



Cyclist Handbook

2011

www.msbiketours.com



Global
EDMONTON

MS Multiple
Sclerosis
Society of
Canada



Welcome!

2011

www.msbiketours.com

Welcome to the RONA MS Bike Tour – Leduc to Camrose!



Welcome to the RONA MS Bike Tour! Thank you for choosing to support the MS Society of Canada and our fight to end MS. The bike tour is a physical challenge of endurance and I know that you will find it to be one of the most rewarding and uplifting weekends of your life. There are wonderful

volunteers that help you along the route of the Tour, providing refreshments at rest points and inspiration to finish the day. Camrose is a “not to be missed” social time with a beer gardens, camping, team areas, great food and good music. The Rider Village is a great place to unwind after the first day of cycling.

There are over 11,000 people living with MS in Alberta. Many have become my friends over the years. The money you raise fund the much needed research and support services to improve the quality of life for all affected by multiple sclerosis. I am so glad you are joining us this year. You are bringing hope to me and to so many others. I look forward to seeing you in June.

Anne Belohorec RONA MS Bike Tour –
Leduc to Camrose Spokesperson

Table of Contents

Staff Contact Info.....	2
General Tour Info.....	3
Fundraising Tips.....	4
Prizes.....	5
Package Pick Up.....	6
Schedule of Activities.....	7
Route Map.....	8
Ritchie Bros. Map.....	9
Camrose Exhibition Map.....	10
Rider Village Info.....	11
Training Tips.....	12
2011 100 Club.....	13
Camrose Exhibition Info.....	14
Tour Rules.....	15
Sponsors.....	16

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Tour info

2011

www.msbiketours.com

General Tour Info

Fundraising

The RONA MS Bike Tour – Leduc to Camrose is an annual fundraiser to support breakthrough multiple sclerosis research and a host of MS services and programs for Albertans. By registering for the 2011 Tour and raising funds, you are making a profound difference in the lives of more than 11,000 Albertans living with MS. **Each cyclist is required to raise at least the minimum pledge amount of \$295.**

Information Centres

Information centres will be located at Ritchie Bros. Auctioneers (start/finish location) and the Camrose Regional Exhibition Grounds (overnight location) for any questions you might have throughout the Tour.

Food and Beverages

All food is provided for cyclists throughout the weekend. A continental breakfast is served Saturday morning and a pancake breakfast is served Sunday morning. Checkpoints, located approximately every 15km, are supplied with water, sports drinks and trail mix. Lunch is served both days. A chicken dinner is served Saturday night and a finish line BBQ is provided at the day two finish line.

Food for Friends and Family at the Tour

Please invite your friends and family to cheer you on at the Camrose Regional Exhibitions (CRE) on Saturday! Food will be available for purchase throughout the day at the grounds. Also, for the very first time, guests are welcome to purchase tickets to the dinner and dance! Guest tickets are \$35.

Contact abbey.elzen@mssociety.ca to purchase guest tickets. Guests are also welcome to come and cheer you on at the Ritchie Bros. finish line.

Inclement Weather

Just like MS, weather is unpredictable. The RONA MS Bike Tour rolls on rain or shine – be prepared for any type of weather and pack appropriately. Check out our packing list suggestions on page 14.

Medical Support

Trained, professional medical personnel, provided by Canadian Ski Patrol, are available at Ritchie Bros, the Camrose Regional Exhibition Grounds and throughout the Tour route. If you are in need of medical assistance, please check in with our safety volunteers.

Bike Marshals

Volunteer bike marshals are a special team of cyclists who offer assistance along the route and monitor cycling safety. They are also on hand to help novice cyclists. Please listen to bike marshals and heed their advice!

SAG Vehicles

SAG vehicles pick up cyclists who cannot finish the Tour, or need a break from cycling. Cyclists will be taken to the next checkpoint on both days of the Tour. Snag a SAG by safely getting off your bike and holding your helmet up in the air.

Website

Check out the Tour website at msbiketours.com. This website is regularly updated with the most recent Tour news. Download maps, pledge forms, recruitment posters and discover the power of online fundraising!

Cost of Fundraising

On a consolidated basis in Alberta (Division office and all Chapters), in 2011 the MS Society expects to raise \$8.4 million in gross proceeds at a direct cost of 26%.



Fundraising

2011

www.ms biketours.com

2011 Fundraising Goal: \$1.8 million!

2010 TOP 5 FUNDRAISERS

1. Don Barr	\$14,653
2. Chris Fillmore	\$14,501
3. Verna Haiden	\$10,284
4. Ken Kerr	\$10,216
5. Doug Hansen	\$10,213

Follow these tips and you will be well on your way to meeting your 2011 fundraising goal!

Set a goal.

Set your fundraising goal high. You may be surprised at how much you can raise just by asking.

Pledge yourself first.

Lead by example. Pledge yourself generously – this will set the level for everyone else.

Start your fundraising early.

Participants who start fundraising early will raise more money overall.

Don't be afraid to ask.

Create a donor list of people who you think would be interested in supporting you and go from there.

Spread the word.

Let people know you are fundraising for the bike tour. Download a poster and post it in your lunch room and on your office door. Change the signature line of your outgoing emails to mention your involvement.

Request donations online.

Access your cyclist profile online at msbiketours.com and send an email to your friends, family and co-workers. Your donors will automatically receive a tax receipt for any pledges above \$20.

2010 TOP 5 TEAMS

1. Happy Fillmores	\$81,670
2. Glen's Titans Never Tire	\$39,546
3. Team PRONTO!	\$37,940
4. Mighty Spinners	\$34,699
5. Y-Ride YMCA	\$33,699

Personalize your Online Fundraising Page.

Make your OFS page compelling by adding your own photographs and text. Let sponsors know why you have chosen to ride, and that the RONA MS Bike Tour deserves their support!

Join or create a team.

Teams raise more per member than if they participate solo. Also, it's more fun to ride the Tour as a team member. The energy that comes from participating on a team is contagious. Participants see teams getting together to raise money and to have fun and want to do the same. Contact scott.robson@mssociety.ca with any team questions.

Hold a team fundraiser.

Whether it's a silent auction, bonspiel, raffle basket, 50/50 draw, hall party, MS pasta dinner or 5 buck jean day at the office, team fundraisers can be a great way to raise a lot of money quickly. Contact scott.robson@mssociety.ca for more info.

Making Your Charitable Donations Work Harder.

Including the federal tax credit, Albertans now receive a 50 per cent non-refundable tax credit for every dollar donated over the \$200 threshold. This gives Alberta one of the highest charitable tax credits in Canada.

For more info visit this website:

<http://culture.alberta.ca/communityspirit/taxcredit.aspx>



Prizes

2011

www.msbiketours.com

Raise

Receive

\$25,000	\$2,500 Gift Card or choose to attend MS Society of Canada Dinner of Champions Celebration in Toronto and the MS Cape Cod Getaway
\$10,000	\$1,000 Gift Card or experience the 2012 Bike MS Cape Cod Getaway: Quincy to Provincetown, Massachusetts
\$5,000+	\$100 in gift cards for every \$1000 raised plus Hydration Pack Receive invite to Annual Alberta Dinner of Champions
\$4,000	\$400 Gift Card
\$3,500	\$300 Gift Card
\$2,000	\$160 Gift Card plus Cycling Shorts
\$1,500	\$120 Gift Card
\$1,000	\$80 Gift Card plus Cycling Jersey (Receive invite to Top Fundraiser Dinner Celebration)
\$500	\$40 Gift Card
\$295	Cyclist package, goody bag and T-Shirt (minimum pledge requirement)



Gift card options: RONA, United Cycle, Chapters, Cineplex Odeon

MISSION FIRST CLUB

"Become a member of the MS Mission First Club"

Donate your prize back to the MS Society and receive a tax receipt equal to the value of your prize.

By donating your prize the MS Society can contribute more funds towards multiple sclerosis research and services.

Please enter prize selection on your pledge collection sheet.

To be eligible for prizes, pledges must be received at the MS Society by the following date:

Leduc To Camrose - Bike Tour
June 24, 2011



Package Pick Up

2011

www.ms biketours.com

When: Monday, June 6 to Friday, June 10

Time: Monday and Tuesday: 9am to 6pm
Wednesday, Thursday, Friday:
9am to 8pm

Where: Package Pick Up takes place at the Alberta Division MS Society office. 150 9405 50 Street. Park in MS Society visitor or staff parking and use the South entrance of the building for access.

Cyclists are required to pick up their cyclist packages before the Saturday morning of the Tour at the MS Society office. Out of town participants, please call Abbey or Carolyn at 780-463-1190 or 1-800-268-7582 to discuss package pick up options.

Cyclist packages will only be distributed to participants who have raised the minimum pledge amount of \$295. You may also pick up your teammates' packages provided they have raised the minimum pledge amount.

Registration fees are non-refundable and non-transferable. You may not ride in someone else's place.

How to turn in pledge money:

Go online to www.ms biketours.com. Our powerful online system makes fundraising easy. Email your friends, family and co-workers to pledge you online.

1. Mail cheques to our office with your white pledge sheets. Do not mail in cash. Mail to 150 9405 50 Street, Edmonton, AB, T6B 2T4.
2. Stop by our office. (location above)
3. Turn in during package pick up week.
4. Turn in Saturday morning of the bike tour inside Ritchie Bros. building.

Online Fundraising Tips:

1. Login to your account at www.ms biketours.com and update your personal info. Create your own personal fundraising page with a personal message and photo.
2. Direct your sponsors to www.ms biketours.com and tell them to click on the box that says:



Tell them to click on "sponsor a participant" and to follow the instructions!

To get your online login id and password, and to get help fundraising online, please contact

abbey.elzen@mssociety.ca or
carolyn.galloway@mssociety.ca.

You can also call the office at 780-463-1190.



Schedule of Activities

2011

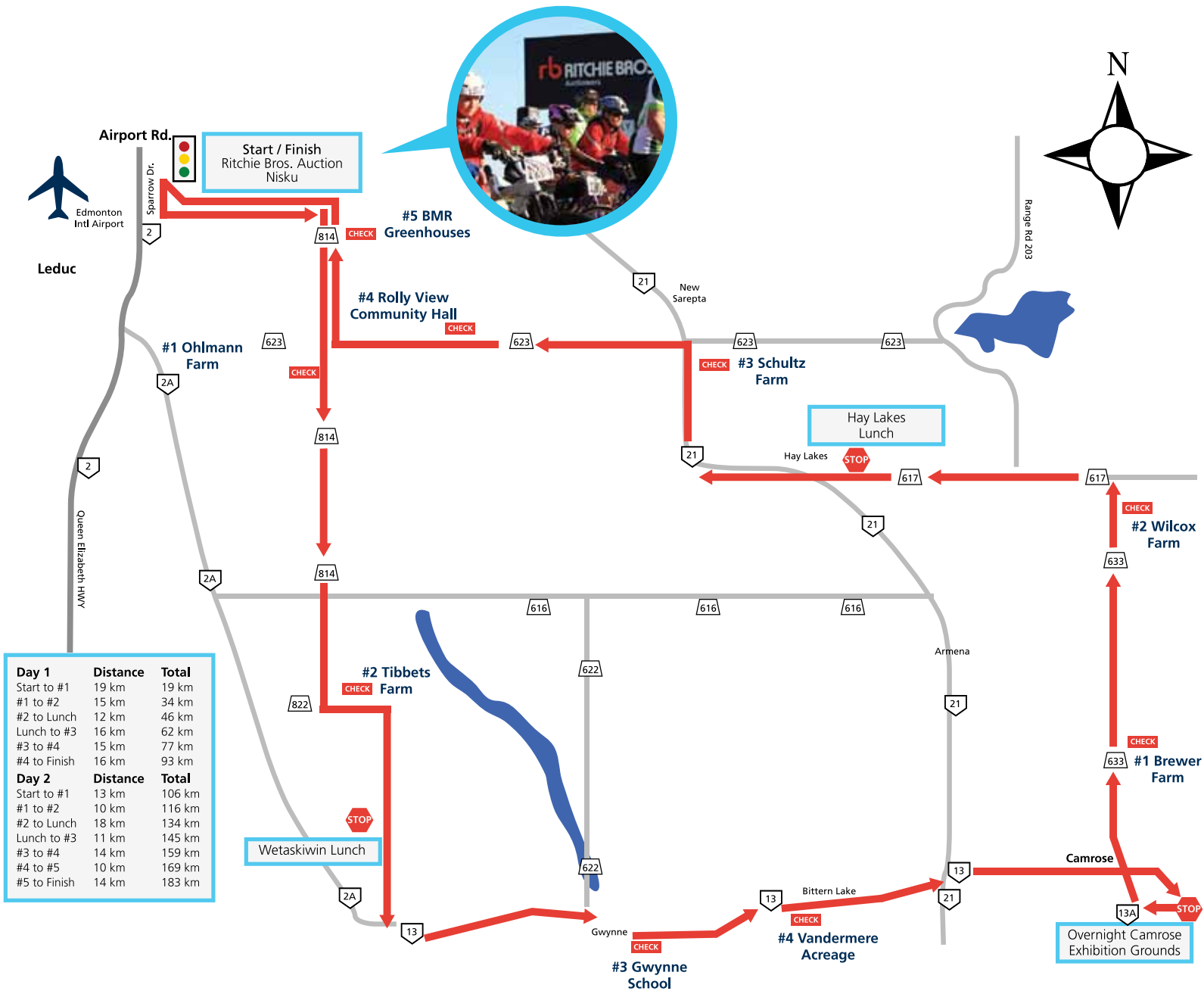
www.msbiketours.com

Schedule of Activities

Saturday, June 11

Ritchie Bros. Auctioneers (1500 Sparrow Dr.)	
Grounds open.....	6:30am
Drop off luggage, drop off extra pledge money, enjoy continental breakfast	
Tour Starts	7:30am
Camrose Regional Exhibition Grounds	
Bike Storage.....	11am - 6pm
Luggage Retrieval	11am - 6pm
Shuttle Service (dorms & select hotels)	11am - 12am
Massage Therapists	12pm - 5pm, 6:30 - 8:30
Showers	11am - 10pm
Outdoor Food Vendors (Bring Cash!)	11am - 5pm
AlleyKat Beer Garden	11am - 9pm
Dorm Check-in	11am - 6pm
Fillmore Construction Rider Village	10am - 11pm
Team Photos @ Rider Village	1pm - 5pm
\$1000 Club Cocktail Hour, Kinsmen Hall	4:30 - 5:30pm
Dinner, Lammle's Arena (Guest Ticket \$35)	5:30 - 7:30pm
Program, Lammle's Arena	6:30pm
Dance (live band)	7pm - 11pm
Augustana Dorms Locked	12:30am
Shuttle Service (dorms & select hotels)	6am - 8am
Breakfast, Lammle's Arena	6am - 8:30am
Showers	6am - 7:30am
Bikes Unlocked	7:15am
Day 2 Tour Starts	7:15am
Bikes Confiscated and taken back to Ritchie Bros	9am
Shuttle Bus to Ritchie Bros	9am
Elizabethan Finish Line BBQ (Guest Tickets \$5)	11am - 4pm

Sunday, June 12

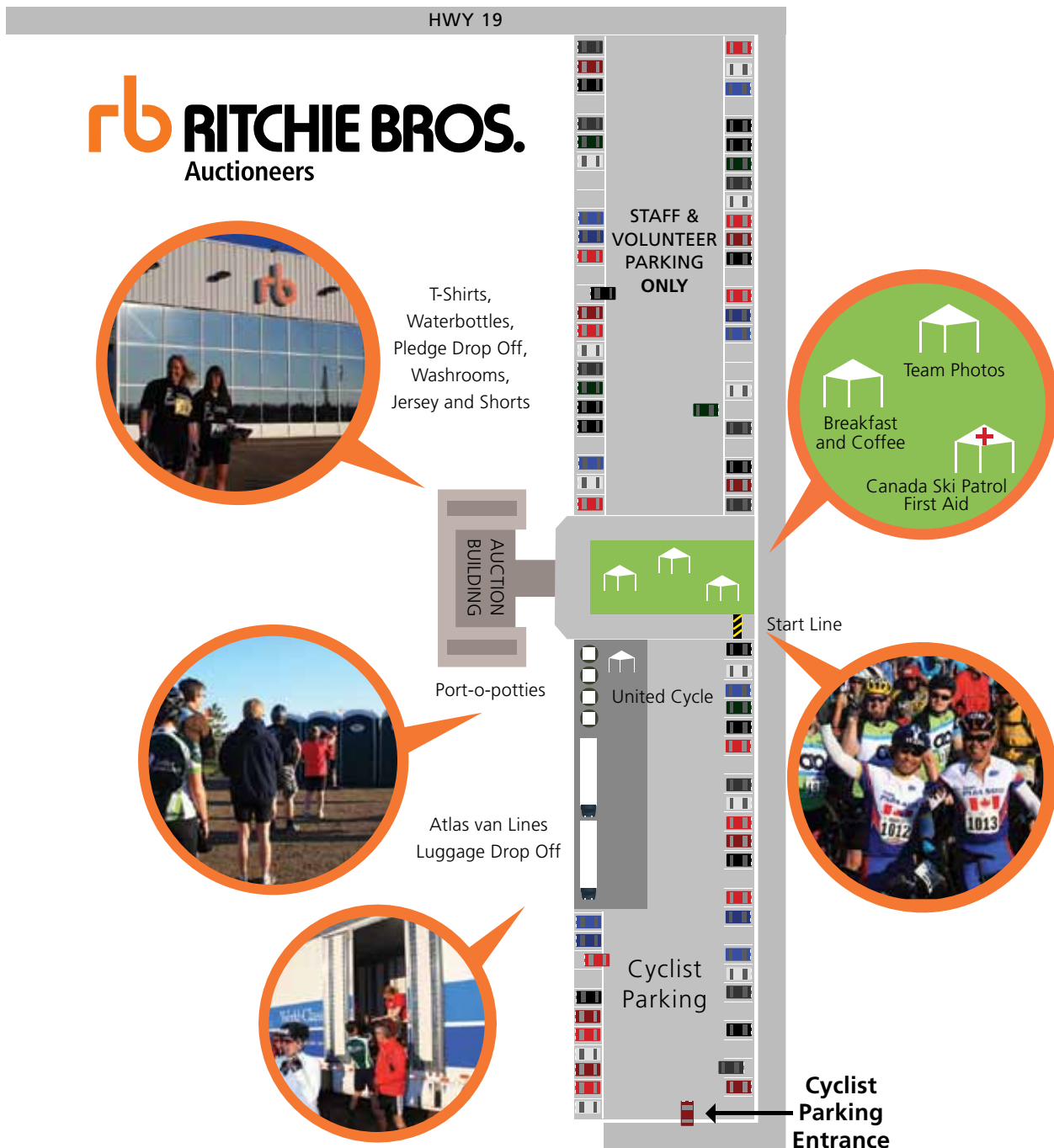




Ritchie Bros. Start

2011

www.msbiketours.com





CRE Map

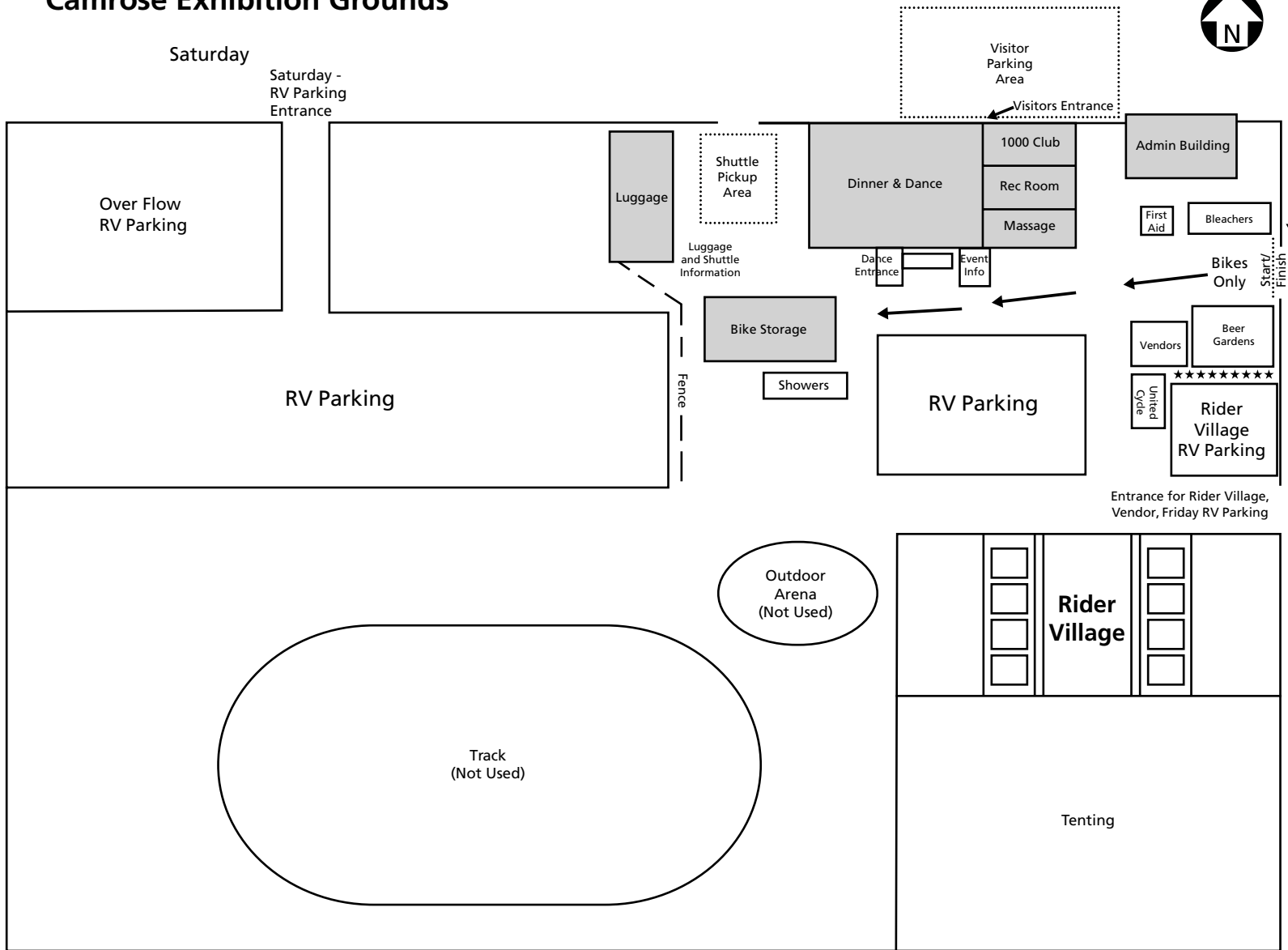
2011

www.msbiketours.com

Camrose Exhibition Grounds

Saturday

Saturday -
RV Parking
Entrance



Entrance for Rider Village,
Vendor, Friday RV Parking



Rider Village

2011

www.msbiketours.com

Fillmore Construction Rider Village

The Fillmore Construction Rider Village is the focal point of all Saturday afternoon team activities at the Camrose Regional Exhibition Grounds. Featuring games, prizes, a live band, and DJ, this is the place to celebrate your accomplishments with your fellow teammates.

All teams are invited to reserve a "team lot" in the Fillmore Construction Village free of charge. Space is limited so register your team in the Village today by emailing scott.robson@mssociety.ca.

Fillmore Construction Rider Village FAQs

What does reserving a 'team lot' mean for your team?

Your team will have a reserved space in the Rider Village to use as you please. Use your lot as your team's meeting place, lounging area, and party centre. It is up to you to do as much or as little as you want.

What can I do with my 'team lot'?

Whatever you want! Meet up with the rest of your team, throw some burgers on the grill, have a massage therapist waiting for you and make sure the beer tub has plenty of ice. You can bring your own team party tent, trailer or motorhome, VW van, hot tub, team keg or simply set up all of your camping tents together. There will be a prize for the best team lot, so get creative...the bigger the better!

Team Lot Support

Designate a volunteer to have your 'team lot' set up and ready to roll for when you cross the Saturday finish line. Volunteers are welcome to stay overnight and party with you all night long!

Team Incentives

The first 10 teams that raise \$10,000 and reserve a 'team lot' will get a 10 X 10 Party Tent set up in their lot, with plenty of goodies to get the party started!

Team Captain Incentives

Inspire your team to raise \$50,000 and your team captain will be rewarded with a trip to the Cape Cod MS Bike Tour in Massachusetts!

Renting Equipment

Party tent and team port-o-potties are available to rent for the weekend. Reserve your rentals with scott.robson@mssociety.ca by May 16, 2011 to secure availability.



Presented by  LA TERRA VENTURES INC.

THE MISSION:

Together we can all make a Difference! The Alberta Division of the MS Society is reaching out to the Edmonton business community to help charge the fight against MS.

THE CHALLENGE:

Become an MS Corporate Hero by registering a company team to raise funds and participate in the RONA MS BIKE TOUR!

THE BENEFITS:

- Increased team building for your staff
- Enhanced corporate image and community profile
- Increased employee health and well being
- Employee driven & cost effective



www.ms corporateheroes.ca

Training Tips

The key to a successful ride lies in consistent training and preparation. Here are five steps to get in gear for the 2011 RONA MS Bike Tour.

1. Get your bike tuned-up and fitted properly. Stop in at your local bike shop, such as United Cycle, and get the experts to verify that your bike is road savvy.

2. Start training at least 8 weeks before the Tour. We know Alberta weather is somewhat unpredictable early spring, so joining a spin class is always a good option. United Cycle and the YMCA offer spin classes.

3. Start with short rides. Take a week to work up to a moderate day of 30 kilometers. Don't worry about your speed – the purpose of these rides is to build up cardiovascular fitness.

4. Double up kilometers. Once you've conquered the 30 kilometer ride, try to cycle an endurance day of 50 to 60 kilometers once a week. Maintain your pace, but slow down if necessary to make the full mileage. The purpose of this step is to gain distance and confidence.

5. Hill training. Master the ups and downs with hills and intervals. After warming up with a moderate ride, try to ride a hill without challenging yourself. After pedaling uphill, recover on the way down and repeat. As your fitness improves add more repeats. Power and stamina will help you get through the day two Rollyview hill!

TIP – Try to ride consistently five days a week, doing your longest weekly ride on Saturday.





100 Club

2011

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The RONA MS Bike Tour – Leduc to Camrose 100 Club is an elite group of cyclists made up of the top 100 fundraisers from the 2010 RONA MS Bike Tour. Collectively, these riders raised more than \$439,000 in 2010 to help end MS and ensure that Albertans have access to quality-of-life services. To reward these special individuals, each is a member of the Club and receives special benefits before, during and after the ride that are exclusive to members of the Club.

Some benefits 100 Club members receive are:

- Gold Rider Bib Number – your name and 100 Club number printed on bib
- 100 Club VIP credentials
- VIP credentials for one family member or friend
- Commemorative 100 Club merchandise
- Invitation to 100 Club Training Ride and Luncheon in April
- VIP Finish Line Reception in VIP tent for you plus 1 guest in Leduc
- Name listed as one of our Top 100 fundraisers on the RONA MS Bike Tour – Leduc to Camrose website
- Invitation to various special events throughout the year
- Dedicated Society staff to help you through the RONA MS Bike Tour season

2011 100 Club Roster

Don Barr	\$14 653	Tom Dennehy	\$5 112	Shaun Pullin	\$3 428	Dale Ames	\$3 010
Chris Fillmore	\$14 501	Brad Radke	\$5 080	Robert McDonald	\$3 416	Donald Mckay	\$3 010
Verna Haiden	\$10 284	Tim Burk	\$4 800	Trent Winchester	\$3 386	Hedwig Williams	\$3 010
Ken Kerr	\$10 216	Brian Spence	\$4 660	Colin Linton	\$3 382	Barry Rzyiuk	\$3 003
Doug Hansen	\$10 213	Steven Owens	\$4 465	Barry Kadatz	\$3 371	Isaac Klassen	\$3 000
Timothy Mahoney	\$10 004	Al Slemko	\$4 460	Val MacDonald	\$3 362	Don D Neufeld	\$3 000
Graeme Dowling	\$8 157	Mary Schmid	\$4 451	Jennifer Keating	\$3 302	Gerhard Redekop	\$2 950
Tania Maclean	\$7 544	Lynall Slywka	\$4 422	Joan Dykstra	\$3 270	Darcy Trigg	\$2 885
Craig DeCoursey	\$7 130	Jennifer Mikula	\$4 303	Shannon Wandler	\$3 260	Natalie Fenske	\$2 838
Jason Gregor	\$6 975	Trevor Byers	\$4 180	Stefan Tomaszewski	\$3 260	Karen Bodoano	\$2 778
Mike Sobel	\$6 672	Dietmar Bloedorn	\$4 140	Lynn Childs	\$3 237	Mark Perrin	\$2 768
Fred Fiander	\$6 561	Judy McIntyre	\$4 120	Orrin Perry	\$3 220	Paul Wolters	\$2 750
Rod Neumann	\$6 530	Dave Ganert	\$4 110	Brenda Spence	\$3 220	John Crowley	\$2 709
Brian Hughes	\$6 489	Vince Laberge	\$3 905	Sharon Schoepp	\$3 190	Gordon Giles	\$2 685
Darryl Skjaveland	\$6 339	Craig Marple	\$3 902	Frank Peters	\$3 185	David Coleman	\$2 650
Thomas Dennehy	\$5 942	Rudi Schimmel	\$3 860	Neil Miller	\$3 133	Rudy Nachtigal	\$2 615
Darla Driscoll	\$5 810	Brenda Kuerschner	\$3 841	Dan Linehan	\$3 125	Thecla Fenton	\$2 595
Tara Coles	\$5 752	Garth Carbert	\$3 823	Amber McKay	\$3 114	Joshua Papke	\$2 568
Rocky Sharman	\$5 705	Scott McIntosh	\$3 789	Stephen Prichard	\$3 110	Bonny Burton	\$2 543
Mary Macgregor	\$5 603	Art Bundschuh	\$3 738	Michael Arthur	\$3 102	Peter Fehler	\$2 540
Brent Macintosh	\$5 379	Hal Turnbull	\$3 718	Olivia Masterson	\$3 085	Sarah Foster	\$2 528
Robert Schoepp	\$5 275	Brooke Nobert	\$3 628	Michael Keating	\$3 060	Christine Dion	\$2 526
Janella Hrasko	\$5 247	Claire Jonsson	\$3 515	Cathy Walsh	\$3 060	Joe McVea	\$2 511
Gretha Abma	\$5 166	Misty Norton	\$3 512	Tim Quesnel	\$3 050	Deanna Correia	\$2 500
Darren Armstrong	\$5 145	Ted Fellows	\$3 455	Kevin O'Neil	\$3 049	Christopher Zalasky	\$2 500
						Sherri Cook	\$2 482



Accommodations

Camping

Cyclists who selected "camping" will be staying at the Camrose Regional Exhibition Grounds. Camping cyclists may bring tents, motor homes or trailers.

RV Drop Off

Friday, June 10: 12pm to 8pm

RV Pick Up

Sunday, June 12: 10am to 8pm

Monday, June 13: 7am to 5pm

Dorms

Cyclists who selected "dorms" will be staying at Augustana Campus – University of Alberta. The Campus is a five minute shuttle bus from the Camrose Regional Exhibition Grounds.

On Your Own

Cyclists who selected "on your own" are responsible for arranging their own accommodations for the Tour weekend. It is recommended that cyclists choosing to stay in hotels should book early – hotel rooms in Camrose the weekend of the Tour book quickly!

Shuttle Busses

There are complimentary shuttle busses offered to cyclists staying in dorms and in select Camrose hotels.

Shuttle bus schedule:

Saturday, June 11

Exhibition Grounds to Augustana: 11am to 12am

Exhibition Grounds to Select Camrose Hotels:

11am to 12am

Sunday, June 12

Augustana Campus to Exhibition Grounds:

6am to 8am

Select Camrose Hotels to Exhibition Grounds:

6am to 8am (continuous shuttles)

Packing List

- Helmet (required)
- Tent (optional)
- Rider Numbers and wristband (required)
- Sleeping Bag and pillow (optional)
- Padded bike shorts and jersey
- Travel alarm clock
- Tire patch kit, spare tubes and tire pump
- Towel for shower
- Cycling gloves and shoes
- Change of clothes for Saturday evening
- Sunglasses, lip balm and sunscreen
- Toiletries, including soap and shampoo
- Driver's License
- Cycling clothes for Sunday
- Cash and credit card
- Comfortable shoes
- Water bottles/hydration pack
- Medications
- Rain poncho
- Camera



Tour Rules

2011

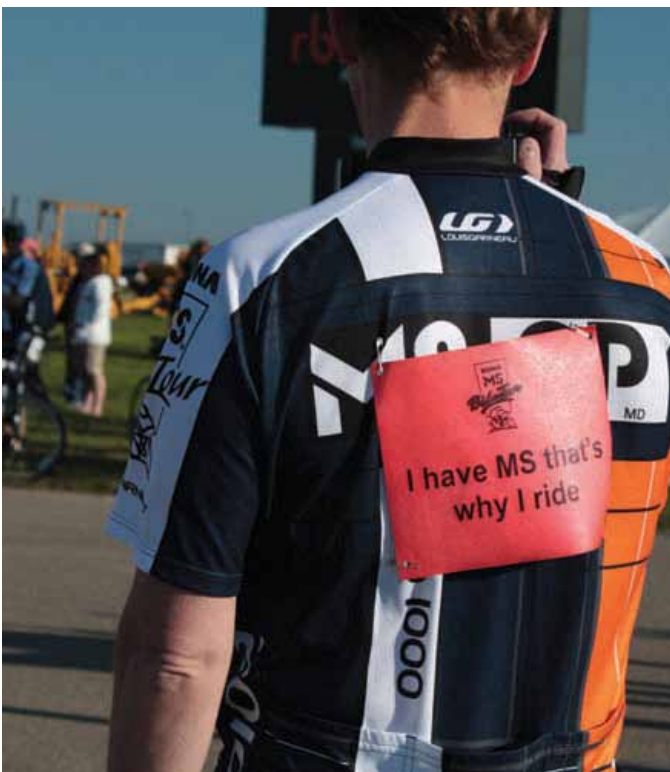
www.msbiketours.com

Tour Rules

- All cyclists must obey all law enforcement personnel, bike tour officials and volunteers.
- All cyclists must wear an approved helmet.
- All cyclists must obey local and provincial traffic laws.
- All cyclists must not wear headphones; use cell phones, ipods, radios or similar audio devices while cycling. As necessary, law enforcement personnel and bike tour officials can and will remove any cyclist who violates this crucial safety regulation.

Cycling Etiquette

- Be aware of traffic, pedestrians and even wildlife while cycling. The roads and highways are not closed because of the Tour.
- Give cars the right of way.
- Give plenty of room to other cyclists.
- Ride single file.
- Never leave the scene of an accident.
- Respect other cyclists and their level of cycling experience. This is not a competitive race; it is a fundraising event to help Albertans living with multiple sclerosis.
- Do not block checkpoint entrances. Move fully into the checkpoint area and safely out of the path of oncoming cyclists.
- Watch out for drains, sand and gravel.
- Keep clear of road-edge hazards, such as trash, low branches and parked vehicles.
- Do not draft behind motor vehicles.
- Move safely off the pavement when stopping to rest.





Sponsors

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SILVER SPONSORS



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