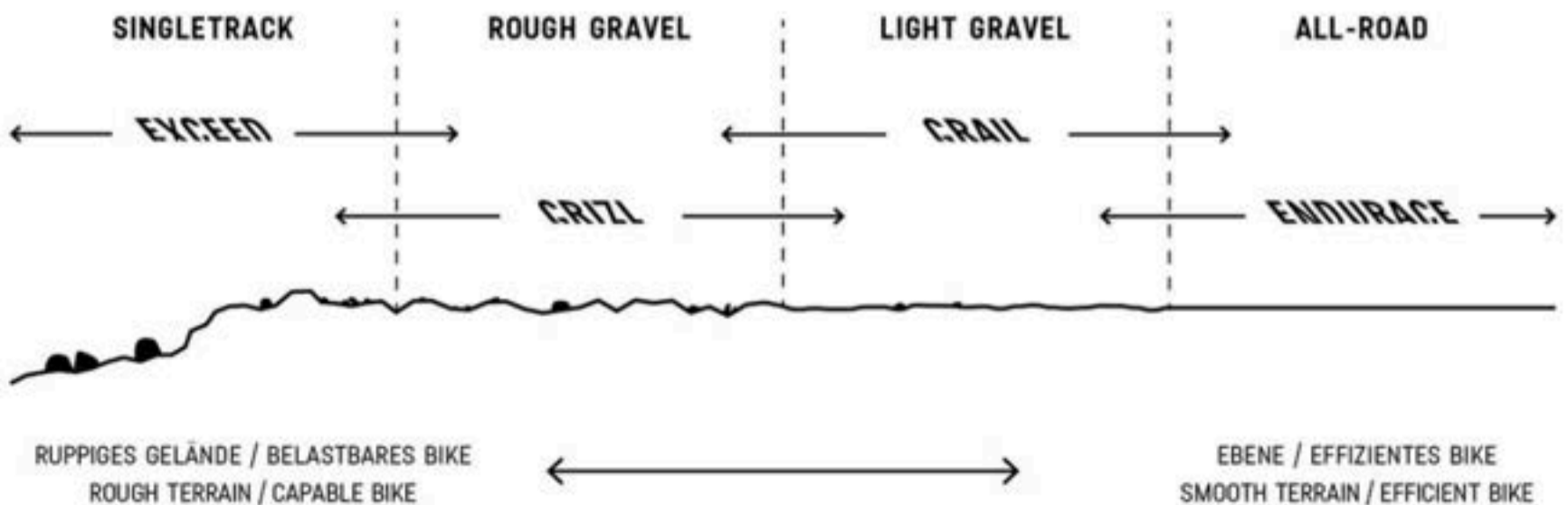
CHOOSE YOUR CANYON HERE

Finding the perfect Gravel bike is all about working out what your requirements are—where you ride and how you ride determines what bike will perform best. That's why we've come up with the Canyon Gravel Spectrum, which covers everything from efficient all-road bikes to capable mountain bike hardtails. Which Gravel bike is right for you?

CANYON



THE CANYON GRAVEL SPECTRUM



CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Grail

With the Grail, you can cover huge distances over mixed terrain at speed with stable-yet-agile handling to keep you in control at road-bike speeds and all-terrain grip.

<https://www.canyon.com/en-us/gravel-bikes/all-road/grail/>

LEARN MORE ABOUT THE GRAIL

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Grizl

The Grizl brings tough Swiss Army Knife functionality to our proven performance DNA. The result is a Gravel bike that's at home on rough terrain and ready for real adventure.

<https://www.canyon.com/en-us/gravel-bikes/adventure/grizl/>

LEARN MORE ABOUT THE GRIZL

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Endurance

The Endurance blends blazingly-fast speed and all-day comfort in an efficient package—from silky smooth asphalt to the occasional dirt foray—to crush climbs, dabble in dirt, and ride until the sun goes down.

<https://www.canyon.com/en-us/road-bikes/endurance-bikes/endurance/>

LEARN MORE ABOUT THE ENDURANCE

CANYON

CANYON: OFFICIAL BIKE OF BELGIAN WAFFLE RIDE - CALIFORNIA



Exceed

When the going gets rough, the tough go Exceed. A proven podium-topper in the world's most demanding ultra endurance off-road races, the Exceed is now longer, slacker and faster.

<https://www.canyon.com/en-us/mountain-bikes/cross-country-bikes/exceed/>

LEARN MORE ABOUT THE EXCEED

PHOTO OPPORTUNITIES

There will be several places on the course where riders will need to tighten their butts and suck in their guts for the camera. These strategically placed purviews along the course will allow the BWR Shutterbugs to capture riders in their full glory, whether it's face planting in a water crossing, popping a wheelie at the top of **Evil Step-Sisters Backdoor** or smiling brightly along the **Rivieroever Lekker**.

It is our endeavor this year to capture as many smiling faces and then share them with all riders via photo galleries that will be posted online almost immediately after the event. (Photos of water crossing failures, dismounts, smiling riders, riders popping wheelies, dirty faced riders.)

BWR KS photos here: <https://www.finisherpix.com/en/event/6959/>





THE COURSE(S)

Welkom to the most unique cycling event in the U.S., the Belgian Waffle Ride, affectionately known as the BWR. This is the third edition of the Kansas Unroad Race and we could not be more excited about the new 123-mile Waffle course that Joe Schmalz and our team have laid out. The new 82.4-mile Wafer course promises much of the same pedaling perversity, and the Wanna is a perfect Belgian snack at 36.6-miles. **This event in Lawrence is our most 'gravelicious' of all the BWRs with 92% of this diabolical detour of unroads** along sinuous and undulating gravel, trails, grass, mud, dirt and a couple places with asphalt. (The Wafer is 96% gravel/rocks/dirt/mud). The only thing that could make us more excited is a forecast for a little rain, but there's time for that, too.

As Steve Tilford would have wanted it, the Waffle race promises plenty of punishment for entrants and their bicycles along its dynamic parcours, which features ~7,500 feet of relentless, undulating climbing and over 110-miles of unroad terrain that harken to the teeth-rattling cobblestones of Europe's most grueling races.

The BWRs are the only Euro-style Classics on American soil, and this BWR in Kansas is our favorite course of the year. The City of Lawrence has been a staunch partner of cycling events, teams, and promoters throughout its history.



STARTS OUT COOL AND FINISHES OUT HOT





COURSE DESCRIPTIONS/SECTORS

The BWR route takes riders on a ronde of the rolling hills north of Lawrence, where it will clatter through agrarian hamlets and the Ardennes-like hills – not over classic mountains per se, but rather a never-ending string of ups and downs – along sinuous unroads, single-track through the woods or along the lakefront, dusty trails and spectacular gravel roads carved through the woods and valleys of Northeast Kansas - situated at a magical place of forested backcountry that's just a few miles from downtown Lawrence. The 2023 course is new, but it features plenty of the rolling hills from the 2021 and 2022 editions, where there are virtually no straightaways, and lots of opportunities for pain and suffering. Oh yeah, there will be almost no paved roads and due to the nature of the course, no place to hide from the wind in a group. **You will be on your own.**

There are a few things that make the BWR stand out, and on top of the list, right after the obscenity of the race course, is SUPPORT. This ride is supported with Police escorts, follow vehicles and the Waffle has six Feed Zones perfectly placed throughout its 123-mile (or 82.4-mile Wafer or 36.6- Wanna) parcourse(s).

More importantly, the **BWR features an armada of media vans, on-course support, BWR support vehicles, on-trail support with roving mechanics along tough sectors** that confront ill-prepared riders with a rude awakening soon after leaving the famous Lawrence River Trail. The number of flats and mechanicals that the team addresses for the BWR is incomparable to any other event like it or unlike it. Special thanks to the local Lawrence crew for their unflinching support of the event and the team they have amassed to serve our unique event.



THE HELL OF THE MID-WEST



2021 WINNAAR - TIFFANY CROMWELL



BELGIAN WAFFLE RIDE



2021 WINNAAR - TANNER WARD



THE COURSE UNVEILS ITSELF TO ITS VICTIMS, VILLAINS & VICTORS LIKE THIS:

This is what the course will be like. The first few miles or so are neutral as the course leaves the Lawrence River Trail Park to the north and up the first gravel sector and Q/KOM of the day. Essentially, very early, the race is on. Riders will sprint up to this first section to stay up front and then race north through the farmland to **Knaagdier's Achterkant** the first Q/KOM of the day before the race has even completed 6-miles. Now, we know what you are thinking... only 1.8 miles of neutral, dang. Don't worry, there will be course monitors along for this initial part, which is controlled by the police. This first sector of import will immediately separate the winnaars from the spinnaars and the rest of the day will be spent in a never-ending series of ups and downs, which over time will soften and eventually compromise the legs in the most sinister of ways. This course was designed to minimize the number of stops and lights for the benefit of our police escorts and volunteers. Once in the dirt or just before it, the real pedaling begins...

THE HELL OF THE MID-WEST
(KANSAS) ★



NOTABLE SECTORS FOR THE WAFFLE ARE (WAFER/WANNA RIDERS LOOK BELOW)

Groene Vlag

This is the Green Flag neutral sector, which will last way too short because before riders have even had the chance to warm the legs up all hell will break loose on the ramp up to the first Q/KOM sector of the day.

knaagdier's achterkant - Q/KOM #1

<https://www.strava.com/segments/32958094>

Commencing after more than 6-miles into this survival contest some call an Unroad Race there is a decisive kilometer bump onto the narrow build up to the Farmlands. Though this sector is less than 1-km in length, as with most climbs in Belgium, the true ascending part of this is really just a little warm-up and chance to drop the freeloading freddies, where the false flat after will make it hard for them.

With an average pitch of about 7% and places of 14%, the steepness and loose gravel will force riders to stay seated, else lose traction and flail.



TwistenBok

<https://www.strava.com/segments/30151261>

A fast, fun, sinuous, tricky descent and climb out of Buck Valley with a steep pitch to negotiate and a stair-step false flat to complete this intermediate sector. You'll hit this one just after mile-36.

vierenvijftig - Q/KOS #1

<https://www.strava.com/segments/32958122>

It's less than a mile, but goes a bit upward, the **vierenvijftig** is the first Q/KOS sector of the day, so make sure your shoes are tight and your elbows are out. Keep your lead-out's wheel through Buck Creek Road and then MAKE SPRINT.



Audubon Kakaboulet - Q/KOD #1

<https://www.strava.com/segments/30151723>

As I type this, the **Audubon Kakaboulet** sector is a 2.5-mile tick infested forest trail that is completely impassable unless you have a machete and a lot of time on your hands. But not to fear, as with all BWRs, we find places to ride that everyone else says are impossible or shouldn't be included or totally crazy to even consider. These are our favorite sectors. This is your first Q/KOD sector and it comes after mile-53.

The **Audubon Kakaboulet** is going to be cleared and made ready for all riders in the final week of the events lead up, thanks to our friends at Sunflower. This dedicated core group of Lawrence cycling denizens will be meticulously carving the forest up, removing each and every tick and creating a truly spectacular detour through the Audubon Society Bird Sanctuary along the eastern cove of Lake Perry, bypassing the usually ridden Ferguson Road. This will be the sector everyone talks about until they hit the **Rivieroever Lekker. Don't let this one tick you off. Things will get much harder.**



Fergie Sprinten - Q/KOS #2

<https://www.strava.com/segments/30126081>

At mile-60, just after riders have exited the forest of the **Audubon Kakaboulet** sector and checked themselves for mooching ticks and other parasites like the Freddie Freeloaders who never take a pull, there is a chance to break free with a 1-km sprint just after the bridge and up the hill along Ferguson Road. Hit it here for a chance to win the Q/KOS competition and rid yourself of those pesky leeches looking to overly tax your largess.

Gedoogbeleid

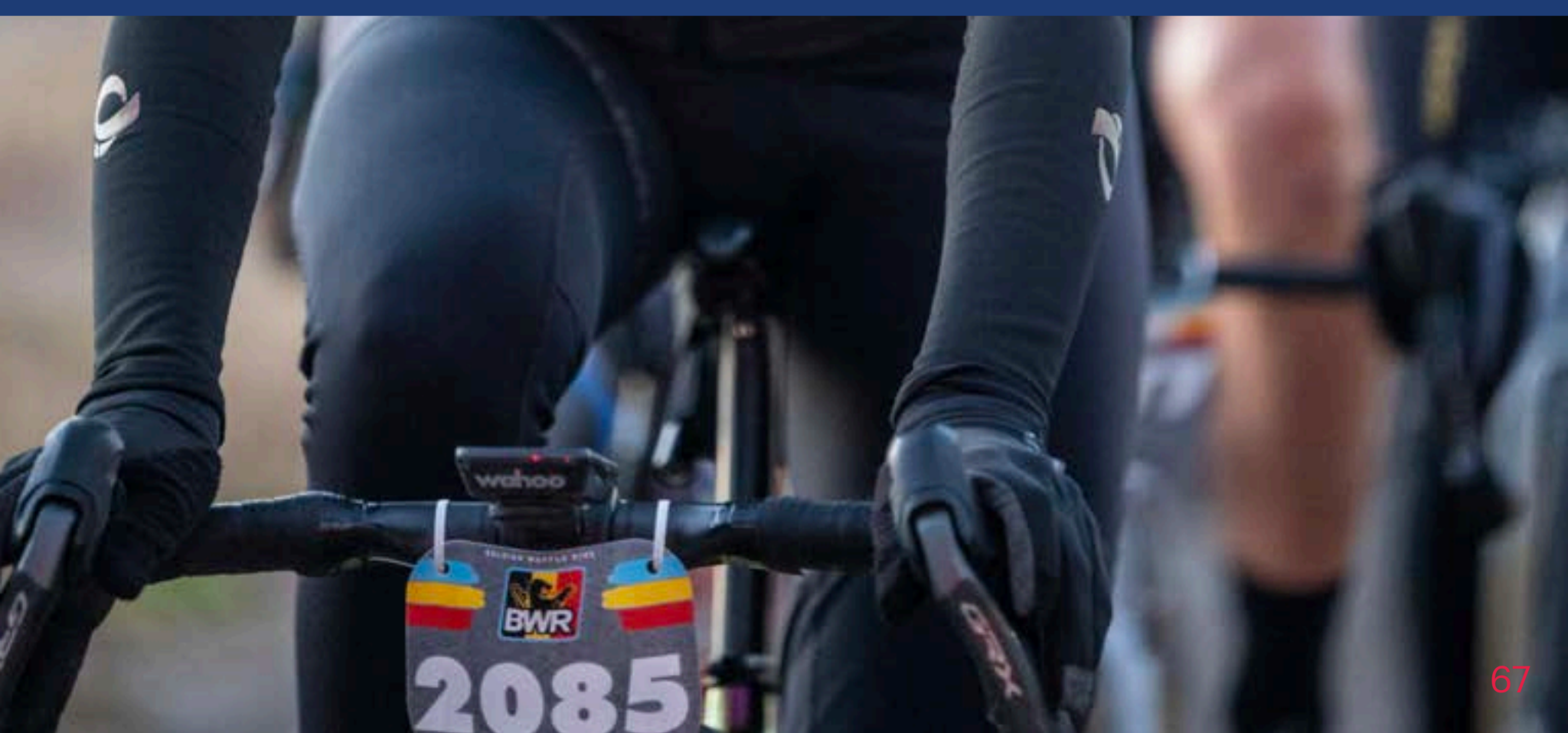
<https://www.strava.com/segments/30151458>

Not long after **Fergie** is the Perry Dam Crossing. It's the flattest piece of course riders will enjoy all day, but it will be very windy and if there is enough rain, riders may have to swim this 3-km section. In that case, we wager the winnaar will come from the triathlon world.

To those in the know, the **Gedoogbeleid** has always been a beacon of Dutch tolerance and progressiveness. It stands for tolerance and in this instance the Flemish take on the word will be more akin to the tolerance a rider can have for a fierce wind this far into a survival contest. **Hardpeople rejoice!**



HANNAH SHELL - FIFTH IN 2021 & 2022





Perryberg - Q/KOM #2

<https://www.strava.com/segments/30126439>

If there happens to be a lead group here all together, this is the first place the hay maker death blows will start being thrown. At 85-miles in, it's late enough to start wanting to get rid of the hangers-on and narrow the group down a bit. This Q/KOM sector offers a one-half mile opportunity to leave a mark and when it hits 15% in places there will surely be an opening to land a blow.

This one takes advantage of the terrain in the Buck Creek Wildlife Refuge.

trap klimmen / need another waffle - Q/KOM #3

<https://www.strava.com/segments/35525019>

The final Q/KOM of the race, this stair steppin' climb isn't much on fresh legs but it will be a true test of everyone's remaining strength. Coming on the heels of the Bokenberg at mile-91.5, it will offer another place to expose riders and land a blow. This one is on the shorter side, too, but should be used as a definitive place to attack, seeing is how its the final of the three Q/KOM sectors for those seeking the red Mountains jersey.



IS DIT PRACHTIGE RIJDEN NIET?





Dehoffenberg Sprinten - Q/KOS #3

<https://www.strava.com/segments/30126596>

Here it is the final place for the sprinters to leave their watts out on the course. With pitches above 10%, some sprinters might just be carrying too much weight or fatigue to hit the 1100+ watts it will require to leave the rest behind. Careful, don't come in too hot on the left turn toward the end or you may end up in the forest with Sasquatch.



KANSAS GIVES MANY OPTIONS! BUT REMEMBER, HAVE FUN WHENEVER YOU CAN!





DE FINALE - THE MOST FUN OF THE ENTIRE DAY COMES JUST BEFORE THE END!

Rivieroever Lekker

<https://www.strava.com/segments/35593957>

If this course didn't feature the **Audubon Kakaboulet**, the **Rivieroever Lekker** would be the sector everyone talks about for the single-track pure pleasure that it offers everyone over its 6-miles of chicanes. This sector, which is part of the Lawrence Riverfront Park Trail system of recreational bike paths on the top of the levees along the river provides a series of trails on the river floodplain with more challenging single-track riding through the wooded lowlands. This single-track sector is mostly packed dirt with some sandy spots and can be incredibly exhilarating to ride, even after 117-miles of insanity on two-wheels.



THIS IS HOW YOU WILL SPEND MOST OF YOUR DAY ON OCTOBER 14. THE REST WILL BE SPENT CONSUMING BELGIAN WAFFLES AND BEER - KAKABOULET!



WAFER COURSE:

Groene Vlag

knaagdier's achterkant - Q/KOM #1

<https://www.strava.com/segments/32958094>

Dehoff Drive

<https://www.strava.com/segments/14457499>

TwistenBok

<https://www.strava.com/segments/30151261>

Livin' in the slimelight

<https://www.strava.com/segments/11700589>

trap klimmen / need another waffle - Q/KOM #3

<https://www.strava.com/segments/35525019>

I can see gravel for miles

<https://www.strava.com/segments/11615329>

Dehoffenberg Sprinten - Q/KOS #3

<https://www.strava.com/segments/30126596>

Rivieroever Lekker - Q/KOD #3

<https://www.strava.com/segments/35593957>



WANNA COURSE:

Groene Vlag

knaagdier's achterkant - Q/KOM #1

<https://www.strava.com/segments/32958094>

Dehoff Drive

<https://www.strava.com/segments/14457499>

Dehoffenberg Sprinten - Q/KOS #3

<https://www.strava.com/segments/30126596>

Rivieroever Lekker - Q/KOD #3

<https://www.strava.com/segments/35593957>



VOLTOOING - WAFFLES. BIKES. WAFFLES. BEER. MORE WAFFLES. MORE BEER.

It is here at the finish line, listening to all the wonderful tales that will manifest by way of the BWR, it will become obvious that there is an internal peace to be found within the arc of the event, from registration to the finish line libations and sensations in between. The actuation of our inner spirit animal is what can make this thing so damn rad... there's a majesty to reaching, aspiring and growing that is hard to achieve without a prism through which (like the BWR) it can be brought to life. We'd like the BWR KS to be more than a day's journey through the Hell of the Mid-West and, instead, resemble the apprenticeship of self-awareness, where the awareness gives way to more awareness, and more **BWR BADASSEDNESS**.

THE HELL OF THE MID-WEST
(KANSAS)





YOU WILL AGREE THIS IS THE BEST GRAVEL COURSE OF THE YEAR

THE HELL OF THE MID-WEST
(KANSAS)





TIMING AND SCORING: **VERY IMPORTANT!**

Our timing and scoring partner is OmniGo! <https://www.omnigoevents.com>

Riders will be assigned a color-coded race number for their bike. The color and number of the race number is related to the event riders have signed up for - Waffle, Wafer, or Wanna. Each race has its own corral and riders must start in their designated areas without exception - Waffle, then Wafer, then Wanna.

OmniGo! will also have RFID mats out at numerous locations on the course, making it impossible for riders to cut the course and claim to have done the entire route. This technology will also be used to track lead riders for the announcers on the live broadcast feed and finish line announcements during the Expo.

OmniGo! will calculate the Category results for these sub-races after the official cut-off at 7:00 p.m., after which everyone should have posted their rides to Strava.

Q/KOMs:

<https://www.strava.com/segments/32958094>

<https://www.strava.com/segments/912159>

<https://www.strava.com/segments/35525019>

Q/KOSs:

<https://www.strava.com/segments/32958122>

<https://www.strava.com/segments/30126081>

<https://www.strava.com/segments/30126596>

Q/KODs:

<https://www.strava.com/segments/33095341>

<https://www.strava.com/segments/16186415>

<https://www.strava.com/segments/35593957>





HOW DO THE CATEGORY RESULTS WORK?

Borrowing from the Grand Tour dynamics that their multiple categories provide within the overall race, the BWR has several categories that riders can vie for: Sprinter (green jersey), Queen/King of the Mountain (red/white waffle dot jersey), Queen/King of the Dirt (brown jersey), Hardman/Hardwoman (most aggressive or strongest contributor/blue jersey), GC (overall General Classification winner/yellow jersey), the Attaqueur Award (most aggressive), the kUDOs Award (the most spirited rider in honor of our fallen friend, Udo Heinz/orange jersey), and the 'nspire happiness award for the rider(s) that bring the most joy to others.

There are three-timed QOM/KOM Strava segments combined for each of these categories: Sprint, Mountain, Dirt. **Riders must post their ride to Strava in order to participate.** Riders with the lowest combined times (per Strava) for these segments will be determined the winners. In the event of a tie, the rider who finished first of those tied will take the honor.

The GC/Yellow Jersey goes to the female and male winners of the BWR. There is a total prize purse of cash & prizes of \$4,500 for the top three of Male, Female & Gender Diverse.

The Hardman/Hardwoman, Attaqueur, 'nspire happiness, and kUDOs distinctions are determined by fellow riders, who will vote or provide anecdotal evidence after the ride. If you witness someone being naughty or nice, please tell the BWR officials. All the winner's jerseys are provided by Mumu, our cycling apparel partner.



CATEGORY WINNAAR'S JERSEYS



ATTAQUEUR



GC



KUDOS



DIRT



SPRINT



HARDPERSON



'NSPIRE
HAPPINESS



MOUNTAIN



'NSPIRE HAPPINESS AWARD

The intent of this award is to celebrate the ethos of 'nspire happiness and use the Belgian Waffle Rides' platform to inspire people everywhere to...

- Create camaraderie and bonds among all cyclists to help and support one another
- Support healthy activities - like cycling - for people of all ages & backgrounds
- Promote eco-friendly alternative forms of transportation in our communities
- Represent cyclists in a positive light on the road and among motorists
- Keep cycling clubs strong so they can fulfill their missions
- Foster growth of cycling among women and youth
- **The 'nspire happiness award** will honor someone who exhibits the ethos of 'nspire happiness - through their words and actions in and around each BWR venue



The 'nspire happiness™ foundation was established by Dr. Mitchel Goldman along with his wife Laura, and close friends Stan and Doris Bergum, to bring daily inspiration to people around the world.

[CLICK HERE TO LEARN MORE](#)



WINNAARS



Waffle Finishers will also receive:

Free State Badass Ale (trophy) Bragging rights

Wafer Finishers will also receive:

Free State Badass Ale (trophy) Right to step up

Wanna Finishers will also receive:

Free State Badass Ale (trophy) Right to step up

Category Winnaars will receive:

Custom Category Jersey from Mumu

Age Group Winnaars will receive:

BWR Winnaar's socks from Defeet

BWR Waffle Medal

Top Three Overall (GC) Finishers receive:

Women:	Men:	Gender Diverse:
1st - \$750	1st - \$750	1st - \$750
2nd - \$500	2nd - \$500	2nd - \$500
3rd - \$250	3rd - \$250	3rd - \$250



DeFeet





LET'S CELEBRATE TOGETHER!





WHERE ARE THE FEED ZONES?

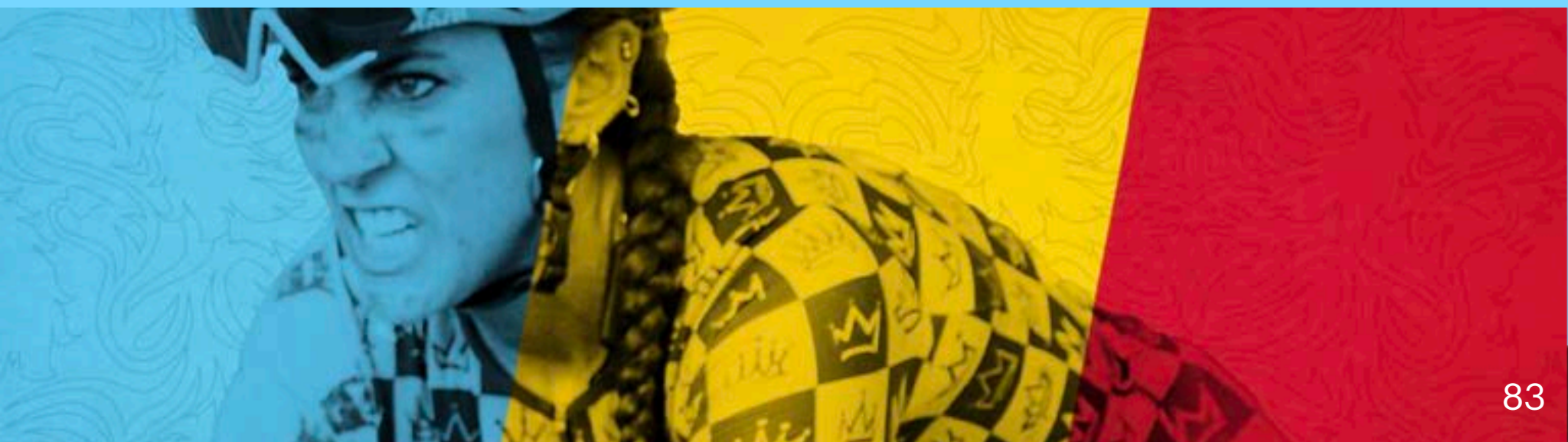


They are strategically located at six locations on the Waffle course 3 for Wafer, 2 for Wanna, except for the first one, they are usually every 20-miles or less. As the course wears on, the **The Feed Zones** become more frequent.

Feed Zones will have **F2C** hydration and water, plus all sorts of different food-like substances and PowerBars. Some stations will have Coke and salty substances, like pretzels. All stations will have enough water and **F2C Nutrition** for all.

I'M NEW TO THIS GAME, IS THERE ANY ADVICE YOU CAN SHARE WITH ME?

Run, run away now. Either that or roll away now. Roll as often as you can, through dirt, rocks, gravel, even ferns, just to prepare yourself for the mayhem of the BWR. Make sure to eat and drink more often than you think you should and start consuming early. Be friendly to everyone, especially all the volunteers who are out there giving their time to help you have the best experience.



WHAT IF I DO NOT LIKE WAFFLES?



Blasphemy! Trick question as even though the Belgian Waffle Ride will make you cringe and suffer, everyone loves waffles, especially Wannawafels!

HOW MANY WAFFLES SHOULD I EAT?

The average amount of calories burned over the course of the Belgian Waffle Ride equates to seven Double-Double burgers, four cheeseburgers, two chocolate shakes and three orders of animal style fries or a total of 9,140 calories. In terms of waffles, you would need to consume more than 30 waffles from the waffle crew in order to not have a calorie deficit on race day. We recommend about three before and, sure, bring one along for the ride. You will also note when you return—70% of the riders who start the BWR actually finish—that nothing goes better with a Rouleur Badass Ale than a Belgian waffle (except for maybe bacon, but you can probably have that, too).



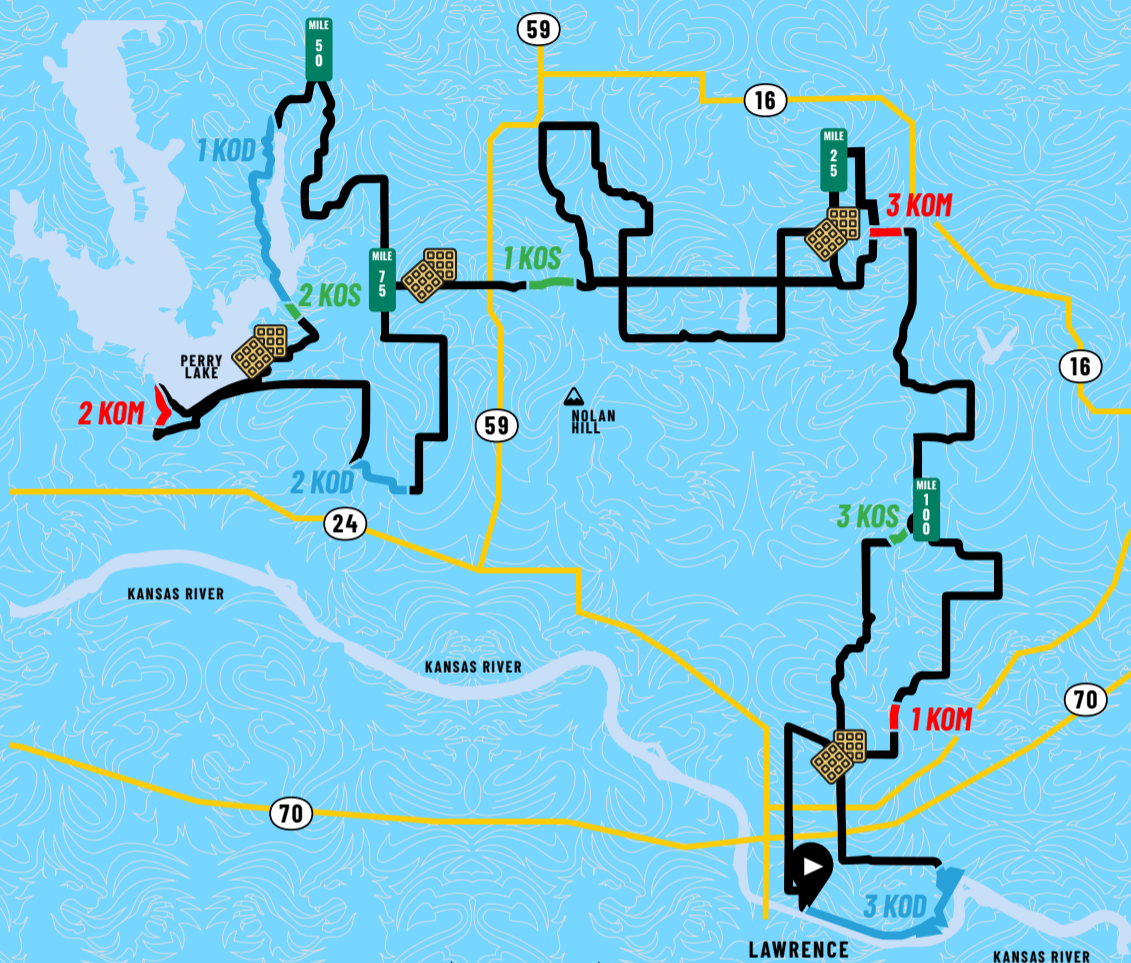
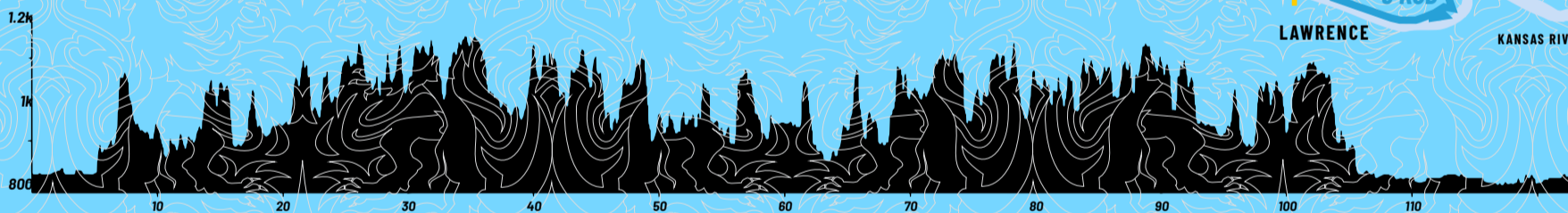
HOW CAN I LEARN MORE ABOUT THE COURSES?

The first time the official course is revealed in detail with explicit instructions and insights is right here in this document. At both the rider briefings we will discuss the courses in detail. Everyone is encouraged to attend. The media and pros will all be at this event. We will have pros mingling. Any course changes will be revealed in great detail...



-  123 Miles
-  ~7,000 Ft. of climbing
-  105 Miles of unroad sectors (88%)
-  3 KOM Sectors
-  3 KOS Sectors
-  3 KOD Sectors
-  6 Feed Zones

BTFÜ



WHAT IF I HAVE TO DROP OUT?



If there is an emergency: Medical Assistance: **call 911**

There will be a phone number for you to call on your race bib if you are stranded. This is the phone number: **619-408-1650**

Bring your phone with you on the ride.

WHAT HAPPENS IF I FLAT?

We think the question is, **"What happens when I flat?"**

Be prepared to change your own tires, but we will have so many mechanics and on-course race support that you should be back rolling in no time. Make sure you are rolling the IRC tires for best results.



ADAM ROBERGE - 2023 WINNAAR





HOW DO I KNOW IF THE WAFFLE IS TOO MUCH FOR ME?



We're gonna tell you right now, it's probably too much for you to take on, honestly. Sorry. Sure, it's only something like 123-miles but so much of the race will be in dirt, rocks, sand, water or gravel. Only 70% of starters might finish the event because they either don't have anyone to ride behind, flat too many times or in most cases, just didn't train enough.

We hope you have been out doing some 10-hour rides with as much climbing and dirt as possible, so you can really see if your body is up to such a challenge. Did you add in lots of riding over rocks, through water, popping a wheelie and fixing flats.

IS THE WAFER REALLY ONLY HALF AS FILLING?

The Wafer is a bit harder than doing half of the Waffle. Its dirt-to-road ratio is about the same, and the course is longer than half the Waffle. In short, the Wafer is a tough day on the bike... for anyone.

WHAT IF I CHANGE MY MIND ON HOW MUCH I CAN STOMACH?

Have no fear, we can always move you from the Waffle start line to the Wafer until the day before the event, and we won't even post about it, make fun of you, or otherwise tease you for biting off more than you can chew. So many people do it—hopefully not you, though—that there will be a line of Waffle to Wafer contenders at reg (heads hanging in shame). Just kidding about that last bit.



The Feed.

IS THERE ON-COURSE SUPPORT?



One of the great features of the Belgian Waffle Ride is the sheer amount of support the race receives from BWR Staff, Event Partners supplying the nutrition and hydration in **The Feed Zones**, volunteers, teams, colleges, fraternities, sororities, schools and bike minded people who want to give back to the community. You will find these lively Tifosi all over the course on race day. There are six Feed Zones on the Waffle course (3 for Wafer, 1 for Wanna) to help get riders the proper hydration and nutrition to finish the event, all of them run by volunteers giving their time to make your experience the best ever. **The Feed** will be providing Endurance Tap as the on-course gel for BWR riders, and the aid stations will also have **PowerBar Shots Energy Chews** and **PowerBar Energize Bars** to help riders make it to the finish. Riders will also have the ability to fill their bottles on course at **The Feed** Zones stocked with Glyco-Durance hydration from **F2C NUTRITION** which will be blended to approx. 200cals per 750ml bottle fill.

There will be on-course support vans out on the course, roving throughout all the waves. There will also be roving mechanics throughout the unroad sectors. These mechanics will have most everything with them to help stranded cyclists who choose the wrong weapon or shield.

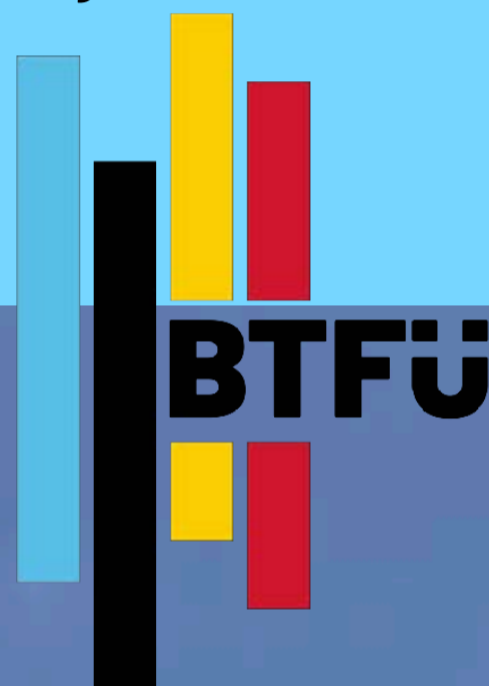
WHAT THINGS SHOULD I AVOID?



As with any race day, don't try something new. If you haven't tested it out, don't try it on race day. That goes for the tires as much as it does for the food you eat and the things you drink. **WE HOPE YOU'VE BEEN PRACTICING YOUR WAFFLE EATING!**

Additionally, don't get in over your head at the beginning by going out too fast. It's a long day, so pace yourself. You have all day to pass people who cut you off on the single-track on the first dirt sector. Hold your rage in and when you finally pass them later on, tell 'em to hold your wheel as you slowly, yet firmly throttle the hell out of the next dirt section. In short, don't get emotional; stay smart. Often times, in the dirt, you will find the need to **GO SLOW TO GO FAST**, which essentially means staying upright at the places that require a little extra care to navigate. There's a lot of those sections in the BWR.

Mostly, go slow on the downhills, especially **unroad descents**. There will be signs, but please go down all dirt hills SLOWLY.





AM I ALLOWED PERSONAL SUPPORT ON THE COURSE?

For safety and fairness, no one is allowed rolling support during the ride from unofficial people and riders are not allowed to ride with other riders who are not registered. **You CAN get a hand-up from someone standing on the course.**

We've had people jump in vans during the race and get driven up to the leaders before (yes, we know who they are). We've had people hold on to the back of a truck on certain climbs (yes, we know who they are). We've had imbecilic drivers take their vans on the dirt sections of the course and nearly take out riders during the race just so they could help their friends cheat (yes, we know who they are).

If you are seen getting any support from non-official vehicles, you will be DQed on the spot. We encourage the riders out on the course to also share with us any dubious activities they witness. **Riders who break these rules will also suffer the ignominy of being exposed to the throngs of revelers at the awards ceremony.**





Suggested Equipment Checklists:

Items in this list are sorted into three categories: Must haves, Should haves, and Desirables. "Must" items are absolutely required by all riders. "Should haves" are highly recommended for surviving the BWR. "Desirables" items are nice to have in for varying situations or may be recommended given certain weather conditions.

Must haves...

- Helmet (approved by CPSC or Snell standards)
- Cell phone to call for pick up should you need to abandon
- Approved Bicycles
- Bike computer for navigation and for Strava (category competition)

Should haves...

- Navigation system/Bike Computer (GPS device, cue sheets, map, etc.)
- Inner tubes (tubeless tires may need tubes, too)
- Tire repair plugs if rider's tires are tubeless
- Tube patch kit
- Tire repair boots
- Tire inflation system (CO2 inflators or a hand pump)
- Tire levers
- Bicycle multi-tool that contains:
 - All allen wrenches needed for your bike
 - Chain tool
 - Spoke wrench
- Spare chain quick links
- Front light
- Red taillight
- Cash, debit, or credit card (to purchase supplies from local businesses)



Desirables...

- Chain lube
- Chamois crème
- Sunscreen
- First aid kit



- The winner of this year's event will take around 6-hours and some change to complete the course. This means for most it's an 8-, 10- or 11-hour day on the bike. The official cut off will be 7:00 pm, allowing 11:30 hours to officially finish.
- **Cut Offs for Waffle**
Mile-39 @ 11:30 a.m. Waffleurs will take the wafer route back
Mile 113 - entrance to Rivere Park Trails @6 p.m. (Waffle only) Riders will be instructed to return to the finish
- The tires you are thinking of riding may not be wide enough, get some IRCs. Whether you go with knobby 38 mm or even wider tires, IRC will be at the BWR Unroad Expo for you.
- There are many unroad sections you need to go slow down. There will be signs of CAUTION, but just take each one of these sections slowly.
- There are four official The Feed Zone locations, with tons of hydration and food products from F2C Nutrition, as well as myriad other food-like substances: bananas, cookies and salty things, plus water and Cokes. No one should go hungry or thirsty. Remember this is as much an eating contest as it is a bike race. Fuel yourself accordingly and thank the volunteers.
- If it does rain, the race will go ahead with or without alterations to the course. Do worry about your ability to ride wet roots and slippery mud.
- There will be many locals who will be providing neutral support on the road and unroad portions of the route. There will be multiple vehicles, plus we will have additional support vehicles, filming and providing rolling assistance.
- **Do not litter on the course. Either throw your trash into bins at The Feed Zones or put them in your pockets. Pack it in, pack it out, be respectful. Please.**
- **All traffic laws must be obeyed unless directed by an officer. Riders should ride as far to the right as safe to do. Crossing over the double yellow line is cause for immediate disqualification.**
- Be courteous to all your fellow riders. Point things out. Communicate. Be friendly. Share the work. Enjoy meeting people and show them your best side.
- Packet Pick-Up for registration is from 11:00 am to 600 pm on Friday, October 13, 2023. **YOU WILL NEED A PHOTO ID** to redeem your packet. Sorry, your friend can't pick your things up for you, but they can share your beer.



How to Hydrate Optimally Before the BWR

By Denis Faye

I know what you're thinking, but for the sake of this conversation, let's leave beer out of the equation.

Many people feel they get adequate hydration from the water in the foods they eat. There may be some validity to this belief for the masses, but not for us athletes. You blow through way more water than the average Joe or Josephine, so don't hesitate to drink up! The odds of you over-hydrating to the point of hyponatremia (a condition characterized by nausea, headache, confusion, and fatigue that's caused by abnormally low blood sodium) are super unlikely (unless you're hazed by the wrong frat), so you might as well be a little too hydrated than not enough.

Leading up to the BWR, this is especially important. A study done by the US Army showed that being even 2% dehydrated by volume can impact physical endurance exercise performance. This becomes critical two to three hours before starting. The **F2C Nutrition** product line not only tastes great but uses all natural, ground breaking ingredients that have the science to back them up.

There are two ways to know if you're hydrating adequately. The first is the "thirst sensation." If you're thirsty, you're not drinking enough. Second, you should feel the need to pee frequently, and that urine should have a pale, yellow color. If you don't pee at least once in the two hours leading up to the race, you're not drinking enough.

Lucky for you, the organizers of the BWR make sure there are plenty of port-a-potties on hand, so you can attend to any and all besoins naturels in comfort.

For more nutritional pro tips to help you eat right and kick ass on the Belgian Waffle Ride, subscribe to Denis' New Personal Best newsletter. (<https://denisfaye.substack.com>)

PRAIRIE MOON

WALDORF SCHOOL

Saturday, October 28th ~ 9:30am

Suggested donation of \$50 will get you a Prairie Moon tote bag.

**START & STOP @
PRAIRIE MOON WALDORF
SCHOOL**

1853 E 1600 Rd, Lawrence, KS

\$37 PER ADULT

\$10 PER CHILD

5K FAMILY FUN RUN

**FOLLOWED BY FOOD, LEMONADE, PUMPKIN PAINTING,
GAMES & MORE**

Register below, must be registered by October 13th.

<https://runsignup.com/Race/KS/Lawrence/PrairieMoonPumpkinRun>

PRAIRIE MOON PUMPKIN RUN

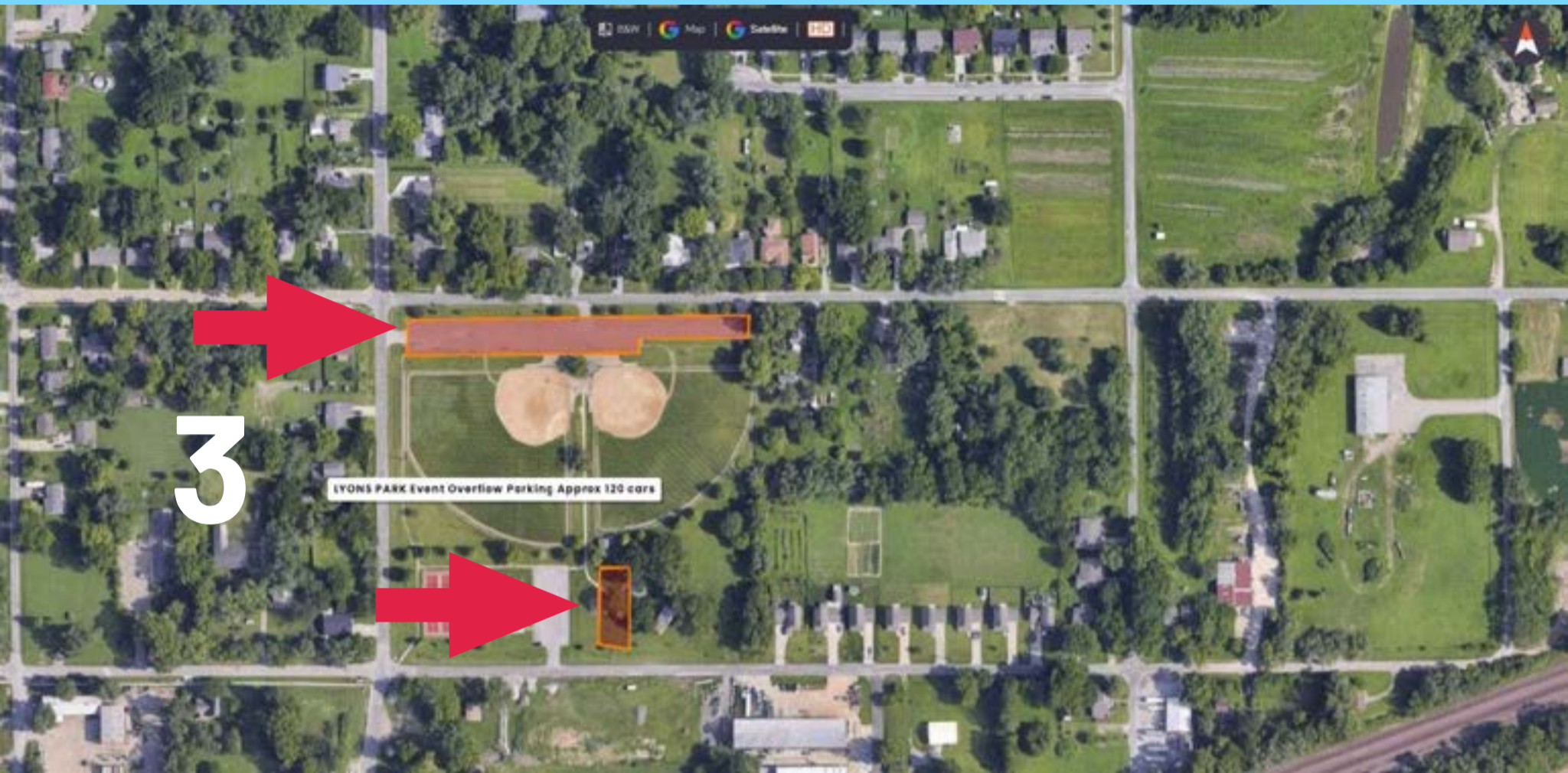
Prairie Moon Waldorf School is part of the largest and fastest-growing non-sectarian educational movement, being one of 2,000 Waldorf schools worldwide and the only Waldorf school in the state of Kansas. Prairie Moon Waldorf School sits on 7 beautiful rural acres in the middle of the Kaw River Valley. Our school offers Parent Child classes, Preschool and Kindergarten, as well as elementary education from first through 8th grade. Like most Waldorf schools, we are a 501(c)(3) nonprofit. Our families and surrounding community are a big part of what makes us a Waldorf School.

Waldorf education cultivates the individual child's development and enriches the inner strength of every child. The mission of Prairie Moon Waldorf School is to educate the children of Lawrence and surrounding communities to become independent, well-rounded children and future adults in the world. We achieve this by supporting the children in growing the capacities of the hands, head and heart.

[JOIN THE FUN RUN](#)

PARKING

LYONS PARK OVERFLOW PARKING : https://maps.app.goo.gl/nwg1JFxGtNrpBuwMA?g_st=i



CITY PARKING LOT @ N 2ND ST & LOCUST ST. https://maps.app.goo.gl/xzi9THARAaVZ2RCaA?g_st=i





SEEMS LIKE
ALOT OF WORK
FOR FREE
WAFFLES!

HET
EINDE
OR
HET
BEGIN

