

PHIL'S COOKIE FONDO

BUILT BY MATT CONSTRUCTION



2023





THANK YOU TO ALL OUR SPONSORS



Special thanks to MATT Construction

They're responsible for some of the most iconic projects in North America, like the Hollywood Bowl, LACMA, the Peterson Automotive Museum, and now they've helped build Phil's Cookie Fondo.

Keep an eye out for red jerseys of MATT Construction on course and make sure to thank them.

WELCOME

2023 PHIL'S COOKIE FONDO

Welcome back cookie and bike lovers! If you've Cookie Fondo'd before, I'm so happy to ride with you again! We've moved a couple of the aid stations, but our routes are *pretty much* the same. Once again, the last climb (Potrero) will be the steepest so pace yourselves!

If you're new to Phil's Cookie Fondo, I'm excited to share my favorite roads, views, foods, and people with you. We've worked hard to make sure it's the best day you've ever had on a bike, so please read through everything here.

Most importantly, ride safe, follow the rules of the road, and go SLOW on the descents. I promise that you can have 99% of the fun with 80% of the speed on this course, and crashing will spoil the party!

WEEKEND HIGHLIGHTS

Saturday Oct 28

Packet pickup, Chamois Butt'r Shakeout Ride and other events/ride options.

Silent Auction opens at Sierra Club Booth. Auction items include Factor Frame, Decathlon Paddle Board, Shimano Cycling Accessories & Much More. All proceeds benefit Sierra Club.

Sunday Oct 29

Main event! Hills and cookies and celebrity chefs and so much fun you'll forget that you're exercising. Silent auction to benefit Sierra Club Los Angeles at the Finish Festival with Factor frame, other goodies from Phil's partners and much much more! Help us reach our goal of \$100,000!

SATURDAY OCT 28

SUNDAY OCT 29

Schedule DAY 1

Looking for more miles climbs while you're in town? Enjoy two route options on the roads that we couldn't include on the Sunday ride. These rides are unmarked and unsupported (but highly endorsed) so you can follow on your own schedule. Pick up Cue Cards from the Registration Area or find links to the strava profiles at philsfondo.com



Schedule

10:00AM
Sponsor Expo & Early Packet
Pick Up Opens

11:00AM
1 hour, no drop Chamois Butt'r
shakeout ride and costume contest.

Whether you ride on Saturday or not,
come pick up your packets to avoid the
line on Sunday.

12:30PM
Costume Contest Winner Announced
Gifts by Chamois Butt'r & goodr

2:00PM
New rider repair clinic by Velofix
Los Angeles. Never changed a
flat before? Learn the basics from
an expert mechanic before the big
ride on Sunday.

3:00PM
Sponsor Expo & Early Packet
Pick Up Closes

6:00PM
VIP Party at Pedalers Fork Calabasas
Upgrade your Ride Registration to Join!

Schedule DAY 2

Event Day

We've worked all year to bring a ton of fun activities and added value for riders, but the ride is the main reason you're here and it won't disappoint. Suffer on Malibu's tough climbs, and recover with fun descents and breathtaking ocean views, fueled by First Endurance Hydration, fresh fruits and gourmet cookies. Get there early to beat the lines, and don't miss out on Corsa Pro Coffee.

LBS Hosted Aid Stations

Don't miss the rest stops! Fully-stocked with cookies and First Endurance drink mix, get to know some of your local bike shop, SoCal cycling clubs and non-profits.

Featured Aid Station:

Goodr & Corsa Pro Coffee will be hanging beachside on Sunday to host aid stations along PCH with hilarious photo ops and cold brew coffee. Soak up some fresh air, put your feet up, have a snack, and enjoy an iced coffee from Corsa Pro Coffee. Don't miss these great stops along PCH!

Schedule

7:00AM
Registration Opens /
Corsa Pro Coffee Service

7:30AM
Double Fudge Rolls

8:00AM
Chocolate Chip Rolls

8:30AM
Sugar Cookie Rolls

9:00AM
Mini Chip Rolls

11:00AM
Finish Festival Opens

11:00AM
Lunch Service Begins

4:00PM
Last Call for Silent Auction

5:00PM
Lunch Service Ends

5:00PM
Event Conclusion

EVENT INFORMATION

EVENT INFORMATION

Directions

Event Site

Registration, Expo & Ride
Start/Finish Location
Thousand Oaks Civic Arts Plaza
2100 Thousand Oaks Blvd.
Thousand Oaks, CA 91362

From 101 N Exit Hampshire Rd
Right on Hampshire Rd
Left on Thousand Oaks Blvd
Left on Civic Arts Plaza Dr



Day 1 Parking

Follow Event Signage and Parking Signs

Day 2 Parking

Follow event signage to Civic Arts Plaza
Parking Structure.

****Cyclists w/ roof racks**
there will be an area to unload your bike
before entering the structure.
**Do not drive into structure with
your bike on the roof!**

Signage + Rules

Course Signage,

Route Preparation & Ride Rules

We've made a great effort to provide routes with almost no left turns. You should be able to complete Phil's Cookie Fondo without crossing traffic (some exceptions), or putting a foot down except for cookies, but riders must still follow all rules of the road! No Exceptions. CHP, Sheriff & local agencies will be located at strategic intersections to support a smooth ride and help with traffic control, but roads are NOT closed. Share the road and be conscious of all communities you roll through. Helmets are required. Don't show up without one.

While we've hired the very best to mark the routes, it's still important to do the proper review of your selected ride. Here are a few tips and tricks:

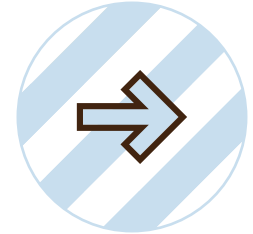
Download the GPX files and upload to your GPS enabled devices for accurate turn-by-turn directions.

Study the Course Maps & Cue Cards available to you at Rider Check-In & Registration.

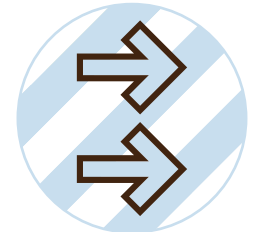
Know where the climbs and Aid Stations are located along your route.

We've hired the ProTour Routing & Signs teams to ensure routes are marked according to WorldTour standards. Every turn will have a set of (4) Course Arrows, here's the order:

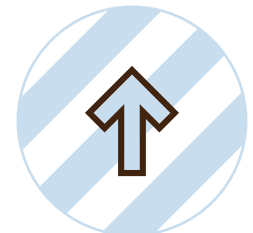
- (1) Single Arrow placed approx. 100 - 200 yards ahead of turn



- (2) Double Arrow placed at your turn



- (1) Single Straight Arrow placed after the turn to confirm



ROUTE OVERVIEW

SATURDAY / DAY 1

Chamois Butt'r Shakeout

11:00AM

1 hour, no drop Chamois Butt'r shakeout ride and costume contest.

Click to go to Strava link.

Shakeout route

Self Guided Warm Up Routes
See routes length, climbing, etc here:

Short

Long

SUNDAY / DAY 2

Mini Chip

The all new Mini Chip route gives families, recreational riders, and anyone that hates climbing the opportunity to enjoy the Cookie Fondo...minus all those pesky hills. Beat your friends to the finish festival while they're out sweating and suffering in the canyons.

Route Stats

Distance: **20 miles** / Elevation: **1,100ft**
Difficulty Rating: **2.2/10**

Sugar Cookie Ride

The Sugar Cookie might seem short for a Fondo, but don't think it'll be easy. It starts up Potrero Road, where you'll pray around every turn that the climb will be over. Cruise along the top of Sycamore Canyon and the quiet horse farms of Hidden Valley, and then you'll face the short climb up Decker Canyon from Westlake. Survive that, and you've earned a fun descent down Mulholland Highway to the Pacific. Take a break at the rest stop, have an espresso, and cruise back with a flat run to the finish.

Route Stats:

Distance: **50.6 miles** / Elevation: **3,250 ft**
Timed Climbs: **2 - (Potrero Grade & Westlake Blvd)** / Rest Stops: **3**
Difficulty Rating: **4.2/10**

ROUTE OVERVIEW

SUNDAY / DAY 2

Chocolate Chip Ride

The Chocolate Chip is our most popular ride. It's a serious route with serious altitude gain, not for beginners, but it is the ride that Phil does personally and the one we recommend for the ambitious but sane bike riders, with a total of four climbs. Experience the best that Southern California has to offer, take a break at the rest stop by the beach and have an iced coffee from Corsa Pro, but try and make it back with time to enjoy the finish festival.

Route Stats

Distance: **87.5 miles** / Elevation: **+8,469 ft**
Climbs/Strava KOMs: **4/4** / Rest Stops: **5**
Difficulty Rating: **6.7/10**

SUNDAY / DAY 2

Double Fudge Ride

The Double Fudge is nearly crazy by all measurable standards. Just don't do it. It's silly. But if you must, this route will test your endurance, climbing legs, riding skills, and will power. Designed by Phil himself when he was in a particularly bad mood, survive this route and you'll have something to brag about, but feel free to downgrade if you signed up for it and the chocolate chip looks more appetizing. Even the descents are tricky on this route, so it's not recommended for inexperienced riders or flatlanders. Whatever you do, don't miss our great rest stops by the beach. Take a break, have an espresso at the Corsa Pro station, and cool down before you stuff your face at the finish festival.

Route Stats

Distance: **102miles** / Elevation: **+11,000ft**
Climbs/Strava KOMs: **6/4** / Rest Stops: **7**
Difficulty Rating: **8.9/10**

AID & SUPPORT



Cookie Fondo-Supported Aid Stations are placed approximately every 15-20mi, featuring various nutritional products and hydration options. We'll have a variety of hydration products and food including:
Energy Bars!

Water + First Endurance Hydration Mix

Chocolate Chip Cookies

(Vegan & Gluten Free Cookies Available)

Locally Sourced Fruits

Assorted Salty Snacks (Pretzels & Chips)

*Featured Aid Station

Corsa Pro Coffee Stop!

Ocean Views with your delicious beverage! Put your feet up! It's the offseason.

VELOFIX will be on course to support Fondo riders with mechanical issues/failures. Velofix is for bike-emergencies - NOT to change your flat tires. Please bring your own tubes, Co2/Pumps, and standard tools needed to make basic repairs.

Please refer to route maps. Courses will be clearly marked but we don't want anyone lost in case of vandals tampering with markers.

Medical Teams & Cookie Fondo Support Line

Emergency Medical Services will be on course to support basic medical needs. Multiple medical vehicles will be stationed along routes to provide riders with basic medical support. In case of emergency, call 9-1-1 immediately.

MOST IMPORTANTLY, BE CAREFUL AND RIDE SAFELY.

Cookie Fondo Support Line: 805-895-3040

Immediate Medical Attention: Dial 911

Text/Call the Cookie Fondo Support Line to request support services such as Medical Teams/VeloFix Mechanical Support. Please save this number in your cell phones and contact us on event days with questions. Course-related response times can vary based on support staff locations and traffic conditions (Note from Phil: Cell service in the canyons is not guaranteed and varies based on service provider.)

The Sierra Club

The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our millions of members and supporters to defend everyone's right to a healthy world.

Sierra Club Angeles chapter covers Los Angeles and Orange Counties, including 14 regional groups (organized by geographical area) and 32 outdoor activity sections and committees (organized by interest). They're heavily involved in conservation of the Santa Monica Mountains where our event takes place, and in advocacy and political action to clean up the air and environment in our great city. The club offers a wide array of activities to engage members and the general public in efforts to explore, enjoy and protect our shared environment. Make sure you thank the volunteers, consider a membership, a one-time donation, or participating at any of their events.

Visit their booth or angeles.sierraclub.org for more info.

Cookie Fondo Chef Feature

Ted Cizma

Ted Cizma was the in-house chef at SpaceX. He'll be cooking in space with Elon pretty soon, but for now his delicious items will be subject to gravity.

Jared Simons

Outside of the kitchen, Simons is an avid endurance athlete, Chefs Cycle rider, and Ironman

[@jaredsimons_chef](https://twitter.com/jaredsimons_chef)

Mara Herbkersman

Mara Herbkersman is the the chef/co-owner of The Ruby Fruit in Silverlake. The Ruby is first permanent lesbian bar in Los Angeles since 2017 and one of only 29 in the country.

HOSTED AID STATIONS

KOM

Big thanks to the great local groups who volunteered to host aid stations, from local bike shops to riding clubs and an advocacy organization! Thank them when you're out on course, and please join, support, and follow on social media.

UCLA Cycling Club: A group of young riders who are passionate about promoting the sport of cycling in all its aspects. They train, race, drink coffee, and have volunteered at the Los Angeles River Ride, mentored younger cyclists to commute and race safely, as well as united the California cycling scene with virtual fundraisers, events, and the annual UCLA Road Race and criterium.
Instagram [@uclacycling](#)

Velo Pasadena Bike Shop: Founded in 1988 by former professional road racer and Armenian National Champion Hrach Gevrikyan, Velo Pasadena is considered one of the finest cycling stores on the West Coast. Located on Colorado Blvd in Pasadena, Velo Pasadena are committed to professional service and quality, which is backed by six months of free maintenance on every purchase. Instagram [@velopasadena](#)

PAA: The Pasadena Athletic Association is a 501(c)(3) nonprofit organization whose purposes are to provide bicycle racing and bicycling activities for the enjoyment of its members, promote bicycling as a sport, and generally advance the interests of bicycling through organized races, coaching and training events.

PAA boasts over 400 members based in the San Gabriel/San Fernando Valley area centered around Pasadena. If you're interested in competing at an elite level on the road or just interested in learning how to be a better rider while making friends, we welcome you to join PAA! [@paacycling](#)

Velo Club La Grange: One of California's largest and oldest cycling clubs with 400 members nationwide, La Grange Velo is based in west LA and has become a community institution, consistently fielding one of the top amateur racing teams in the United States. La Grange currently operates men's, women's, and junior race teams in all categories on both road and track, from beginner Cat 5 racers to experienced Cat 1 racers, receiving the USA Cycling CLUB OF THE YEAR award in 2007 and 2020.

They welcome cyclists of all abilities as members, whether active racers, "sportive" riders, or recreational cyclists. All they ask is that you bring a positive and supportive attitude to the club and the greater cycling community. Instagram [@lagrangeraceteam](#)

Rapha is pleased to announce the official opening of their Los Angeles clubhouse. Immerse yourself in the rich history of the sport at 1347 4th Street in Santa Monica, where they serve fine coffee, snacks and light meals. Organised group rides roll out from Rapha Clubhouses every week. Whether you're a local rider or just passing through, enjoy a social spin, or a wide range of Clubhouse events from live racing to exclusive exhibitions, panel discussions and workshops.
Instagram [@rapha_los_angeles](#)

Phil's Fondo is meant to be fun--not a race. Make sure you stop for cookies and selfies. If you want to test yourself check out the following Strava segments on the route.

Click to go to strava link.

[Westlake Blvd Climb](#)

[Encinal](#)

[Potrero](#)

[Yerba Buena Climb](#)



Potrero Grade Climb
All Routes

Westlake Blvd Climb
All Routes

Encinal Canyon Climb
Chocolate Chip /
Double Fudge Routes Only

Yerba Buena Climb
Chocolate Chip /
Double Fudge Routes Only

HAZARDS & ROADS

We strive to create a fun, adventurous, and challenging course. Even under controlled circumstances however, cycling itself comes with inherent dangers and unexpected occurrences. Whether you're riding the Mini Chip or the Double Fudge, we want you to be aware of some of the possible challenges you may encounter along the way. Have fun, but err on the side of the safety at all times, don't fly around the corners, and use your brakes on the downhills!

Including but not limited to:

1. TRAFFIC
2. UNEVEN, ROUGH ROADS
3. ROCK SLIDES
4. WILDLIFE
5. POTHOLES
6. ROAD DEBRIS
7. GRAVEL
8. DECREASING RADIUS TURNS
9. DISMOUNTED/WALKING/EXHAUSTED RIDERS
10. SURFERS ON PACIFIC COAST HIGHWAY OPENING THEIR DOORS,

2023 COOKIE & KOM GEAR

AVAILABLE AT PHILSCOOKIESHOP.COM



Thanks to Bike Legal for partnering with Phil's Cookie Fondo. Here are some safety tips that they want to share with you to keep you safe leading up to this epic fondo and after. They base their tips off of actual cases that they have experienced over the last nine years handling cycling cases.

1

When training alone stick to bike paths when possible. When you stay off the streets the odds of being injured drastically decrease.

2

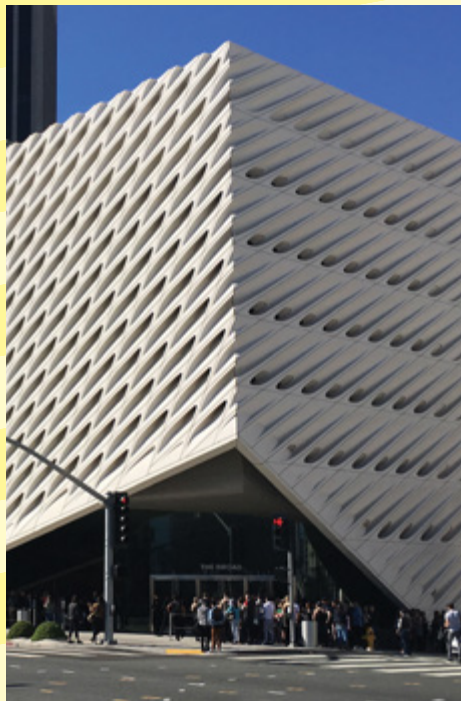
When riding on the streets, ride with at least 6 or more cyclists. As much as drivers may not like us in packs, we are more visible, and there's safety in numbers.

3

Use bike lanes when possible. Keep an eye out for flat-causing debris and parked cars (who might open their doors), but there are fewer accidents the farther right you can ride.

4

Most drivers in California have the minimum amount of insurance coverage (\$15,000/person), so raise your Uninsured/Underinsured Motorist coverage on your automobile insurance and verify that your provider will cover you in the event of being hit while on your bike. We recommend a minimum of \$100,000 in coverage.



MATT Construction



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of Phils's Fondo**