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L'ÉTAPE
CANADA
BY TOUR DE FRANCE



AGUST 13, 2023

RIDE WITH US

2023
RIDER
GUIDE

135 | 85 | 49 KM
KIDS RACE | FAMILY RIDE
AMATEUR
CYCLING EVENT

Welcome from our Executive Director

Hello and welcome to L'Étape Canada by Tour de France. Strathcona County is one of the most beautiful and welcoming areas in Canada and we are happy and honoured to bring the second edition of L'Étape Canada by Tour de France to its streets and Sherwood Park Alberta.

Athletes—you are in for an amazing weekend. Our team has been working for over a year to ensure a safe, fun, and memorable event. Volunteers—thank you! Without you, the event doesn't happen, and we are grateful for your participation.

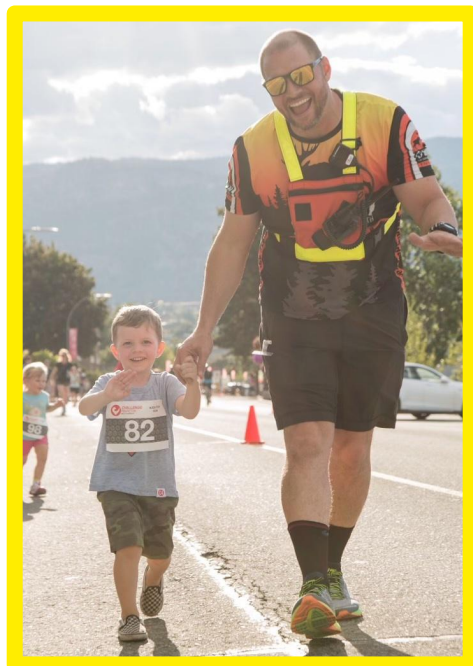
I would personally like to thank Strathcona County and especially their dedicated sports team for their unwavering support from day one. Their commitment to the success of the event cannot be overlooked and this has been a total team effort to produce one of the greatest cycling events Strathcona County and Canada has ever seen.

I'd also like to thank the the communities of Strathcona County, and of course the amazing City of Sherwood Park and all its residents for allowing L'Étape Canada into their communities and on their roadways. And to our sponsors—thank you for your incredible contributions and support for this event

Whomever wears the Yellow Jersey at the end of the day will live with the Tour de France legends. Go out and ride hard, have fun, and most of all take care of your fellow cyclists out there.

Be safe and have an amazing day!

Michael Brown
CEO
MB Events



L'ÉTAPE
DU TOUR DE FRANCE

20 PAYS / COUNTRIES



Tour de France History

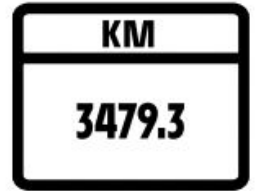
The Tour de France is the biggest annual sporting event, and the pinnacle of world cycling.



1st Edition in 1903



176 riders from 22 teams



3479.3 km to cover



10 to 12 million
roadside spectators



Broadcasted in 190 countries



29,000 police officers, gendarmes and fire
fighters deployed

100 YEARS OF
THE YELLOW JERSEY



First awarded to Eugène Christophe on 19 July 1919, the yellow jersey distinguishes the Tour de France race leader. Its distinctive colour was inspired by the original L'Auto newspaper, which first established the race. This newspaper was published on distinctive yellow newsprint. The objective was to promote the newspaper in the early ages of the race's history. Nowadays, the yellow jersey is the most celebrated and recognizable trophy in sport.

Tour de France Jerseys



The symbol of the Tour de France—the **Yellow Jersey**. At the Tour de France this goes to the first across the finish line at the end of every stage and to the overall winner on the Champs-Élysées. At L'Étape Canada by Tour de France, the top overall female and male finishers will win the iconic Yellow Jersey!



The **Green Jersey** represents explosivity, passion, and speed, typically going to Tour de France sprinters. At L'Étape Canada, the Green Jersey goes to the top male and female sprinters. Fastest through the timed sprint section wins the Green Jersey!



The symbol of the mountains, of a rider pushing beyond their limits and of courage—the **Polka Dot Jersey**! This jersey is awarded to the Tour de France's leader of the best climber classification. At L'Étape Canada, this goes to the King of the Mountain and the Queen of the Mountain. Strongest climbers through the timed-climb section will be awarded the Polka-Dot Jersey.

L'ÉTAPE CANADA

BY TOUR DE FRANCE

Tour de France Ambassadors

Jens Voigt is a German former professional road bicycle racer and, upon retirement, became a cycling sports broadcast commentator. During his cycling career, Voigt raced for several teams, the last one being UCI ProTeam Trek Factory Racing. Voigt wore the yellow jersey of the Tour de France twice! His career achievements include winning the Critérium International a record-tying 5 times and a number of one-week stage races, as well as two Tour de France stage victories. In September 2014, he set a new hour record

Jens Voigt




Alex Stieda

Alex raced for the famous 7-Eleven Team and was the first ever North American to wear the yellow jersey. His commitment to cycling over the past 4 decades is immeasurable as he continues to grow the sport he loves and nurture the next generation.



Map & Parking

L'Étape Canada by Tour de France will be located at Broadmoor Lake Park in Sherwood Park located at **401 Festival Lane , Sherwood Park T8A 5T8, AB, CA**

For directions click [here](#) 

Enter the Parking lots from North and South off Sherwood Drive, Granada Blvd is closed so please do not try to enter from the south end of Festival Way.

Parking in the surrounding lots is available for athletes, guests and spectators.



Packet Pick Up

What you will receive

- T-shirt
- Swag (See Race Swag page)
- Athlete Kit (Bike Plate, Timing Chip)
- Wristband

Packet pick up location

Broadmoor Lake Park

- **Saturday, August 12th, 2023**
Time: 10:00 AM – 4:00 PM
- **NO RACE DAY PACKET PICK UP**

NOTE: Packet pick up: **You will be required to show your photo ID** at Packet Pick Up. Please have it with you and ready to show the volunteers and staff in order to collect your packet.

Race Packets are assigned based on the distance chosen at registration and your start corral is assigned based on your distance. Your wave will be assigned to you in your race packet and will not be available in advance.

Changes to your registration, including changing distances, should be done prior to the event weekend by emailing infocanada@mbevents.ca

Timing chip

This is a chip-timed race! In your packet you will receive a timing chip that **MUST** be attached to your seat post. *See image below.*



Race Swag

Showcase your epic achievement! Swag items are included with registration and you'll get them at race packet pickup.



L'ÉTAPE CANADA

BY TOUR DE FRANCE

The L'Étape by Tour de France VIP Experience

Experience the L'Étape by Tour de France
VVIP Experience

The Classe Spéciale category is limited to
only 50 riders and includes big perks,
goodies and unforgettable experiences.
You can race in any distance with
Classe Spéciale.

Classe Spéciale

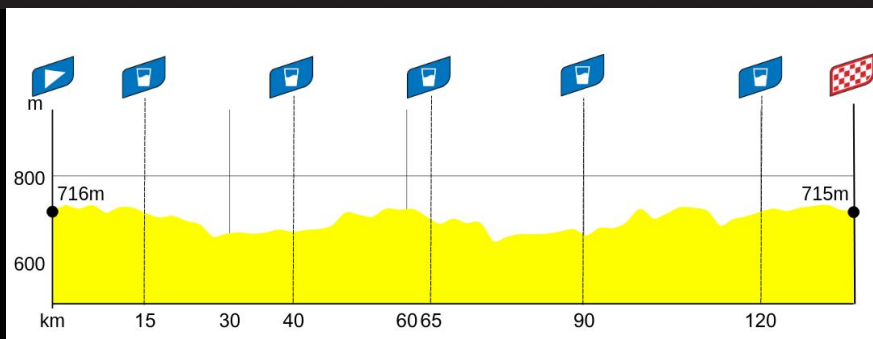
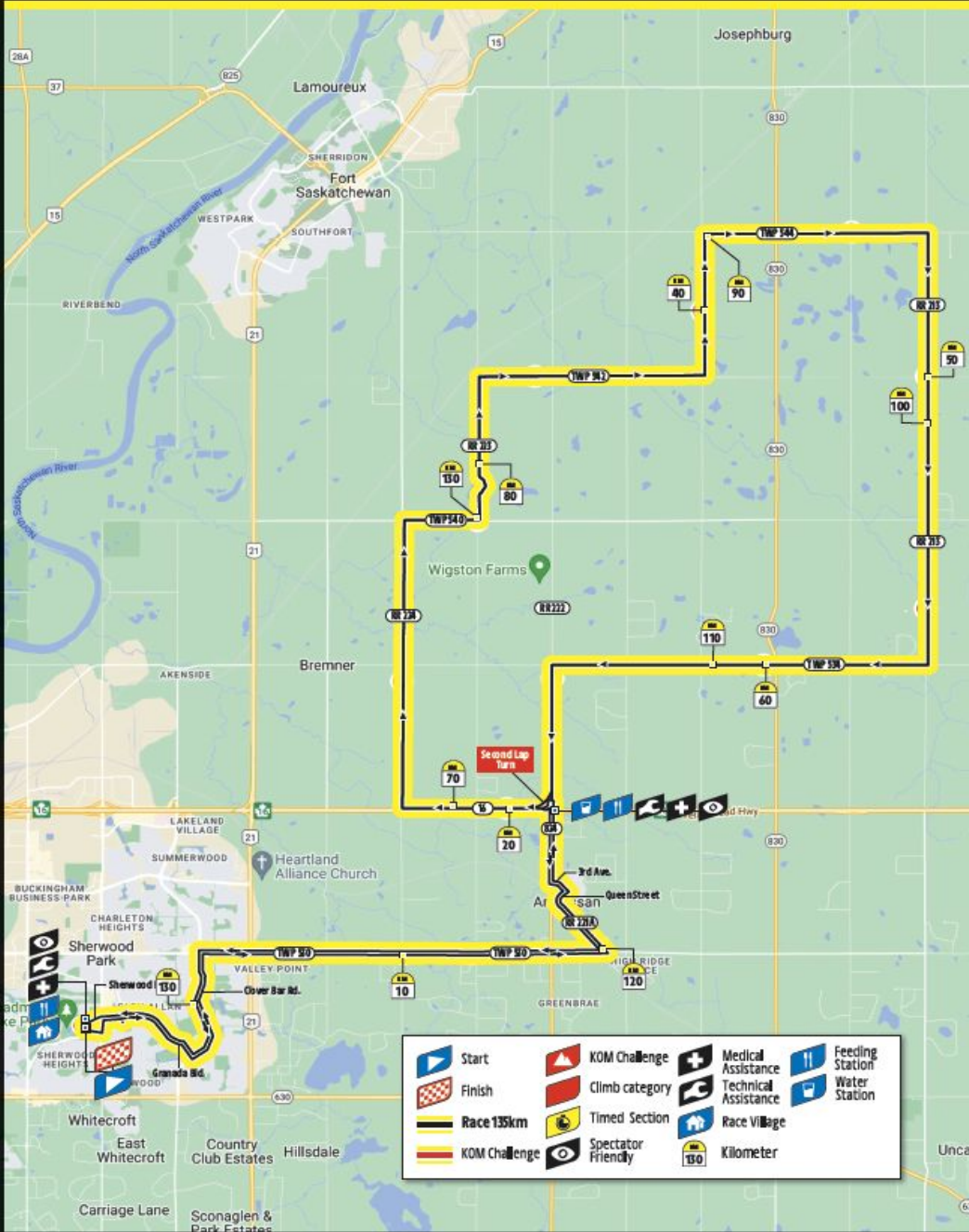


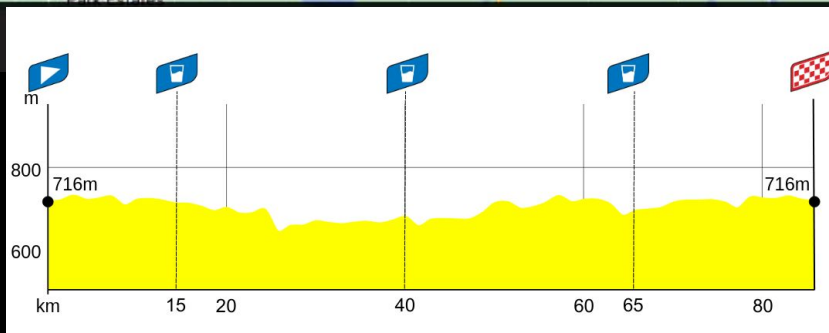
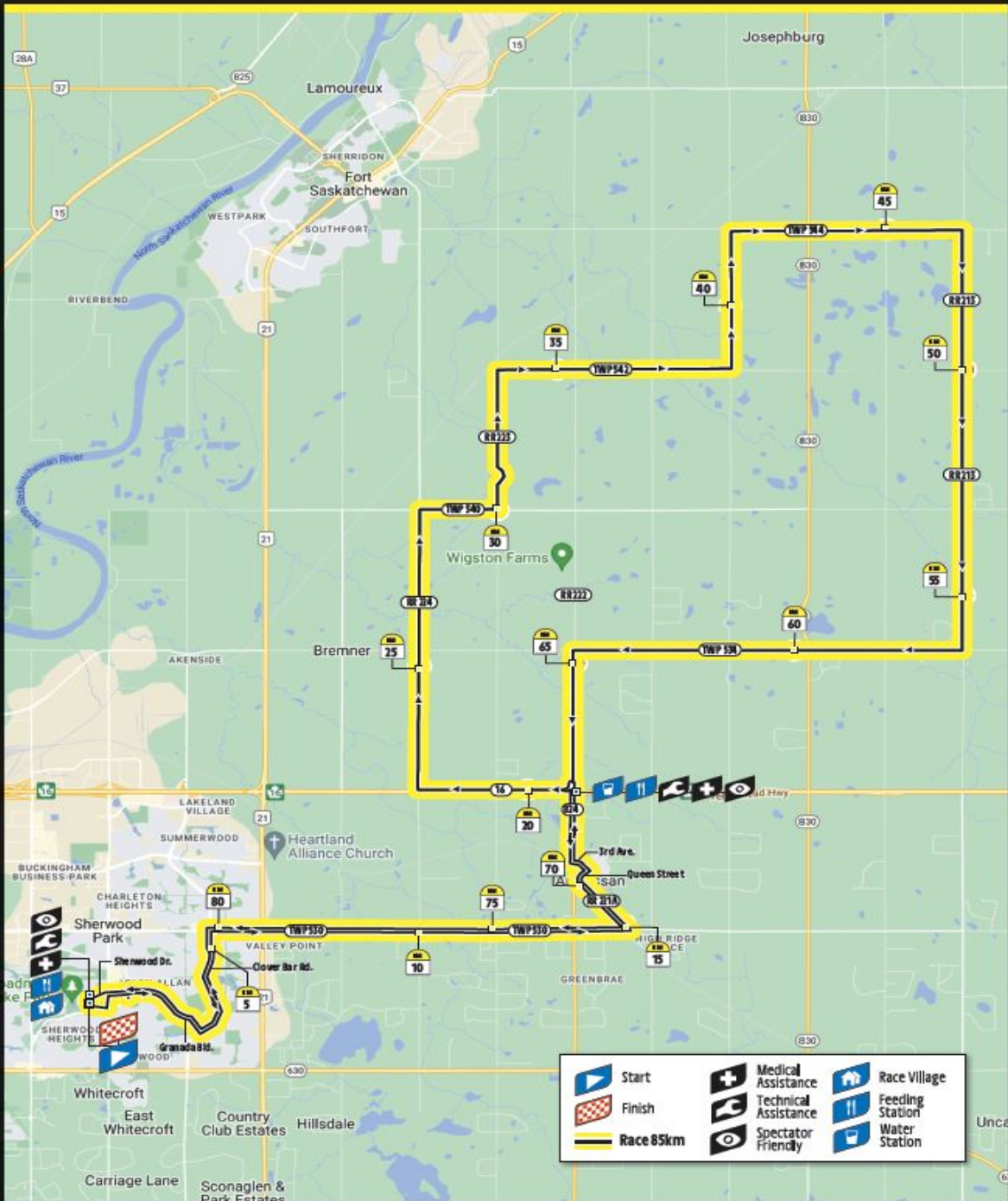
LEGENDS DINNER WITH JENS VOIGT

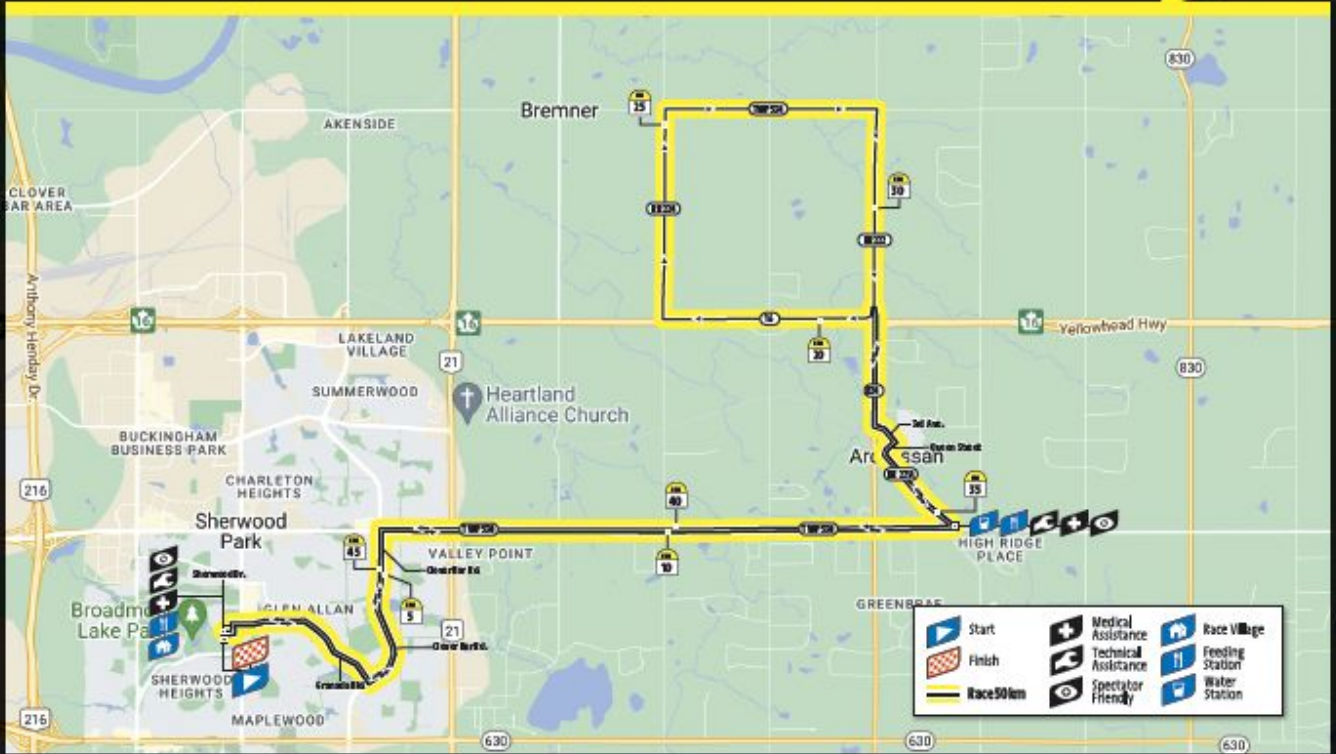


The Classe Spéciale category features:

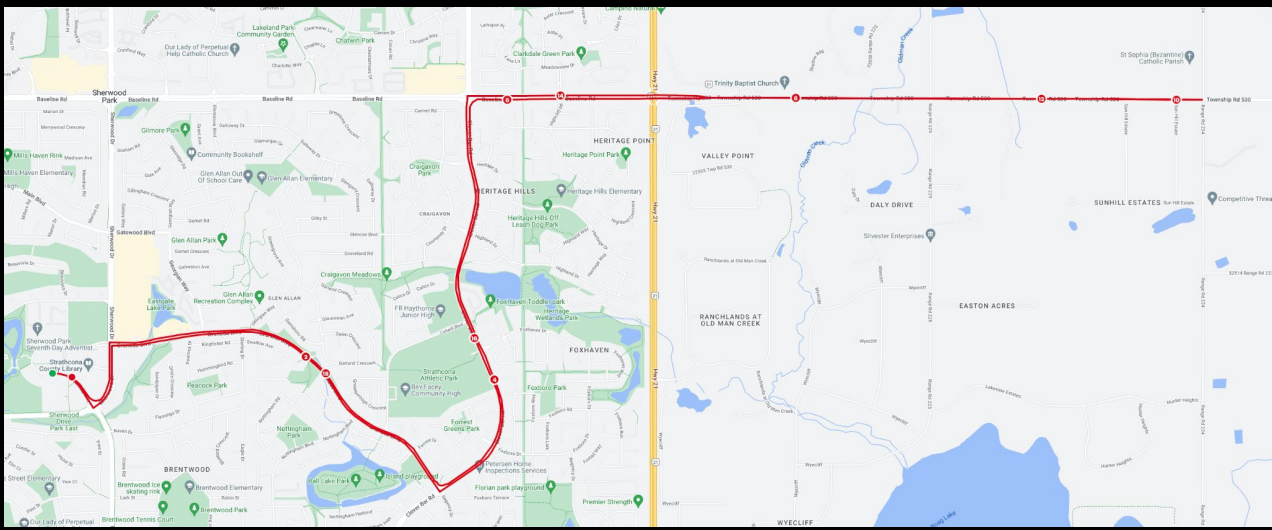
- Full 2023 L'Étape Canada by Tour de France cycling kit, including a jersey, shorts, and socks.
- Fast-lane pick-up of your L'Étape Canada by Tour de France race package during the event.
- Private Dinner Saturday night Champions Dinner with our Ambassador Jens Voigt
- VIP race staging area, including easy-access to your preferred start staging area and pre-race food and beverage for L'Étape Canada.







Family Ride



Wave Starts

Start Time	Bike Plate Prefix*	Corral #
7:00	135 km	1
7:10	85 km	2
7:20	50 km	3
7:25	Family	4

* Your wave will be assigned by your race distance and will be available in advance. 135 km riders will start in the first corral, and subsequent riders will follow in the remaining corral based on their race distance. Recumbent and non-standard bikes will start in the final corral

Rest & Water Stops

We will have both Rest Stops and Water Stops on the race course.

Rest Stops are where you can take a minute (15-minutes max) and sit down, use the restroom, have a quick chat with teammates and grab some food and water. Don't spend too much time here or you may not make the cut-off.

15 km

Water, Sports Drink, Gels, and Granola Bars, Cookies, Coke,

90 km

Fruit, Water, Sports Drink, Cliff Bars and Granola Bars, Cookies, Coke

40 km

Fruit, Water, Sports Drink, Gels, and Granola Bars, Cookies, Chips, Coke,

120 km

Fruit, Water, Sports Drink, Gels, and Granola Bars, Cookies, Coke.

65 km

Water, Electrolytes, Bars.

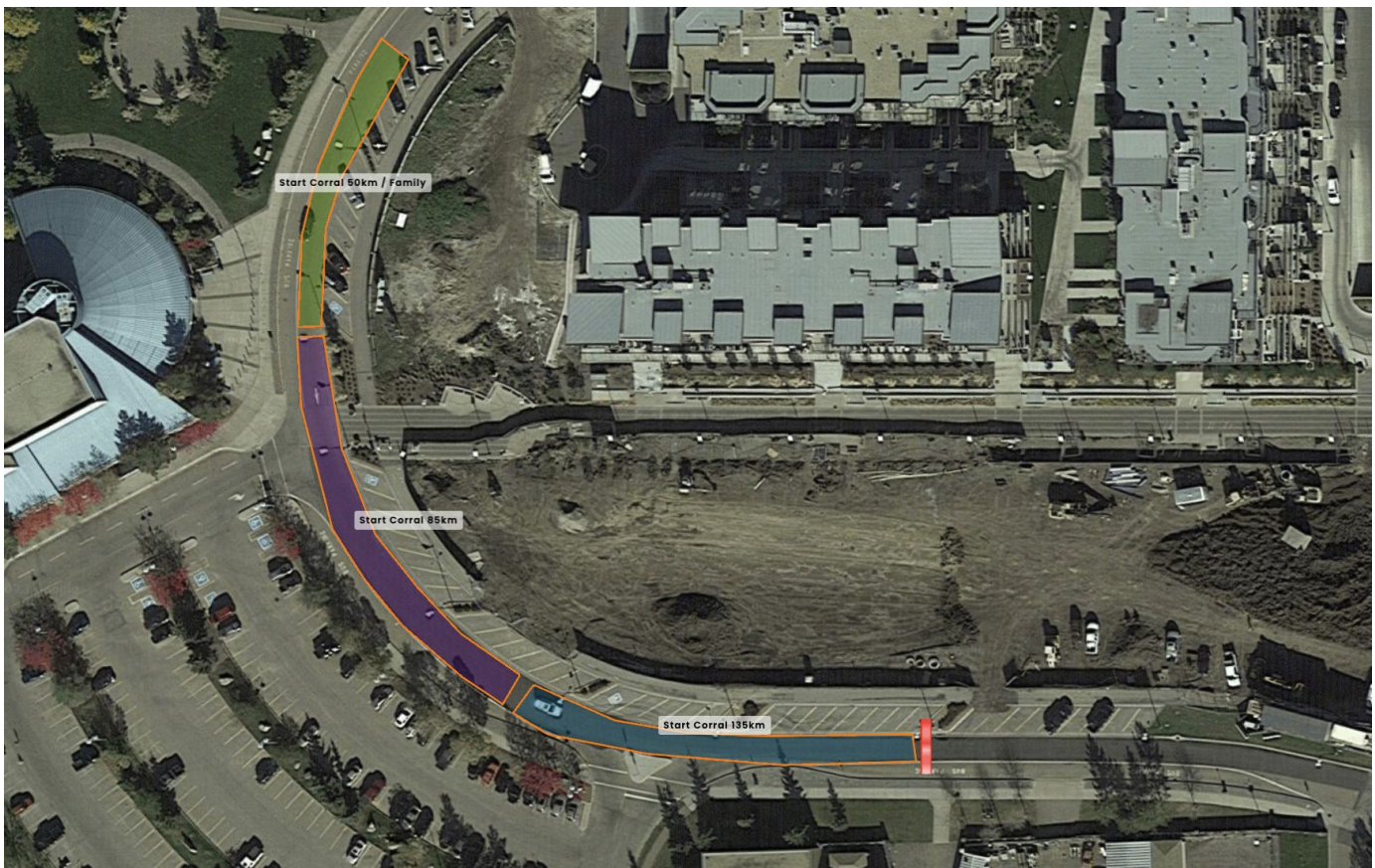
It is the Athletes responsibility to start the race with liquids and nutrition. If an athlete requires more water or nutrition it is their responsibility to stop at their desired stop to re supply. Volunteers will not hand out supplies to moving athletes.

Start Corral

Start corrals are assigned based on the distance declared during registration. Your bike plate will identify which distance you are in.

Corrals will be marked and manned by volunteers. Please look for your corral and seed yourself accordingly. Volunteers will be monitoring the openings of the corrals to ensure that all riders are in the correct corral.

The ride is using a “Neutral Start” just like the Tour de France. Riders at the front of the ride **CAN NOT** pass the red pace car until the official start of the race with the dropping of the checkered flag.



Safety Vehicles on Course

IN RACE

L'ÉTAPE
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MEDICAL

WHO? One Ambulance + One Motorbike with a Doctor

SAFETY

WHO? 1 Race Control Motorbike
(Can have a medic person with them)

LEADING WAVE

WHO? 1 Police Motorbike,
1 Race Control Motorbike)

Course Markings

Please look and follow the TDF route signs on course.



KEEP RIGHT



UNEVEN ROAD



WARNING

Awards & Prizes

Age categories for awards

(For the 135 km, 85 km, 50km)

Age categories:

- 18 to 29
- 30 to 39
- 40 to 49
- 50 to 59
- 60 to 69
- 70+



Prizes for top finishers

- Overall winners: The top overall individual female and male finishers will be presented with the iconic yellow jerseys.
- Queen of the Mountain (QOM)/ King of the Mountain (KOM) winners: The fastest individual male and female riders overall over the timed climb section will be awarded the polka-dot jersey.
- Sprint winners: The fastest male and female riders through the timed sprint section will be awarded the green jersey.

L'Étape by Tour de France Championship details

L'Étape Championship is an age group competition between all L'Étape by Tour de France riders. It takes place at the L'Étape du Tour event, in France in July, on the same roads as Tour de France, where the champions fight for the most coveted award in the world of cycling: the Yellow Jersey.

Riders come from all over the world to conquer L'Étape du Tour and the event sells out in minutes! However, a limited number of riders are automatically qualified for the Championship by finishing in the top 3 in the 135 km race at L'Étape Canada..



Schedule

SATURDAY - AUGUST 12th 2023

10:00 AM - EXPO OPENS (Line ups for packages will be the longest)

10:00 AM - 4:00 PM - REGISTRATION PACKET PICK-UP

11:00 AM - Q&A - JENS VOIGT - AT STAGE

12:00 PM - Q & A - ALEX STIEDA

2:30 PM - JENS VOIGT AUTOGRAPH SESSION

SUNDAY - AUGUST 13TH

5:30 AM - VENUE OPENS

7:00 AM - RACE + RIDE STARTS

1:30 PM - 2:00 PM - AWARDS

2:30 PM - EXPO CLOSES

L'ÉTAPE
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BY **TOUR DE FRANCE**

FinisherPix

Commemorate your race experience

Get your personal race photos with FinisherPix!

FinisherPix is the official photographer at **L'Étape Canada by Tour de France**. Your personal race photos will be available at www.finisherpix.com. Make sure you don't forget to smile when you cross the finish line. Have a great race!

Your Best Photos

- Look out for our FinisherPix photographers on course and SMILE
- Look up when you cross the finish line and smile BIG!
- If you pre-ordered your photos, you will receive a download-link by email as soon as photos are online!
- Upload a selfie at the bottom of your gallery to find more photos of you and to add it to your gallery.

Connect with us!

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NEVER FORGET **YOUR** RACE!

 **Finisher Pix** | Powered by Smiles

www.finisherpix.com

Race Rules

Equipment:

- Helmets must be worn and done up at all times.
- **For the 135 km**, only road bikes are permitted.
- **For the 85 km ride**, road and gravel bikes with drops are allowed.
- **For the 50 km ride and Family Ride** all bikes are allowed, including mountain bikes, gravel bikes, city bikes, cross bikes, and recumbents. Disc wheels, tri or aero bars are not permitted.
- **E-bikes** are allowed in all but the 135 km ride, although any cyclist riding an e-bike won't be ranked in a specific ranking to preserve fairness between participants.

Rules:

- Expo & Team Area Rules: **No Alcohol** can be brought into the Festival Area. No coolers will be allowed in the expo area but coolers are permitted in the team area.
- From the start to the finish of this event that uses the public highway, all participants will be expected to adhere to all briefings/information given in communications shared in advance of the event, briefings given on the day (which may supersede previous information if there have been any changes), and also to the Human Race cycling code, which includes the following:
- **Unless otherwise or expressly stated, the roads should always be considered as open to traffic (even if road signs suggest they may be shut) and you must ride accordingly as local access traffic may still use closed roads. Please obey all Highway Code rules and road regulations at all times.**

NOTE: We reserve the right to terminate participation on health and safety grounds. This includes, but is not limited to, the re-direction or closure of sections of the route due to events outside our control, rider route progress, or in the event of severe weather conditions.

Race Rules (continued)

Code of Conduct:

- You are requested to ride at a maximum 2 abreast at any time. Single file riding is mandatory when double white line systems are in operation on the roads.
- Unless required during a safe overtaking procedure you should not cross the centre line whilst riding, and should make sure, particularly on descents, that you slow down sufficiently to be able to make a turn onto a side road without having to cross onto the 'wrong' side of the road.
- Obey all directions from police, traffic control personnel or course workers. Riders **MUST** give way to emergency vehicles. Where the route has a delineated lane closure (e.g. cones), crossing into the non-delineated lane is strictly prohibited.
- Look for obstacles, ride safely and predictably. Don't swerve and weave, keep your head up, and ride in single file when possible. Please be aware of and exercise good road riding etiquette.
- Riders will be assigned to a start corral based on the anticipated average speed provided at registration. Riders will not be allowed to move forward into a faster corral, but will be allowed to move into a slower corral.
- Please always remain aware of your fellow participants and all other road users (including motor vehicles, other cyclists, horse riders and pedestrians) and ensure you always leave sufficient space / give way where required.
- Please always indicate & signal your intention to stop or change direction, including at junctions.
- Please also take note of any specific event signage which has been erected for the event as this will be in place for your safety and to warn you of what is approaching— **HOWEVER** these will not and cannot highlight every risk and so you must remain alert & maintain an awareness of your surroundings at all times.
- You should remain in control and ride according to your ability as well as the road conditions / environment. So think and look ahead to look out for any potential obstacles / risks coming up. This may include hidden dips and obstacles / hazards around corners – if you cannot see a good way along the road ahead of you or around a corner then slow down accordingly so you can respond / react if necessary.
- Please do not pass through any red traffic lights without using extreme caution, if directed please slow down as requested. Similarly keep a keen lookout at pedestrian crossings to those wishing to use them.
- Please look out for and observe all Highways signage relating to descents, bends, general road regulations, cattle guards and other hazards.
- Please note that we reserve the right to terminate your participation if you fail to comply with any of the above, or are seen to be riding dangerously.
- **Cut Off Times:** For course management and road safety, a cut off time will be established for the 135 km route at the 68 km second loop turnoff at RR 222 and Twnshp Rd 532A. Riders outside of this time will be re-routed to the 85 km course, your distance will be changed automatically to the 85 km ride and your time will reflect your finish time for the 85 km distance. The finish line closes at 2:00 p.m. The cut-off time will be 10:30 am.
- There is no outside support allowed for the entirety of the ride.
- The event organizers reserve the right to refuse entry into the event if any of the above rules are violated by a participant.

Race Day

What should I bring on race day?

There will be Rest / Water Stops to supply riders with nutrition, water and other necessities; however, we recommend you come with a few additions:

- Helmet*
- Photo ID*
- Water bottles*
- Additional food or sports nutrition
- Sunscreen
- Sunglasses
- Spare clothing for weather
- Flat repair kit
- Mobile phone (charge it prior)

How do I get to the start line?

Access to the start line differs depending on where you are staying. Parking options are available on the Venue map

What time do I have to be at the start line?

We recommend arriving 45 mins before your start time. The first wave will leave at 7:00 am. Your race plate in your race packet will have a prefix on it indicating which wave you will be starting in. Your wave number is not available ahead of time. **THERE IS NO RACE DAY PACKET PICK UP**

Are there course time limits?

You need to maintain a minimum average speed of 18 km per hour in the 135km event and 15 km per hour in the 85km event. You have 7 hours to finish the ride.

Is there bike support on the course?

Yes, there will be both static and mobile bike support throughout the route provide by Mud, Sweat and Gears.

Where are the water and refueling stations?

There are 5 aid Stations on the long course

Where can I find mechanical support?

We will have bike mechanics on site at the fanzone pre-race or you can take it to one of our partner bike shops.

FAQs

Is there a minimum age requirement to race?

- Riders must be 16 to ride in the 135 or 85 km events.
- Riders must be 14 to ride in the 50km event.
- Riders must be 11 to ride in the Family Ride.

What type of bikes are allowed at L'Étape Canada by Tour de France?

- For the 135 km, only road bikes are permitted.
- For the 85 km ride, road and gravel bikes with drops are allowed.
- For the 50 km ride and Family Ride all bikes are allowed, including mountain bikes, gravel bikes, city bikes, cross bikes, and recumbents. Disc wheels, tri or aero bars are not permitted.
- E-bikes are allowed in all but the 135 km ride, although any cyclist riding an e-bike won't be ranked in a specific ranking to preserve fairness between participants.

What do I get with my 135 km, 85 km and 50 km registration?

- Entry into race
- Rider Registration Pack
- Partially Closed Roads
- Tour de France professional race conditions
- Official L'Étape Canada t-shirt (Class Spéciale Riders will get a special edition race kit)
- Official L'Étape Canada Swag
- Overall timing of your ride and Queen of the Mountain (QOM)/King of the Mountain (KOM) and Sprint section timing (135 km and 85 km rides only)
- Mechanical support in the village and on the racecourse
- Medical assistance in the village and on the racecourse
- Food Zones and Drink/Energy Zones at key locations on the course
- Post race nutrition at the finish
- Finisher medal

THERE IS NO RACE DAY PACKET PICK UP

FAQs - continued

Where will the race take place?

The start/finish of the race will start at Broadmoor Lake Park in Sherwood Park Alberta. The course will head east into Strathcona County and have some climbs on partially closed roads.

Will roads be closed?

Roads will be partially closed as riders will be separated from vehicle traffic.

Is the course timed?

The 135km, 85 km and 50 km races are timed events. The Family Ride is a fun, non-timed events.

Do I need to wear a helmet?

Yes, all participants in L'Étape Canada must wear a helmet or they will be denied entry into the starting corral.

Volunteer

We need YOU to make this a great event!

Volunteers play a crucial role in the successful running of L'Étape Canada and are the heart of cycling races.

Contact Jacqueline Brown, Volunteer Director at volunteers@mbevents.ca

We have a great range of volunteer opportunities available. Some great reasons to join our Volunteer team:

- Enjoy the energy of a great outdoor event
- Awesome Dri Fit Shirt
- Help cyclists achieve their goals
- Meet new people
- Be a part of an iconic race series and the excitement of the L'Étape Canada race experience

Back



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COUNTY



Event organizer

MB EVENTS

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