



Presented by:



Rider Handbook



Bike MS: Bike to the Bay 2014

Welcome!

Thank you for committing yourselves to create 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! So to help prepare you for a great ride, I want to supply you with some helpful event information.

I want to ensure that you have the best cycling experience at Bike to the Bay, so I've filled this rider handbook with everything you need to know about the ride. For your convenience, there is information regarding fundraising, team building, incentives, and even tips on how to train for the ride.

Please don't forget that we are requiring a \$300.00 pledge minimum prior to the ride this year. This handbook also includes information about multiple sclerosis and many of the programs that the Delaware Chapter provides for Delawareans living with MS. Our hope is that this additional information will inspire your fundraising efforts and shed some light on how your dollars are being 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, please feel free to call me at 302-655-5610 (prompt 2) ext. 86129 or you can e-mail me at ainsley.hertrich@nmss.org.

I wish you the best of luck as you prepare for this year's event and thank you for joining the movement to create a world free of MS!

Best regards,

Ainsley

Ainsley M. Hertrich
Bike MS Event Coordinator



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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 mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS. We help each person address the challenges of living with MS through our 50-state network of chapters.



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 people living with multiple sclerosis.

Your Fundraising Efforts Help to Support...

- 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 contact us at 302-655-5610 ext 2.

Bike MS: Growing and Changing in 2014

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 multiple sclerosis. In 2013, Bike to the Bay raised over \$830,000 with almost 1,400 registered cyclists. With your support, we hope to reach above and beyond these achievements in 2014.

Once again, we are requiring that the \$300.00 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.

We are excited to announce that the Saturday finish line will be staying in Dewey Beach! The ride will finish at The Towers at Seashore State Park in Dewey Beach on Saturday, September 20th. This finish, just one mile south of downtown Dewey, offers a scenic oceanfront view and space for an even bigger MS Village! We strongly suggest carpooling, as parking space is limited! We will continue to offer transportation between the overflow parking lot for spectators and volunteers. We will also have shuttles transporting cyclists to their designated hotels. Please visit BiketotheBay.org for more details on shuttles and hotels.

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 and must be accompanied by an adult during the event. In addition, they must also meet the minimum pledge requirement of \$300.



Ride with a TEAM!

Teams are a fun way for everyone to get involved! What better way to enjoy riding in Bike to the Bay 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 roster updates
- Team members are eligible for both team and individual prizes.



Team Y's Guys
Captained by Tom Harrigan

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 starting at 6:30 am the Saturday morning of the ride at DelTech. Get there early to ensure you are able to get your team photo before the ride begins. Each team will receive a photo after the event!

Team Signs

Become one of the top fundraising teams this year and see your name on the route in 2015! This year we will be honoring the top ten fundraising teams from 2013, so be on the lookout for these extraordinary team names as you make your way to the finish!

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

Our Team Village was BIG in 2013 and we hope you'll join in the fun this year! 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, Taylor DeMario, at 302-655-5610 (prompt 2) ext. 86127 or e-mail taylor.demario@nmss.org.

2014 Bike to the Bay Itinerary

Many cyclists choose to register online at BiketothetheBay.org ahead of the ride and some choose to register at our Pre-Registration event the Thursday before the ride. You can also register the Saturday of the ride, but most prefer to skip the lines that morning.

Once you are registered, you will need to check-in at one of our registration sites. At check-in, you will receive your rider number, luggage tag, a t-shirt, and you can also turn in any cash or check donations to our staff.

Thursday, September 18, 2014

Pre-Registration Night

Winner Autoworld: 1801 Ogletown Rd Newark, DE 19711

5:00 pm - 8:00 pm

Saturday, September 20, 2014

DelTech, Terry Campus- 100 Campus Drive, Dover, DE 19904

Registration & Rider Check-in for 75, 100, 150, or 175-mile routes

Registration Opens: 6:30 am

Ride Starts: 8:00 am

Lake Forest Rest Stop- 5424 Killens Pond Road, Felton, DE 19943

Registration & Rider Check-in for 50-mile route

Registration Opens: 10:30 am

Ride Starts: 11:00 am

Uncle Ted's Rest Stop- 26077 Cave Neck Road (SR 88) Milton, DE 19968

Registration & Rider Check-in for 17-mile route

Registration Opens: 12:30 pm

Ride Starts: 1:00 pm

Saturday Finish Line Location for all routes:

DE Seashore State Park- 38036 Towers Road, Rehoboth Beach, DE 19971

Sunday, September 21, 2014

Official Sunday Start Location for the 150 and 175-mile routes:

DE Seashore State Park- 38036 Towers Road, Rehoboth Beach, DE 19971

There is no "official" start-time, but we ask that all cyclists begin their ride between 7:00 am - 9:00 am. Rest stops along the route are open based on this start time frame and cyclists may not receive support if they leave before 7:00 am or after 9:00 am.

Sunday Finish Line Location for the 150- and 175-mile routes:

DelTech, Terry Campus- 100 Campus Drive, Dover, DE 19904

2014 Prize Structure

Raise

\$15,000 +

\$10,000 +

\$7,500-\$9,999

\$5,000-\$7,499

\$2,500-\$4,999

\$1,300-\$2,499

\$1,000-\$1,299

\$800-\$999

\$500-\$799

Receive

Trip for two to MS Tour of Champions or \$750 Bike Shop Gift Certificate

Trip for one to MS Tour of Champions or Level 7 Prize Coupon for redemption online or \$500 Bike Shop Gift Certificate

Level 6 Prize Coupon for redemption online or \$400 Bike Shop Gift Certificate

Level 5 Prize Coupon for redemption online or \$300 Bike Shop Gift Certificate

Level 4 Prize Coupon for redemption online or \$250 Bike Shop Gift Certificate

Level 3 Prize Coupon for redemption online or \$150 Bike Shop Gift Certificate

Level 2 Prize Coupon for redemption online or \$100 Bike Shop Gift Certificate

Level 2 Prize Coupon for redemption online or \$75 Bike Shop Gift Certificate

Level 1 Prize Coupon for redemption online or \$50 Bike Shop Gift Certificate

Prize forms can be found on the Event Details page of BiketothetheBay.org

2013 Bike to the Bay Statistics

Registered Cyclists: 1,341

Total Confirmed Donation Amount: \$830,000

BIKE MS 2013 TOP FUNDRAISING TEAMS:

# 1	Y's Guys- Captian Tom Harrigan	\$52,988.62
# 2	Hac Pack- Captain Lisa Maguire	\$36,270.00
# 3	Accenture High Performers- Captain Lindsay Czachorowski	\$31,476.77
# 4	M&T Bank- Captain Dick Nenno	\$25,782.00
# 5	Mount Vernon Trail Blazers- Captain Steven Parker	\$25,759.86
# 6	The Cyc-Os- Captain Michael Bonkowski	\$24,326.00
# 7	Sussex Cyclists- Captain Rick Barros	\$21,811.85
# 8	Ansley PhotoFinish- Captain Kevin Ansley	\$18,058.00
# 9	Team DISCOVER- Captain Dave DiGiacoma	\$17,196.00
# 10	Team Cowbell- Captain Michael Carr	\$17,104.00

BIKE MS 2013 TOP FUNDRAISING INDIVIDUALS:

# 1	Dick Nenno	\$18,285.00
# 2	Rick Barros	\$11,232.48
# 3	Mark Lindell	\$10,739.00
# 4	Ronald Bottomley	\$10,070.00
# 5	Scott Wilson	\$8,367.62
# 6	Rob Collins	\$7,447.00
# 7	Michael Bonkowski	\$6,645.00
# 8	Dan Weber	\$6,366.00
# 9	Tom O'Brien	\$6,215.00
#10	Jeff Wolf	\$5,645.00



Members of HAC Pack
2013 #2 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 BiketotheBay.org under the "Safety & Training" tab. 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, prompt 2, to request the manual.

Support on the Route

REST STOPS

Rest areas are located every 10-12 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 and either indoor restrooms or Porta Potties will be at each rest stop as well.

BIKE SHOPS

Mechanics from our bike shop sponsors will be located along the entire route and at the finish line, ready to assist you with any bike problem you may encounter.

SAG VEHICLES

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. Tire pumps and first aid kits are available in every SAG vehicle. Visit BiketotheBay.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.



Bike to the Bay SAG vehicle

FIRST AID

EMS will be monitoring the route. First Aid kits will also be available at each rest stop and with each support vehicle. We recommend that cyclists bring any prescription or over the counter meds they may need on the route. Should you encounter an emergency, dial 911 first before contacting the ride's Net Control which will be listed on your cue sheet.

Suggested Packing List

Not sure what to pack? Follow this list:

- Pledge Envelope or Pledge Sheet- A pledge envelope will be mailed to you when you register. You can also download one from BiketothBay.org
- Funds raised (if not turned in before the ride)
- Helmet is MANDATORY!
- ID Card/Driver's License
- Money
- Cycling Apparel (shorts, jersey, jacket, shoes & gloves)
- Rain Gear (Bike to the Bay will be held RAIN OR SHINE!)
- Water Bottle
- Pump & Patch Kit
- Sunglasses
- Sunscreen
- Lip Balm
- Prescription Medicine
- Band-Aids
- Street Clothes (if you'd like to change after the ride)
- Toiletries (if you'd like to freshen up after the ride)



Cyclists cross the finish line on Sunday!

We Need Your Help Recruiting Volunteers

Do you know someone who would love to be involved in the Bike to the Bay, but 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 Bike to the Bay t-shirt. Volunteer efforts are appreciated by those they support and gratitude will abound. To volunteer, please call 302-655-5610 ext. 2.



Volunteers serve scrapple sandwiches to cyclists at the Award Winning Rest Stop Uncle Ted's & Aunt Polly's

Contingency Plan

Be prepared for rain or shine, warm or cool and bring appropriate clothing. In light rain, 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 still out 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, of course, is our number one concern.



Tom Harrigan comes prepared for rain!

VIP Clubs

Top 100 Club

The top 100 fundraisers will receive a customized yellow rider number with your name for the 2015 Ride.

Mission Possible VIPs

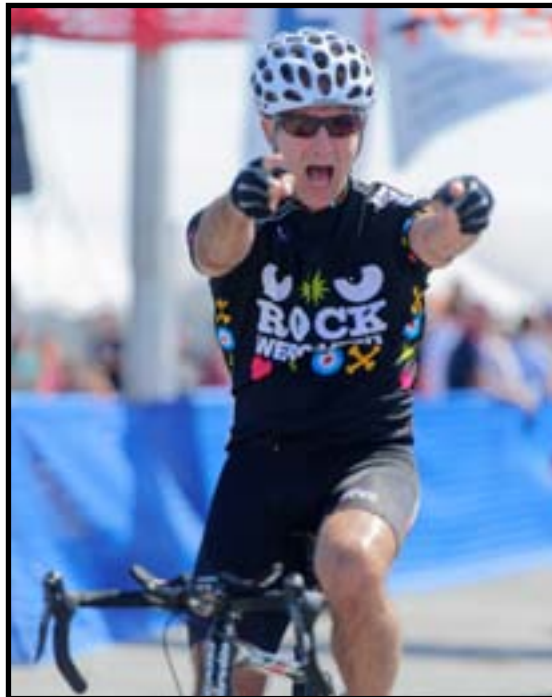
Raise \$1,550 for the 1,550 Delawareans living with multiple sclerosis. All cyclists who turn in \$1,550 or more before or on the day of the event will receive a Top Fundraiser jersey at check-in plus all VIP perks listed below.

VIP CLUB

Raise \$1,000 and receive your rider number and a VIP Parking Pass in the mail. You must submit a signed paper waiver by August 31st. No exceptions! Waivers can be found at BiketothetheBay.org. VIPs will also receive one free massage at the finish line, VIP Porta Potty access at each rest stop, recognition on BiketothetheBay.org, a certificate of appreciation, and special recognition at the Bike to the Bay Awards Party.

Spokes Club

The top ten individual fundraisers and top ten team captains will receive a free hotel room for Bike to the Bay 2015. Spokes Club members will also receive a Top 10 Plaque and recognition on a sign at the 2015 Bike to the Bay finish line.



Incentives & Programs

I Ride With MS Program

This new program, sponsored by Genzyme, celebrates cyclists who also live with multiple sclerosis. All 'IRWMS' participants will automatically achieve VIP status and receive a complimentary 'I Ride With MS' jersey. All participants will also have the opportunity to kick off the ride and will be congratulated over the PA system after crossing the finish line.

Veterans

Veteran riders celebrating 5,10,15,20,25, or 30 year anniversaries will receive sign recognition at the finish line. Please note that in order for your name to be included on signage, you must fill out the field on the on-line or paper registration form, or you can e-mail your years of riding to ainsley.hertich@nmss.org.

Bonus for Early Money Turn In

Turn in at least \$400 by August 1st and receive a free raffle ticket to win a Sole bicycle.

Virtual Cyclist Program

Would you like to enjoy all the perks of participating in the bike tour, without actually having to cycle? Our Virtual Cyclist Program is designed for those who want to contribute, but can't participate, either physically or due to other commitments. As a Virtual Cyclist, a person would register and fundraise. In turn, they would receive all the 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 Virtual Cyclist and we'll take care of the rest!

Bonus Bucks

In order to grow Bike to the Bay, 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 \$25 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 under the "Event Details" tab or our office, with the name and address of the new cyclist you have recruited.

You will receive a \$25 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 \$300 minimum pledge for Bike to the Bay

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

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 \$300 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 School, or DelTech?

A: Yes, the MS Society is providing shuttles back to starting locations on Saturday night that will leave the park at 6pm SHARP. The cost will be \$25 per person. You must reserve a spot prior to the ride. If you did not reserve the shuttle in your initial registration and would like to, download a form at BiketothBay.org under the "Event Details" tab and mail it to our office with your payment of \$25 before the deadline listed on the form.

Q: Are there shuttles Sunday morning?

A: Yes, the MS Society provides shuttles back to Dover on Sunday morning. There is no cost for the shuttles on Sunday morning. Shuttles begin to depart at 7:00 a.m. They will continue until approximately 9:00 a.m. and leave on a first come, first serve basis.

Hotels:

Q: Are hotels provided?

A: You can book a room through the MS Society for \$45. Please note that we place riders four to a room with two double beds. Rooms are assigned on Saturday morning at DelTech, so if you know who you want to room with, it is suggested that you get in line together. If you did not reserve a hotel room in your initial registration and would like to, download the Hotel Reservation Form at BiketothBay.org under the "Event Details" tab and mail it to our office with your payment of \$45 before the deadline listed on the form.

Children and Family:

Q: May my child participate?

A: Children under age 12 can 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 \$300. 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: Personal SAG vehicles are prohibited. To help ensure the safety of all participants, 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.