



Cyclist Handbook 2011

Mountain Bike Tour

www.msbiketours.ca

Presented by
Teck





2011 RONA MS BIKE TOUR MOUNTAIN HANDBOOK



The RONA MS Bike Tour – Mountain is an annual fundraiser to support breakthrough multiple sclerosis research and a host of services and programs for Albertans living with MS. By registering for the 2011 Tour and raising funds, you're making a profound difference in the lives of more than 11,000 Albertans living with MS.

You probably have many questions about the 13th annual event on Sept. 10 and 11, 2011. The 2011 Cyclist Handbook provides information to help you have a successful cycling and fundraising experience

this September, whether you are cycling as an individual, as part of a team, or as a team captain.

As you embark on your two-day challenge in September, remember those who face the daily, lifelong challenges of multiple sclerosis. Your participation and fundraising accomplishments are crucial factors on the road to a cure for MS. On behalf of the MS Society of Canada – Alberta Division and the thousands of Albertans living with MS, thank you for your support.

Staff Contact Information

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You can also call us at 780-463-1190 or at 1-800-268-7582.

WHY WE RIDE ...

Our Mission

To be a leader in finding a cure for multiple sclerosis and enabling people affected by MS to enhance their quality of life.

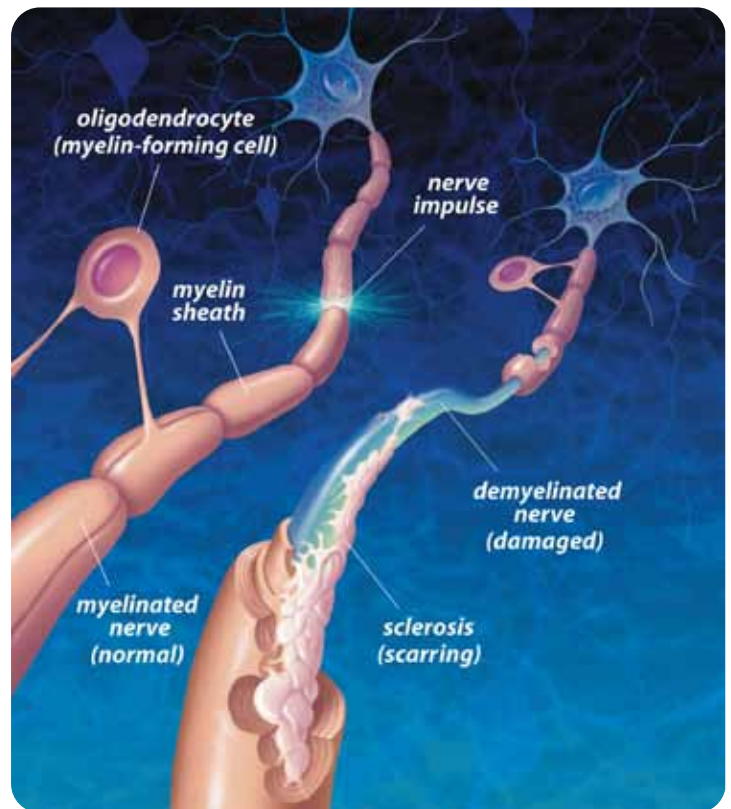
What is Multiple Sclerosis?

- A disease that attacks the central nervous system (brain and spinal cord).
- MS can cause loss of balance, impaired speech, extreme fatigue, double vision and paralysis.
- Canada has one of the highest rates of MS in the world. More than 11,000 Albertans live with this disease.
- Every day, three more people in Canada are diagnosed with MS.
- Women are three times as likely to develop MS as men.
- MS is usually diagnosed between the ages of 15 and 40, but has been diagnosed in children as young as three.
- We don't know what causes MS but researchers are closer to finding the answer.

What your donations can do in Alberta

- \$100 – five people can attend a newly diagnosed program
- \$250 – two families can attend a weekend MS retreat for education and support
- \$500 – 10 people can take a yoga class adapted for people with MS
- \$1000 – three people can receive funding for an assistive device

\$5000 – provides a year's supply of educational literature on multiple sclerosis to the public and people affected by MS

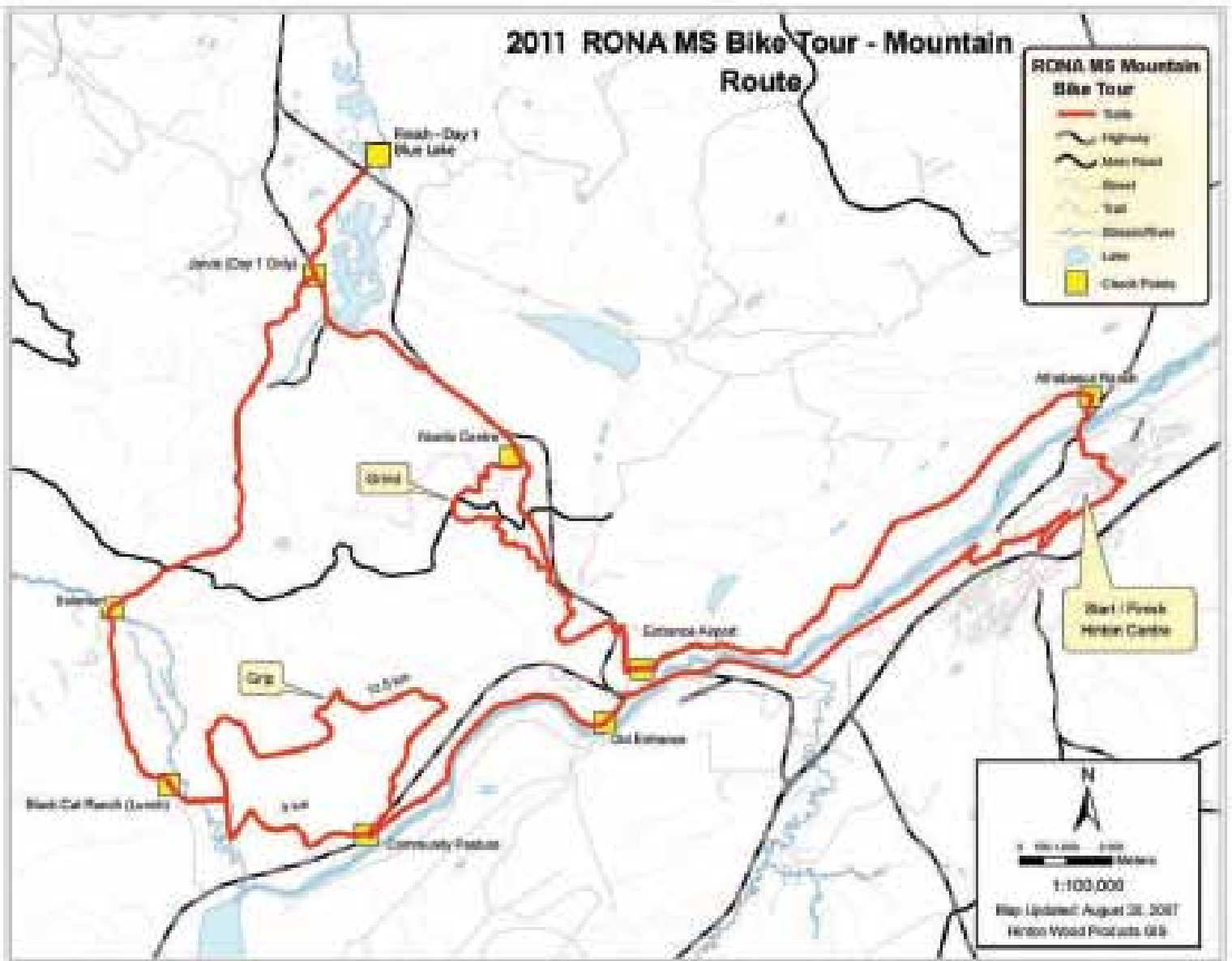


On a consolidated basis in Alberta (Division office and all Chapters), in 2011 the MS Society expects to raise \$8.4 million in gross proceeds at a direct cost of 26%

MS Research

- Canada is a world leader in MS research.
- Last year, the MS Society invested over \$9 million in the most promising research in Canada.
- Alberta researchers are making significant progress in the treatment and cure of MS.

ROUTE MAP





PACKAGE PICK UP

Package Pick Up

When: Tuesday, September 6 to Thursday, September 8

Where: MS Society Office: 150 9405 50 Street, Edmonton, AB (Use South Entrance)

Time: Tuesday and Wednesday 9am to 6pm; Thursday 9am to 8pm

Cyclist packages will only be distributed to participants who have raised the minimum pledge amount of \$275. You may also pick up packages of your teammates provided they have raised the minimum pledge amount.

The MS Society will not be handing out cyclist packages or accepting pledge money on Friday, September 9. Pledge money can be dropped off in Hinton the Saturday morning of the Tour. Remaining cyclist packages may also be picked up at this time.

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

How to turn in pledge money:

1. Go online to www.msbiketours.ca. Our powerful new online system makes fundraising easy. Email your friends, family and co-workers to pledge you online.
2. 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.

3. Stop by our office. (location above)
4. Turn in during package pick up week.
5. Turn in Saturday morning of bike tour inside the Hinton Centre.

Online Fundraising Tips:

1. Login to your account at www.msbiketours.ca and update your personal info. Create your own personal fundraising page with a personal message and photo.
2. Direct your sponsors to www.msbiketours.ca and tell them to click on the blue box that says: register.login.pledge
3. Tell them to click on the "Hinton" Tour button.
4. Tell them to click on "pledge a cyclist" and to follow the instructions!

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.



Hotels

We suggest you stay at the Holiday Inn in Hinton as they're giving us a deal on the rooms! When you're booking let them know that you are a RONA MS Mountain Bike Tour participant.

Holiday Inn: 1-780 865-3321

Other hotel options:

Lakeview Inn & Suites: 1-877-355-3500

Crestwood: 1-800-661-7288

Best Western: 1-780-865-7777

Days Inn: 1-800-329-7466

Super 8: 1-800-359-5672

There are no shuttles from Hotels to the Hinton Centre. Cyclists are responsible for their own transportation.

Camping

For more information on the Hinton Campground, contact the Hinton Friendship Centre at (780) 865 – 5189. The campsite is located right beside the Start/Finish line!

What to bring:

- Items to bring on the Tour:
- Helmet – required
- Rider Numbers and wristband – required
- Padded bike shorts and jersey
- Cycling gloves and shoes
- Sunglasses, lip balm and sunscreen
- Tire patch kit, spare tubes and tire pump
- Identification (driver's license)
- Cash and credit card
- Water bottles/hydration pack
- Medications
- Rain poncho
- Camera and film

In Your Overnight Bag:

- Tent (optional)
- Sleeping bag and pillow (optional)
- Travel alarm clock
- Toiletries, including soap and shampoo
- Medications
- Change of clothes for Saturday evening
- Riding clothes for Sunday
- Comfortable shoes



SCHEDULE OF ACTIVITIES

Saturday, September 10

START LOCATION

The RONA MS Bike Tour – Mountain will start at the Hinton Centre (different from the Hinton Recreation Centre) located at 965 Switzer Dr. The dinner and dance celebration as well as the finish line BBQ will also take place at this venue.

Hinton

Pledge Drop Off and Package Pick Up at Hinton Centre: 8am to 9am

TOUR STARTS: 9AM

Cyclists are let out in groups of 40 every 5 minutes. The last cyclist leaves by 10am.

Checkpoint Schedule

- #1 Old Entrance: 9:30 to 11:30am
- #2 Community Pasture: 10am to 12:30pm (Team Photos at this Checkpoint!)
- Grip and Grind Challenge Route: Start before noon
- Black Cat Ranch Lunch: 10:30am to 2pm
- #3 Solomon Valley: 11:30am to 3:30pm
- #4 Jarvis Lake: 12:30pm to 4:30pm
- Finish – Kelly’s Bath Tub: 2pm to 5pm
- Lock up Bikes – follow the signs! 2pm to 5pm
- Shuttle Bus to Hinton Centre: 2:30pm to 5:30pm (Bus will leave when full)



Saturday Evening

Dinner: 5:30pm to 6:30pm

Program: 7pm

Dance: 7:30pm to 11pm

Sunday, September 11

Cold Continental Breakfast, Hinton Centre:

7am to 8am

Shuttle Bus to Kelly’s Bath Tub: 8am

Bikes Unlocked: 8:30am

Tour starts: 9am

Checkpoint Schedule

- #1 Nordic Centre: 9:30am to 12pm
- #2 Entrance Airport: 10:30am to 1pm
- #3 Athabasca Ranch: 11:30am to 3pm
- Finish – BBQ Lunch, Hinton Centre: 11am on.
- Guest tickets: \$5.



FUNDRAISING

www.ms biketours.ca

2011 Goal: \$425,000

The 2011 RONA MS Bike Tour – Mountain is a fundraising event. It supports multiple sclerosis research and crucial programs and services for people with MS. Participants who raise \$500 or more qualify for fundraising prizes. Choose from the following commemorative items or gift certificates. Cyclists may also choose to donate the expense of their prizes back to the MS Society of Canada and will receive a tax receipt. **Pledges must be received by Friday, September 23, 2011** to qualify for fundraising prizes.

Raise

Receive

\$25,000

\$2,500 Gift Card or choose to attend MS Society of Canada Dinner of Champions Celebration and Top Fundraiser Workshop in Toronto, Ontario

\$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

\$275

Cyclist package, goody bag and T-Shirt (minimum pledge requirement)



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

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 dates:

Leduc To Camrose
Bike Tour
June 24, 2011

Mountain (Hinton)
Bike Tour
September 23, 2011

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.



FUNDRAISING

2010 Top 5 Fundraisers

1. John Mullen.....\$40,825
2. Greg Van Tighem.....\$20,575
3. Suzanne Deschamps.....\$8,505
4. Cole Petersen\$4,418
5. Graham Metzger.....\$4,408

2010 Top 5 Teams

1. The Heart Brakers.....\$54,804
2. Jasper Rockhoppers.....\$38,405
3. Rusty Links.....\$21,025
4. Team Awesome.....\$18,423
5. Mike's Wheels of Justice (The Forkedup Version)...\$14,870

Fundraising Tips

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 that 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 the door to your office. 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.

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 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 daryl.appleton@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 team fundraiser can be a great way to raise a lot of money quickly. Contact daryl.appleton@mssociety.ca for more info.



NAVIGATING THE NEW ONLINE FUNDRAISING SYSTEM

We are very excited to introduce our brand new online fundraising system! Here are some basic tips to using the online system:

How to Log In:

- Go to our website at www.msbiketours.ca
- Click on the large blue box that says "register. login. pledge."
- Click on the Hinton, Alberta button on the upper left hand side of the screen
- Enter in your login id and password under the participant centre box on the upper right hand side of the screen

Updating Your Personal Info

- Set your fundraising goal. Click on the "PROGRESS" button to change your goal.
- Customize your personal page. Click on "PERSONAL PAGE" button to create your own personal fundraising page with a personal message and photo. Click on the photos/video button on the right hand side of the page to add photos/video.
- Create a shortcut to your personal fundraising url. Click on "url settings" and put your first name into the box and then click on save.

Send an email to your friends and family

- Remain logged in to your account and then click on "EMAIL".
- Click on "contacts" on the right hand side of the page. You can choose to import contacts from a previously set up address book that you have in outlook or gmail or you choose to add a single contact.
- Click on "compose message". You can choose to write your own message or select one of the templates that are provided for you.
- Click on "send"!
- Follow Up. Our new fundraising system allows you to view whether or not your contact opened your email, how many times they visited your page, and how much they donated to you. This will allow you to track and follow up with your donors!

For more tips on how to use the new online fundraising system please contact elzen@mssociety.ca or carolyn.galloway@mssociety.ca.





TRAINING FOR THE TOUR

Train and Prepare NOW for the 2011 RONA MS Bike Tour – Mountain

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 – Mountain.

Step 1: Check in with a bike store, such as United Cycle
Bike Stores can provide expert advice and cycling information. Ask personnel to complete a tune-up on your bike to make sure that it is road worthy. Check out the latest cycling gear, accessories and apparel.

Step 2: Track your kilometers
Assess your improvement. Finding the distance of a particular training route with your car's odometer is sufficient for tracking training kilometers. Track start and stop times to judge overall speed.

Step 3: Start with short rides
Take a week to work up to a moderate day of 15 kilometers. Don't worry about time or speed on these rides. The purpose is to gain and maintain basic cardiovascular fitness.

Step 4: Double up kilometers
After building up to 15 kilometers, try an endurance day of 30 kilometers once a week. Maintain the same pace established on moderate days, but slow down if necessary to make the full mileage. The purpose is to gain distance, confidence and better cardiovascular fitness.

Step 5: Master the ups and downs with hills and practice riding on trails
After mastering the basics, challenge yourself with advanced training. After warming up with a moderate ride, ride a hill without exhausting yourself. After pedaling uphill, recover on the way down and repeat.

Make sure you ride on trails to familiarize yourself with the terrain of the mountain bike tour. Terwillegar Park in Edmonton is an excellent place to complete trail training.

Cyclist Safety Pledge

While riding in the Tour I understand I will...

- Wear my helmet.
- Ride single file.
- Use common sense and courtesy toward motorists and cyclists.
- Stay at the scene of an accident, in accordance with the Highway Traffic Act.
- Yield to passing riders and not be a road hog.
- Call out my intentions to riders behind me: "slowing, stopping, turning," and call out road hazards: "gravel, hole, tracks."
- Call out to riders that I am about to pass: "on your left."
- Shoulder check.
- Not ride in a pace line or draft behind riders I don't know.
- Not wear headphones.
- Ride defensively and be aware of other riders, vehicles and pedestrians.
- Provide immediate supervision to my cycling children ages 17 and under.

I understand I will be ejected from the Tour if I repeatedly and flagrantly violate this safety pledge.

2011 Training Rides

Join fellow RONA MS Bike Tour – Mountain participants at the 2011 Training Rides:

Meeting Place: Terwillegar Park Parking Lot @ 7pm

When: Every Tuesday leading up to the Tour starting July 19, 2011

For more information please contact Stew at stew.sharon@shaw.ca



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