



Bike MS: Bike to the Bay 2011 Rider Handbook



bike
MS

bike to
create a world
free of MS

Bike MS: Bike to the Bay 2011

Welcome!

Thanks to each and every one of you for committing yourselves to creating a world free of MS by cycling in this year's Bike MS: Bike to the Bay.

Bike to the Bay will be here before we know it. To prepare you for a great ride, I want to supply you with some helpful event information. This year marks the 28th anniversary of Bike to the Bay, and I hope you have a fantastic ride, whether it is your first year or your twenty-eighth!

This rider handbook is chock full of all of the information you will need to have a blast cycling through beautiful southern Delaware. For your convenience there is additional information regarding fundraising, team building, incentives, and even a little information regarding training for the ride. Don't forget that we are requiring the \$250.00 pledge minimum prior to the ride again this year!

This handbook also includes some information about multiple sclerosis and many of the programs the Delaware Chapter supports. We hope this additional information will inspire your fundraising efforts and shed some light on exactly where your dollars are spent.

So, whether you're a new participant or a seasoned veteran, please read this rider handbook cover to cover. If you have any questions or concerns that this handbook does not address, please call me at 302-655-5610 ext 115, or you can e-mail me at emilee.keyser@nmss.org

I wish you the best of luck as you prepare for this year's event. Thank you for joining the movement and we will see you at the starting line!

Regards,

Emilee

Emilee Keyser

Event Coordinator



Table of Contents

Questions about MS and the Society.....3

Donations and Fundraising.....4

Bike MS: Growing and Changing in 2011.....5

Team Information.....6

2011 Itinerary.....7

Prize Structure.....8

2010 Bike to the Bay Statistics.....9

Cycling Safety and Route Support.....10

Packing List and Directions.....11

Volunteer Info and Contingency Plan.....12

Frequently Asked Questions.....13

Other Incentives and Programs.....14



What is MS

Multiple sclerosis (MS) is an unpredictable neurological disease that affects an estimated 400,000 people in the United States. A new case is diagnosed every hour. It can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue and even paralysis and blindness. These problems might be permanent, or they might come and go.

Anyone may develop MS but there are some patterns. Nationally, 63% of those who have MS are women, with the onset of symptoms occurring in the prime of life, ages 20 – 50, though there are an estimated 8 — 10,000 children under the age of 18 who also have MS. Studies indicate that genetic factors may make certain individuals more susceptible to the disease, but there is no evidence that MS is directly inherited.

Can MS Be Cured?

Not yet. However, advances in treating and understanding MS are being achieved daily and the progress in research to find a cure is very encouraging. In addition, many therapeutic and technological advances are helping people manage symptoms and lead more productive lives. There are now several FDA-approved medications that have been shown to affect the underlying course of MS.

What Does the MS Society Do?

The National MS Society is a collective of passionate individuals who want to do something about MS now—to move together toward a world free of multiple sclerosis. MS stops people from moving. We exist to make sure it doesn't.

We help each person address the challenges of living with MS through our 50-state network of chapters. The Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services that help people with MS and their families move their lives forward.



**National
Multiple Sclerosis
Society**

How Your Donations Make a Difference

\$300...

Would provide programs that help young adults (who may become disabled in their early adult years) connect with support groups.

\$500...

Would provide assistance to families facing eviction who are in financial crisis due to the cost of MS (one MS drug alone costs \$16,000-\$25,000/year).

\$1,000...

Would provide an opportunity for 40 individuals to meet by phone with a professional counselor to learn about MS and how to cope with living with a chronic illness.

\$10,000...

Would provide financial assistance for 28 individuals to purchase air conditioners to help reduce heat induced fatigue experienced by many individuals living with multiple sclerosis.

Just Some of the Programs Your Fundraising Supports...

- Newly diagnosed program
- Support groups throughout the state
- Free individual counseling
- Free financial planning and emergency financial assistance
- Educational workshops
- Research Update seminars
- Exercise and swim programs
- Workshops for children who have a parent with MS
- Home and van modifications
- Durable medical equipment assistance
- Caregiver support
- MS Assessment Clinic
- Literature on many MS topics
- Chapter Newsletter
- MS Lending library

For more information about the Delaware Chapter programs and services contact us at 302-655-5610

Bike MS: Growing and Changing in 2011

Thank you for choosing to participate in the Bike MS Bike to the Bay. Bike MS is the largest organized cycling event in America. Over 100,000 people participate in the ride nationally to show their support for individuals living with MS. In 2010, the Bike to the Bay raised over \$965,000 with nearly 1,800 registered cyclists. With your support we hope to reach above and beyond these achievements in 2011.

All cyclists must pick-up their rider number at our Pre-Registration Night held on September 22, 2011 from 5:00 - 8:00 pm at Winner Autoworld (1801 Ogletown Road Newark, DE 19711), OR at DelTech Terry Campus on September 24th during registration (between 6:30 - 8:00 am). While riders may start their ride at any of our rest stops, numbers will no longer be handed out at our 45 and 17-mile starting locations. All cyclists **MUST** have a number to ride in Bike to the Bay.

We are pleased to announce that the Bike to the Bay will be finishing at Cape Henlopen State Park in Lewes, Delaware. This exciting new finish location will offer even more space for our finish line festivities while providing lots of parking for our cyclists and their guests. Some additional benefits of this new site include the use of bathhouse showers and access to the beach. Cyclists can make the experience even more memorable by camping at the park Saturday night! Make your reservations early to ensure your spot by visiting <http://www.destateparks.com/camping/cape-henlopen/index.asp>. As always, we will also continue to offer transportation between the finish line and hotels on Rt. 1, in Lewes, and in Rehoboth. Visit BiketothetheBay.org for more details on shuttles and hotels.

We are once again implementing the \$250.00 pledge requirement for ALL registered cyclists. We are requiring that the \$250.00 pledge minimum be paid by each cyclist before they pick up their rider number for the event. All cyclists who still have a remaining balance on event day, will be required to submit payment or will not be able to pick up their rider number. So, remember to start fundraising early! If you use matching gifts forms to meet your pledge minimum, please make sure these forms have been received by our office and that your company has matched your donations prior to the event.

Remember that all cyclists must be age 12 or older to participate in Bike MS events. The age requirement is designed to not only protect younger cyclists, but all cyclists that participate in Bike MS events. As the sport of cycling carries inherent risk, we believe that it is critical that cyclists possess not only the basic bicycle-handling skills, but also the maturity and ability to respond quickly and appropriately when riding in a Bike MS event. As in previous years, cyclists ages 12 - 17 may participate, but must submit a notarized waiver signed by a parent or guardian prior to the event. They must also meet the minimum pledge requirement of \$250.



Ride with a TEAM!

Teams are a fun way for everyone to get involved! What better way to enjoy riding in the tour than with your friends, family, and co-workers? So, get out and form a team! Involving your company with your team boosts internal team work and morale while showing the organization's community commitment. Riding with family and friends just makes Bike to the Bay that much more enjoyable!

Building a team is easy:

- A team consists of four or more cyclists (including the captain)
- Team captains will receive a complete Team Captain's Kit with recruiting and fundraising tips, as well as newsletters and roster updates
- Team members are eligible for both team and individual prizes.



The HAC Pack
2010 Largest Team

Team Rewards

We know that being a part of a team often takes more work and organization than cycling alone. That is why we offer these great rewards for teams and team captains!

Team Pictures

Every team will have the opportunity to have its picture taken the morning of the ride. Pictures are taken first come, first serve. Each team will receive a photo after the event!

Team Signs

Become one of the top fundraising teams and see your name on the route in 2012! This year we will be honoring the top ten fundraising teams from 2010, so be on the lookout for these extraordinary team names as you cruise to the beach!

Team Weeks and Blitz Days

Form your team early and be on the lookout for special Team Weeks and Blitz Days geared towards YOU! You can win great prizes throughout the bike season!

Team Village

Team Village was BIG in 2010 and we hope you'll join in the fun in 2011. Bring a tent, some food, and set up at the finish line to keep the party alive after the ride. For more information on how to participate contact the MS Teams Coordinator, at 302-655-5610. Also be on the lookout for a way to win a team tent as a prize during Team Week or on Blitz Days!

2011 Bike to the Bay Itinerary

Many cyclists choose to register at our Pre-registration event. You may also choose to register on Saturday at DelTech. Of course its easiest (and cheaper!) to register online at BiketothBay.org ahead of time. Once you are registered. you will still need to check-in with staff either at **Pre-Registration Night** or at **DelTech** Saturday morning. At check-in, you will receive your rider number, luggage tags, and can turn in any cash or check donations to our staff.

September 22, 2011

Pre-Registration Night
5:00PM-8:00PM
Winner Autoworld, Ogletown Road, Newark, DE

Saturday, September 24, 2011

DelTech, Terry Campus, Dover, DE Registration & Rider Check-in
Registration Opens: 6:30 am
Ride Start: 8:00 am

Lake Forest Rest Stop (No registration or rider check-in here)
45-mile ride starts at 11:00 am

Uncle Ted's Rest Stop (No registration or rider check-in here)
17-mile ride starts at 1:00 pm

Lunch at Milford Middle School closes at 2:00 pm (half-way to finish line in Lewes)

Dinner: 4:00-7:00 pm at the Saturday finish line in Lewes.

Sunday, September 25, 2011

There is no "official" start-time, but we ask that all cyclists not begin their ride before 7:00 AM or after 9:00 AM.

Lunch at Milford Middle School closes at 2:00 pm (half-way to finish line at DelTech)

The finishline barbeque kicks off at 10:30 am and continues all day at DelTech, Terry Campus

Note: For addresses of Pre-Reg and Registration sites see page 11.



2011 Prize Structure

Similar to 2010, you may choose from a local Bike Shop Gift Certificate or a Prize Coupon. We encourage you to browse our new website and check out the apparel, electronics, handbags, and other choices available to you with the prize coupons.

Check out the choices at <http://bikems.summitmg.com/nmssbike10/default.asp>?

Raise	Receive
\$15,000	Trip for two to MS Tour of Champions or \$750 Bike Shop Gift Certificate
\$10,000	Trip for one to MS Tour of Champions or Level 7 Prize Coupon for redemption online or \$500 Bike Shop Gift Certificate
\$7,500-\$9,999	Level 6 Prize Coupon for redemption online or \$400 Bike Shop Gift Certificate
\$5,000-\$7,499	Level 5 Prize Coupon for redemption online or \$300 Bike Shop Gift Certificate
\$2,500-\$4,999	Level 4 Prize Coupon for redemption online or \$250 Bike Shop Gift Certificate
\$1,300-\$2,499	Level 3 Prize Coupon for redemption online or \$150 Bike Shop Gift Certificate
\$1,000-\$1,299	Level 2 Prize Coupon for redemption online or \$100 Bike Shop Gift Certificate
\$800-\$999	Level 2 Prize Coupon for redemption online or \$75 Bike Shop Gift Certificate
\$500-\$799	Level 1 Prize Coupon for redemption online or \$50 Bike Shop Gift Certificate

The Top Fundraisers Club

Dont forget about the Top Fundraisers Club! If you raise \$1500 or more for BTTB 2011, you will receive a custom design cycling jersey for your fundraising efforts at the Bike Awards Party!

2010 Bike to the Bay Statistics

Registered Cyclists: 1,786

Total Confirmed Donation Amount: \$966,757!

The 2010 Top Teams:

Team	Captain(s)	Members	\$ Raised
1. Y's Guys	Harrigan, Thomas	87	\$52,927.50
2. HAC PACK	Mannis, Cindy & Tom	127	\$46,161.87
3. Indian River Power Plant	Daisey, Bruce	49	\$36,213.65
4. Wilmington Trust	Garrison, Ted	21	\$35,530.00
5. Cyc-Os	Bonkowski, Michael	25	\$28,020.00
6. Accenture High Performers	Gingrich, David	46	\$25,984.00
7. Barclays Bank Delaware	Lacey, Jeff	28	\$22,045.00
8. Williams Law Dawgs	Davis, Mike	24	\$15,439.00
9. Marvin & Palmer Alpha Generators	Schaen, David	18	\$15,430.69
10. Bank of America	Mazzeo, Pete	44	\$15,125.00

The 2010 Top Individual Fundraisers:

Cyclist	Team (if applicable)	\$ Raised
1. Nenno, Dick	Wilmington Trust	\$16,235.00
2. O'Brien, Tom	JPMorgan Chase	\$10,452.00
3. Barat, Andy	Barclays Bank Delaware	\$9,135.00
4. Barros, Richard	Sussex Cyclists	\$8,921.00
5. Lindell, Mark	Y's Guys	\$8,746.00
6. Bottomley, Ronald		\$7,425.00
7. Bonkowski, Michael	Cyc-Os	\$7,145.00
8. Martin, William	Cyc-Os	\$6,625.00
9. Davis, Mike	Williams Law Dawgs	\$6,350.00
10. Robertson, John	Indian River Power Plant	\$6,163.59



Members of The Y's Guys
2010 Top Fundraising Team

Cycling Safety and Training for the Ride

For a complete guide on training for the ride, the essential gear you will need for your journey, as well as bike safety, stretching, nutrition, preventing injury, and how to stay motivated download the Bike MS: Training Guide from BiketothetheBay.org. The guide is a great resource that will have you fully prepared for any Bike MS event.

If you cannot download the Training Guide and would prefer to have one mailed to your home, please call us at 302-655-5610 and request the manual.

Support on the Route

REST STOPS

Rest areas are located every 8-12 miles and will be stocked with water, fruit and energizing snacks. We can also guarantee a lot of encouragement and support from our volunteers! First Aid kits will be at each rest stop as well.

BIKE SHOPS

Mechanics from our participating bike shops will be on the route and at the finish lines, ready to assist you with any problem you may encounter along the way.

RADIO COMMUNICATION

Check with our volunteers at the rest stops along the route. They will be keeping our SAG Volunteers and Staff informed of any emergencies and situations that may develop along the route.

SAG WAGONS

Our support vehicles will be traveling the route all day long to keep our cyclists safe. They can be recognized as those driving Winner Autoworld cars. First Aid kits are available in every SAG vehicle. Visit BiketothetheBay.org and download our Alternate Route Directions under the Event Details tab. Private support vehicles should use these directions to meet up with their parties at various stops along the way. Please help keep our cyclists safe by using this alternate route.

FIRST AID

First Aid kits will be at each rest stop and with each support vehicle. We recommend that cyclists bring any prescription or over the counter meds they made need on the route.



Bike to the Bay SAG vehicle

Bike to the Bay Packing List

Not sure what to pack? Follow this list:

- Helmet— It's MANDATORY!
- ID Card or Driver's License
- Cycling Apparel (shorts, jersey, jacket, shoes, gloves)
- Street Clothes (shirt, pants, socks, shoes)...just in case you want to change after the ride!
- Sunglasses, sunscreen and lip balm
- Water bottle
- Prescription and over the counter meds
- Toiletries
- Band-aids
- Light jacket/rain gear—just in case!
- Pump and patch kit
- Money
- Don't forget your bike!



Pre-Reg and Registration Site Addresses

Thursday, September 22nd

Pre-registration at Winner Autoworld

Address: 1801 Ogletown Rd Newark, DE 19711

Saturday, September 24th

DelTech, Terry Campus (Registration, Rider Check-in, 100 & 75-mile start)

Address: 100 Campus Drive, Dover, DE 19904

Lake Forest Rest Stop (45-mile start, NO Registration or Rider Check-in at this site)

Address: 5424 Killens Pond Rd Felton, DE 19943

Uncle Ted's Rest Stop (17-mile start, NO Registration or Rider Check-in at this site)

Address: 26077 Cave Neck Road (SR 88) Milton, DE 19968

We Need Your Help Recruiting Volunteers

Do you know someone who would love to be involved in the Bike to the Bay, but cannot or doesn't want to ride? Invite them to join the Volunteer Crew! Volunteering is fun and rewarding, and no matter what job, all volunteers will receive a BTTB shirt. Volunteer efforts are appreciated by those they support and gratitude will abound. To volunteer, call 302-655-5610 or register on-line at BiketothetheBay.org.



Volunteers serving cyclists at Lake Forest Rest Stop

Contingency Plan

Be prepared for rain or shine, warm or cool and bring appropriate clothing. In light rain, the Bike to the Bay will continue. In the event of severe weather (e.g., tornadoes or severe thunder and lightning), the MS staff may temporarily stop the event by holding you at rest stops until the storm passes over, or may call the tour off for the day and provide transportation to the finish for those on the route. MS officials will be in contact with the National Weather Service and will base their decisions on information provided. We ask for your cooperation— your safety is our number one concern.



Tom Harrigan came prepared for rain!

Frequently Asked Questions

Registration:

Q: If I can't participate, will I get reimbursed for my registration fee? Will I still be required to raise the \$250 minimum pledge?

A: Unfortunately, the registration fee is non-refundable. You will not be required to raise the minimum pledge, provided you have not picked up your rider number. If you pick up your rider number, the MS Society assumes you rode.

Shuttles:

Q: If I can only participate on Saturday, is there a shuttle that will take me back to my start location at either Uncle Ted's, Lake Forest High, or DelTech?

A: Yes, the MS Society is providing shuttles back to starting locations on Saturday night. The cost will be \$25 per person. You must reserve a spot by Friday, September 9th. To reserve your spot on the shuttle, use the form on our website and mail it to our office with your payment of \$25 before the deadline.

Q: Are there shuttles Sunday morning?

A: Yes, the MS Society provides shuttles back to Dover only on Sunday morning. There is no cost for the shuttles on Sunday morning. Shuttles begin to depart at 8:00 am. They will continue until approximately 10:00 am.

Hotels:

Q: Are hotels provided?

A: For \$35 you may book a room with the MS Society. We place riders four to a room with two queen beds. On Saturday morning at DelTech, Terry Campus, we make the room assignments. If you know who you want to room with, get in line together. If you did not request a room in your initial registration, please mail a check for \$35.00 to the MS Society, Attn: BTTB Hotel Reservation.

Children and Family:

Q: May my child participate?

A: Children under age 12 may NOT participate. The safety of our Bike MS cyclists is a top concern for the National MS Society. The minimum age requirement was designed to not only protect younger cyclists, but all cyclists that participate in Bike MS events. As the sport of cycling carries inherent risk, we believe that it is critical that cyclists possess not only the basic bicycle-handling skills, but also the maturity and ability to respond quickly and appropriately when riding in Bike MS events.

Children ages 12 - 17 may participate, however, everyone on the course must be registered and, therefore, raise the minimum pledge requirement of \$250. Participants ages 12 - 17 must also have a NOTARIZED waiver signed by a parent or guardian at registration.

Q: Can my family follow me on the route?

A: Family may NOT follow behind as a personal SAG. To help ensure the safety of everyone involved, we ask that families and friends stay off the route. They can, however, take alternate routes to the rest stops and wait for you to arrive. Alternate directions to each rest stop are provided at BiketotheBay.org under Event Details.

Other Incentives and Programs

Day of Incentive: \$1,500 for 1,500 Delawareans living with MS

This year all cyclists who turn in \$1,500 or more before or on the day of the ride will receive a special prize at check-in!

Ride for Someone with MS

Bike MS is different from other cycling events; this one offers the most compelling reason to ride. Imagine a father suddenly unable to pick up or even see his three-year-old son; or a young professional who fears that one more hospitalization will mean the end of her promising career. These are some of the faces of multiple sclerosis, and THE REASON to ride in the MS Bike Ride. "I'm Riding For..." tags will be available for you to wear proudly the entire weekend of the ride. These help to remind other riders, volunteers and spectators that we're all dedicated to ending the devastating effects of MS...together!

Phantom Rider Program

Would you like to enjoy all the perks of participating in the bike tour, without actually having to cycle 150 miles? Our Phantom Rider Program is designed for those who want to contribute, but can't participate, either physically or due to other commitments. As a Phantom Rider, a person would register the same as a participant, pay the registration fee and fundraise. In turn, they would receive the all emails and mailings that cyclists receive, and be eligible for prizes for pledges \$500 and over. If you are a member of a team, you would be eligible for team prizes and incentives as well. Please indicate on your registration form that you are registering as a Phantom Rider and we'll take care of the rest!

Bonus Bucks

In order to grow the MS Bike Ride, we rely on attracting new cyclists every year. We need you to help us do that! For every new cyclist you recruit, we'll give you a \$50 Bike Shop Gift Certificate. Sounds easy enough, right? All you need to do is fill out the Bonus Bucks form you get from BiketothetheBay.org or our office, with the name and address of the new cyclist you have recruited.

You will receive a \$50 Bike Shop Gift Certificate after:

- 1) Verification that the cyclist has not previously participated in the Bike to the Bay
- 2) Receipt of the cyclist's registration form
- 3) Receipt of the cyclist's \$250 minimum pledge for the Bike to the Bay

Start recruiting new riders today and you'll reap the benefits!

