

BIKE MS: 2011

TOUR DE BEACH GUIDE

Bike MS: 2010



bike
MS

bike to
create a world
free of MS



CELEBRATE SUCCESS AT YOUR TEAM TENT

You had a long day. You rode so many miles and helped make incredible advances toward a world free of MS. Now celebrate with your team. Bring a tent and chairs, set up beach-side, and help us create a Bike MS Team Village. We provide the snacks; you relax and watch the waves roll in.



TABLE OF CONTENTS

WELCOME TO BIKE MS 1

WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW 2

WHERE DOES THE MONEY GO? 3

MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM 4

RAISING MONEY HAS NEVER BEEN EASIER! 5

EVENT DETAILS: WHAT YOU NEED TO KNOW 7

2011 PRIZES 8

SAFETY STARTS WITH YOU! 10

FOR MORE INFORMATION AND TEAM RESOURCES, PLEASE GO TO: bikeMS.org





WELCOME TO BIKE MS: 2011 TOUR DE BEACH

You're up for the challenge — and ready for the ride of your life! Moving forward, this Bike MS Guide will help you get you or your team organized and motivated, as well as provide some great tips for having fun while fundraising.

RIDE WITH US

SEPTEMBER 24 & 25, 2011

HOSTED BY THE HAMPTON INN & SUITES - ORANGE BEACH

ORANGE BEACH, ALABAMA

7:30 A.M. START

25, 45 & 75 MILE ROUTE OPTIONS AVAILABLE BOTH DAYS

FUNDRAISING MINIMUM: \$200

For more information, visit bikeMSalabama.org or call 205-879-8546



WE ARE PEOPLE WHO WANT TO DO SOMETHING ABOUT MS NOW

ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

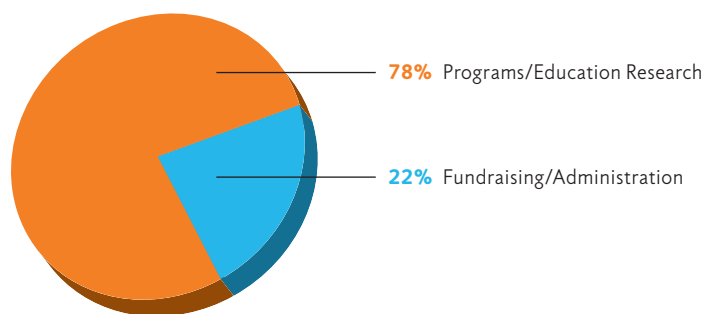
Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSsociety.org or 1-800-344-4867.



WHERE DOES THE MONEY GO?

CHAPTER PROGRAM & RESEARCH HIGHLIGHTS

Kid's Camp, Advocacy Day, The University of Alabama at Birmingham Research, Support Groups, Emergency Financial Assistance, Couples Retreat, Family Days, Teleconference Series, Newly Diagnosed Support, Peer Support, Physical Health & Wellness Programs, Caring for the Caregiver, Dream Getaways, Momentum, MS Connection newsletter, Chapter Lending Library, Knowledge Is Power study program, Keep S'Myelin program, and much, much more!



\$3,323,717 IS CURRENTLY INVESTED AT THE UNIVERSITY OF ALABAMA AT BIRMINGHAM IN MULTI-YEAR RESEARCH INITIATIVES!



MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

As a part of the MS movement, you and your team are committed to a world free of MS...and we are committed to your success!

RECRUITING

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register as cyclists online at bikeMSalabama.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease (\$3,323,717 is currently being invested at UAB in multi-year research initiatives!).

Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Bike MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!



RAISING MONEY HAS NEVER BEEN EASIER!

SIMPLE STEPS TO ONLINE SUCCESS

1. SET UP YOUR PERSONAL OR TEAM PAGE

Your personal or team page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a page, you are setting up you or your team for success. Here are a few hints to help make your page one to remember:

- MAKE IT PERSONAL

Put in a picture of you or your team. Write the story about how you are moving toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.

- CHANGE IT OFTEN

Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.

- CREATE YOUR TEAM PAGE URL SHORTCUT

By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

2. RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join you or a team from your team page, or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)



3. FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

4. SOCIAL NETWORKING

Create a *Facebook* fanpage for you or your team. You can also post tweets on *Twitter* for your group and videos on *YouTube*. You can also follow Bike MS updates on Facebook; search "National MS Society Alabama-Mississippi Chapter."

TEN GREAT THINGS ABOUT ONLINE TEAM TOOLS

1. Post your personal or team pictures online
2. Include your company's logo
3. Set up a simple URL for your page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster (if you have one)
6. E-mail capabilities to reach numerous people
7. Track your fundraising progress
8. See your real time team fundraising total
9. Track and thank your team gifts



EVENT DETAILS: WHAT YOU NEED TO KNOW- BIKE MS: TOUR DE BEACH

■ THE RIDE - YOU HAVE OPTIONS

The first thing that you need to know is that it is not a race; it's a ride. Next, you have options! Choose from 25, 45 & 75 mile options on both days which are all listed online: bikeMSAlabama.org. We have routes for all cycling abilities!

■ CHECK-IN

Feel free to bring cash or checks you have collected and check in the night before the ride (September 23) from 4 to 7 p.m. We will be at the Hampton Inn & Suites in Orange Beach (25518 Perdido Beach Blvd. Orange Beach, AL 36561) conducting early check-in right off of the main lobby. Get your bib number, t-shirt, and goodie bag and begin familiarizing yourself with the route!

■ RIDE TIME

The ride will begin promptly at 7:30 a.m. at the Hampton Inn & Suites. All cyclists staying at the Hampton Inn, on-site, will be able to park in the parking garage. Those not staying at the host site are able to park at the CVS Pharmacy, located directly across the street.

■ ACCOMMODATIONS

The Hampton Inn has been extremely supportive of the National MS Society as our host partner. Accommodations are available for out-of-town cyclists: King or 2 Queens (Inland View), \$119 per night; 2 Queens (Side View), \$129 per night; and Beachfront: \$139 per night. A continental breakfast will be provided to hotel patrons. Additionally, we will have fruits and bagels available by the start/finish line. When making reservations, call 1-800-HAMPTON and make sure to request the group rate for the National Multiple Sclerosis Society using the discount group code: MSB. The deadline to make reservations at this discounted rate is September 2, 2011.



■ MEALS BREAKDOWN

We will provide breakfast items at the start/finish line at 6:30 a.m. You can count on bananas, oranges, bagels, peanut butter, honey, water, sports drinks, while a full continental breakfast will be provided to all hotel patrons. Following the ride, we will have turkey wraps (Saturday) and To-Go bags (Sunday) waiting for you. You can count on music, college football games on, a hot shower (we will have an extra room open for showers for those not staying at the Hampton Inn), and one wine & beer bar and one cash bar should you desire a cocktail. We will provide you with 2 drink tickets that can be used at the wine and beer indoor bar. The cash bar is located beach-side by the pool.

■ REST STOPS

There will be one rest stop approximately every 10 to 15 miles. You can count on food and drinks. The drinks will be cupless, so make sure you bring at least one water bottle. They will also have bananas, oranges, pickles, cookies, nuts, and granola bars at some. There will also be porta-potties. It is a good idea to stop at most of the rest stops. Grab a bite to eat and refill your water bottle(s). You aren't required to stop, but we suggest that you do!

■ SAFETY

We will have bike maintenance along the route in addition to SAG vehicles and HAM operators. Should you need assistance, please signal the nearest SAG vehicle. Also, we will provide you with emergency numbers on our cue sheets. We encourage you to bring a cue sheet and map, as well.

■ AWARDS CEREMONY

We will host an official awards ceremony at the Hampton Inn on Saturday night. The cocktail hour will take place from 5 to 6 p.m., with dinner and awards immediately following. Enjoy a pasta bar (complete with meatballs and shrimp!), pork tenderloin, fresh tilapia, a salad bar, oven-roasted veggies, and dessert.



2011 PRIZES & HONORS

1. \$150 TO \$499 LEVEL

Event t-shirt and goodie bag.

2. \$500 TO \$999 LEVEL

Official event jersey, \$25 bike shop gift certificate (shop of your choice!), event t-shirt, goodie bag, and Special Fundraiser Recognition Award.

3. \$1,000 TO \$2,499 LEVEL

Special Top Banana jersey, \$50 bike shop gift certificate (shop of your choice!), VIP parking, your name featured near the start/finish line, event t-shirt, special goodie bag, and Framed Top Fundraiser Award.

4. \$2,500 TO \$4,099 LEVEL

Special Top Banana jersey, \$100 bike shop gift certificate (shop of your choice!), VIP parking, your name featured near the start/finish line, event t-shirt, special goodie bag, and Framed Top Fundraiser Award.

5. \$4,100 AND UP

Special Top Banana jersey, \$250 bike shop gift certificate (shop of your choice!), VIP parking, your name featured near the start/finish line, event t-shirt, special goodie bag, and Mission Possible Award honoring \$1 raised for the 4,100 individuals living with MS in Alabama.

PLEASE NOTE: We will have to pre-order all personalized awards (Star Performer & Framed Fundraiser Award) prior to the awards ceremony on September 24. To receive recognition and a personalized award during the ceremony, \$500 and \$1,000 fundraising goals must be met by September 5. For those who hit those fundraising level after September 5th, we will mail you your award post-event.



SAFETY STARTS WITH YOU!

Cyclists need to possess basic bike-handling skills and safety knowledge in order to keep themselves and others around them safe, especially while participating in group cycling activities, like Bike MS. Our focus is to provide a high quality, safe and fun cycling experience .

PLEASE REMEMBER TO ALWAYS CARRY

- IDENTIFICATION
- EMERGENCY CONTACT INFORMATION
- INSURANCE CARD
- ANY IMPORTANT HEALTH INFORMATION

** Headphones (including iPods), cell phones, radios and similar devices are not permitted while riding.*

All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience.



THE BASICS OF RIDING IN A GROUP

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know of your anxiety — they may also be new at this.

HYDRATION

Knowing how to optimize your fluid intake is critical to successfully completing a Bike MS Ride.

■ ONE BOTTLE PER HOUR

The rule of thumb is to consume a bottle of liquid every hour, and that every second bottle is a sports drink. Also, remember to eat small snacks frequently during the ride. If you find that you experience extreme fatigue, the inability to recover your energy, or frequent muscle cramps, seek assistance from first aid — you may have the early signs of dehydration.

■ SEEKING MEDICAL ASSISTANCE

If you find that you experience weight gain/bloating with progressive symptoms such as swollen hands and feet, confusion, throbbing headache, dizziness or nausea, please seek assistance from first aid.



HELMET SMART

Head injuries are of special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury. Helmets must be on your head and strapped while riding in Bike MS — no exceptions.

HELPFUL TIPS

On Bike MS Rides, our active route support team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride:

- THUMBS DOWN FOR HELP

SAG vehicles and motorcycle escorts will stop for you if you are off the road, off your bike, and giving a “thumbs down” sign or holding your helmet in the air.

- REST-STOP ETIQUETTE

All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.

- PASSING

Passing others and being passed occurs continuously during the ride. Call out “passing on your left” and allow time for the cyclist being overtaken to move to the right — then pass safely.

- MECHANICAL PROBLEMS

Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down a SAG van and we will call for bike maintenance support.

- BE COURTEOUS

Bike MS participants are fortunate to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block the flow of other users.

