



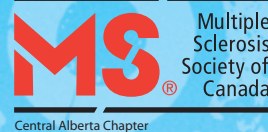
Cyclist Handbook

2010

msbiketours.com



RONA MS BIKE TOUR
Red Deer - Central Alberta
16th Anniversary





Cyclist Handbook

2010

msbiketours.com



| | |
|--------------------------------|----|
| Table of Contents | 2 |
| General Tour Information | 3 |
| Fundraising Tips | 4 |
| 2010 Prizes | 5 |
| Important Dates | 6 |
| Schedule of Activities | 7 |
| Training for the Tour | 8 |
| Online Fundraising Tips | 9 |
| Tour Accommodations | 10 |
| Tour Rules and Safety..... | 11 |
| Team MS. | 12 |
| Bike Maintenance Form..... | 13 |

Check out the Tour website www.mssociety.ca/alberta/bike-RedDeer.htm. This website is regularly updated with the most recent Tour news. Download route maps, the Prize Catalogue, pledge forms and discover the power of online fundraising!

Courtesy of Jeff Stokoe, Red Deer Advocate



Cyclist Handbook

2010

msbiketours.com

General Tour Information

The RONA MS Bike Tour – Red Deer is an annual fundraiser to support breakthrough multiple sclerosis research and a host of client services and programs. By registering for the 2010 Tour and raising funds, you're making a profound difference in the lives of more than 11,000 Albertans living with MS. Thank you for your support!

You probably have many questions about the 16th Annual event taking place on June 12 and 13, 2010. The 2010 Cyclist Handbook provides information to help you have a successful cycling and fundraising experience this June, whether you are cycling as an individual, as part of a team, or as a team captain.

Fundraiser Benefits Albertans with MS

The RONA MS Bike Tour is a fundraiser to support MS Society research and support services to the 11,000 Albertans affected by multiple sclerosis. Each cyclist is required to raise at least the minimum pledge amount of \$250.

Food and Beverages

Food and beverages are provided to our cyclists throughout the 2-day tour. We provide a light breakfast to be served at Red Deer College before your start each day. Along the tour route, checkpoints are located every 11 to 15 km with water, drinks, and light snacks available. Each day has a Lunch Stop. The Saturday night dinner is a highlight you won't want to miss. And there's the Wind-Up BBQ at the end of Day 2, right close to the 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.

Medical Support

Trained, professional medical personnel are available throughout the route to help all participants. If you need help, do not hesitate to ask.

Bike Marshals

Volunteer bike marshals provide extra safety and security. This special team of cyclists offers assistance along the route and monitors cycling safety. Bike marshals are also on hand to help novice cyclists. Please listen to them!

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.





Cyclist Handbook

2010

msbiketours.com

Fundraising Tips

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 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.

Post an MS Poster in your lunch room.

Write your name and number on the poster. Call Ellen at 403-346-0290 if you need a poster.

Request donations online.

Access your cyclist profile online at www.msbiketours.com and send an email to your friends, family and co-workers.

Personalize your Online Fundraising System Page.

Make your OFS page compelling by adding your own photographs and text. Let sponsors know why you

have chosen to ride, and why the RONA MS Bike Tour deserves support!

Spread the Word.

Let people know you are fundraising for the RONA MS Bike Tour and why. Change the signature line of your outgoing emails to mention your involvement.

Join or create a team.

Teams raise more per member than if they'd participated solo. The energy that comes from participating on a team is contagious. Participants see teams getting together to raise money and have fun, and they want to do the same.



BE AN MS CORPORATE HERO

Be an MS Corporate Hero by recruiting a team of participants to raise funds and participate in the RONA MS Bike Tour. Together we can all make a difference. The MS Society of Canada – Central Alberta Chapter is reaching out to the Red Deer business community to help charge the fight against MS.





Cyclist Handbook

2010

Prize Form

msbiketours.com

2010 RONA MS Bike Tour- Red Deer

JOIN 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. (Tax receipts are issued for the cost of the earned prize.)

By donating your prize, the MS Society can contribute more funds toward Multiple Sclerosis research and services.

Raise

Receive

| | |
|----------|---|
| \$15,000 | \$1,500 Gift Card or Trip to the "Jack and the Back Tour", Tennessee |
| \$10,000 | \$1,000 Gift Card plus \$5,000 level catalogue item |
| \$5,000+ | \$500 in gift cards plus \$5000 level catalogue item |
| \$3,000 | \$300 Gift Card plus \$3000 level catalogue item |
| \$2,000 | \$200 Gift Card plus MS Bike Shorts or \$2,000 level catalogue item |
| \$1,000 | \$100 Gift Card plus MS Bike Shorts or \$1,000 level catalogue item |
| \$500 | \$50 Gift Card |
| \$250 | Official Bike Tour T-Shirt |



* MS Bike Jersey and Shorts ARE cumulative. ** Other bonus prizes and gift cards are NOT cumulative.

Select Gift Card Choices: RONA, Chapters

To be eligible for prizes all pledge money and prize forms are due June 30, 2010.

We accept pledges after this date but they do NOT count towards prize levels.

Incentive prizes must be selected from the MS Prize Catalogue no later than June 30, 2010.

If you do not place your order with the MS Society by this date, you will automatically receive a tax receipt for the value of the incentive prize.

Please note that all orders are final. No exchanges or changes will be made.

All prizes not picked up by August 31, 2010, will be forfeited.

Event may substitute prizes of equal or greater value. Some restrictions may apply.



Cyclist Handbook

2010

msbiketours.com

2010 Important Dates

April 13 and 20; May 13 and 20; and June 1 Cyclist Training Clinics

Conducted by Bike Werx, 5809 – 51 Avenue, Red Deer, to help you prepare for this Bike Tour
6:30 pm to 8:30 pm on the dates noted
MUST pre-register at least 1 week prior with Jenn Watts at (403)346-3004

April 7 Streak for MS!

Come to Green Apple Hair Shoppe in Bower Place Shopping Centre 11:00 am – 2:00 pm.
Streak your hair RED for MS!

May 3 to June 4 FREE Mechanical Bike Inspections

Call Bike Werx at (403)346-3004 to schedule your appointment
Be sure to say you are a registered cyclist with the MS Bike Tour

June 1 to June 10 Pledge Drop-Off & Cyclist Package Pick-Up

Visit the Red Deer Office at 105 – 4807 – 50th Avenue to submit pledges received to date
Pick up T-Shirts, possible Bonus Prizes such as Jerseys, Shorts, and more
REGISTRATIONS ARE NON-REFUNDABLE AND NON-TRANSFERABLE. YOU MAY NOT RIDE IN SOMEONE ELSE'S PLACE.
No package will be distributed to individuals who have not fulfilled their minimum pledge requirement of \$250.

June 4 Banquet Tickets for Saturday Night, Deadline for Purchase - for non-cyclists

Each non-cycling guest will require a \$25.00 ticket for the dinner
Call Ellen (403)346-0290 to arrange for extra dinner tickets

June 12 and 13 16th Annual RONA MS Bike Tour, Red Deer

Day 1, tour leaves Red Deer College 9:00 am; Tour Banquet 6:00 pm, Far Side Lounge, RDC
Day 2, tour leaves Red Deer College at 9:00am; Wind-Up BBQ at Finish Line 1:00 to 4:00 pm

June 30 Deadline to Register for Prizes

To be eligible for prizes, all pledge money and prize forms are due by 4:30 pm at the Red Deer MS Office. If you do not place your prize order by June 30th, you will automatically receive a tax receipt for the value of the incentive prize.
Please note that all orders are final. No exchanges or changes will be made.

August 31 Deadline to Pick Up Prizes

All prizes must be picked up from the Red Deer MS Office on or before 4:30 pm this day, otherwise they will be forfeited. You will receive one reminder call. The only exception to this rule will be if bonus items or gift cards are back-ordered and have not yet arrived. We will notify you when they arrive.



Cyclist Handbook

2010

msbiketours.com

Tour Weekend Schedule of Activities

Start and Finish each day at Red Deer College

*Out-of-town participants – Your best option is to arrive early(no later than 8:00 am) the morning of Day 1, June 12th to check-in, turn in your pledge money, and receive your T-Shirt, cyclist pinnie and wrist band, plus any bonus items you have earned.

DAY 1 – Saturday, June 12

Check in, submit pledges and enjoy a light, nutritious breakfast.....8:00 am

Tour begins.....9:00 am

This route is 82.7 km (50 miles). Cyclists will travel north of Red Deer towards Lacombe, and east. The lunch stop is at the beautiful Ellis Bird Farm. There are 2 scenic river valleys to cross—the Blindman River and the Red Deer River. Within the City limits, cyclists will follow the picturesque Waskasoo Park Trail System in the Red Deer River valley. AND, for the 'keeners' there is an added Challenge Loop – another 19.5 km – for a possible 102.2 km (61 miles) this day.

Massage Therapists available at Finish Line.....1:30 pm to 4:30 pm

Doors Open at Far Side Bar & Grill, Red Deer College.....5:00 pm

Evening Dinner, Far Side.....6:00 pm

Non-cyclists require \$25 ticket. Make arrangements with Ellen Geddes, Events Co-ordinator, 403-346-0290 prior to June 10th

DAY 2 – Sunday, June 13

Check in, submit pledges and enjoy a light, nutritious breakfast.....8:00 am

2nd day begins. If cyclists start prior to the 9:00 a.m. there will be no support of any kind.....9:00 am

The distance is a 79.6 km (48 miles) for the day. You will cycle east of the City on the historic Coal Trail, also known as the Delburne Highway. Embrace the challenge while cycling past the lush fields and parklands of picturesque Central Alberta. Following Lunch, cyclists will double back on the same route, returning to Red Deer.

PLEASE NOTE: Return trip checkpoints will be at different locations than on your morning ride in order to prevent unnecessary and dangerous left hand turns across busy roadways.

Massage Therapists available at Finish Line.....1:30 pm to 4:30 pm

Finish Line BBQ.....1:30 pm to 4:30 pm

WE PROVIDE everything you need for a safe, organized ride: checkpoints every 11-15 km with refreshments, a nutritious lunch stop, safety personnel, bike mechanics**, great prizes, newsletters and more.

YOU PROVIDE a reliable bike** and safety approved helmet, passion, enthusiasm and pledges to make this a fun event and help us end MS!

** Mechanical Inspections are mandatory for 2010 Red Deer MS Bike Tour**

Every cyclist must get a Mechanical Inspection (they are FREE May 3 to June 4) at Bike Werx, prior to the Bike Tour. Ensure your bike is tuned up – you will increase the enjoyment of your ride and your safety may depend on it! Bike mechanics at the Tour will do minor repairs only, not tune-ups on such things as gears, cables, etc.

FIND Mandatory Bike Maintenance Form on back page of this handbook.

Training for the Tour

The key to a successful ride lies in consistent training and preparation. Here are five steps to get in gear for the 2010 RONA MS Bike Tour.

1. Get your bike tuned-up and fitted properly. Stop in at your local bike shop, such as Bike Werx, 5809 51 Avenue, Red Deer, and get the experts to verify that your bike is road savvy. Cyclist Training Clinics conducted by Bike Werx, Red Deer to help you prepare for this tour: April 13 and 20, May 13 and 20, and June 1 (6:30 to 8:30 pm)
MUST pre-register with Jenn Watts (403)346-3004

2. Start training at least 8 weeks before the Tour. We know Alberta weather is somewhat unpredictable early spring, so joining a spin class could be a good option to try out.

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 rolling hills of rural Alberta!

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



www.bikewerx.ca



Online Fundraising Tips

1. Login to your account at www.msbiketours.com and update your personal info. Create your own personal fundraising page with a personal message and photo.
2. Direct your sponsors to www.msbiketours.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 login id and password, and to get more information on using the online fund-raising system, please contact ellen.geddes@mssociety.ca. You can also call 403-346-0290.

How to turn in pledge money

1. Go online to www.msbiketours.com. Our powerful online system makes fundraising easy. Email your friends, family and co-workers to pledge you online.
2. Mail in to our office with your white pledge sheets: #105 – 4807 – 50 Avenue, Red Deer, AB, T4N 4A5. Do not mail cash.
3. Stop by our office. (location above)
4. Turn in during package pick up week.
5. Turn in Saturday morning of Bike Tour at Red Deer College.



Process

- Keep your cash together. Keep your cheques together.
- Keep white pledge sheets together.
- Roll coin.
- Do not staple anything.
- Complete your pledge form fully and legibly, or no tax receipt will be issued for the sponsor.
- Make a copy of your pledge sheet before turning it in.
- We keep a running total of all your pledges – so please turn them in as often as you like!

Cheques

- Please make cheques payable to Red Deer MS Bike Tour
- Endorse cheques made out in your name.

Why Do You Ride?

- I ride for the cause - I want to help end MS
- I ride for the physical challenge - "I did it!"
- I ride for the social experience and to have fun
- I am a 'hard core cyclist' - I want to challenge my personal best

Whatever your reason, **Thank You for registering for our Tour.**



Cyclist Handbook

2010

msbiketours.com

Tour Accommodations

Dorms

Cyclists who have registered for Dorms will be staying at Red Deer College residence -- for an additional fee of \$20 each person. You can choose that option when you register online at www.msbiketours.ca

On Your Own

Cyclists who selected "on your own" are responsible for arranging their own accommodations for the Tour.

Parking

Participants can park in K Lot on Red Deer College campus. A site map of the campus is available on our Red Deer bike tour webpage...
<http://www.mssociety.ca/alberta/bike-RedDeer.htm>



Capri Centre will be offering rooms at a discounted rate for RONA MS Bike Tour cyclistscontact them directly at (403)346-2091 or toll-free at 1-888-784-3088. Address: 3310 – 50th Avenue, Red Deer. Be sure to say that you are a registered cyclist with the MS Bike Tour. (If you encounter difficulty being granted the discount, ask the Reservations staff to contact Lisa, Director of Sales.)

www.capricentre.com

Packing List

Items to bring on the Tour:

- Helmet - required
- Rider Numbers and wristband - required
(Provided by MS Staff at registration)
- 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:

- Sleeping bag and pillow, if staying at Red Deer College dorm
- Travel alarm clock
- Towel for shower
- Toiletries, including soap and shampoo
- Medications
- Change of clothes for Saturday evening dinner
Riding clothes for Sunday
- Comfortable shoes



Cyclist Handbook

2010

msbiketours.com

TEAM MS Create a Team, Create a future free of MS



77% of the funds raised for MS in the Central Alberta Chapter's 2009 events was done by teams!

Last year, we broke all previous records...we raised \$128,295! Even in tougher economic times, with your help, we will reach for our goal – to end **MS**

Whether you put together a Family & Friends team, or a Corporate team – it's more fun to do things together. The motto, "there is strength in numbers" is proven.

For creative ideas and inspiration, go to www.teamms.ca

Our 2010 Goal

*175 registered Cyclists who will commit to go above the minimum \$250 required for a T-Shirt and raise at least \$1,000 each.
Each one recruit one – we would love to have more cyclists embrace this challenge!*



You and your team are an essential part of Team MS working together with the Central Alberta Chapter to achieve our goal to raise \$150,000 in 2010.

NEW at the 2010 MS Bike Tour – Look for the Capri Centre Team MS tent at the Start Line!

Get your team photo taken, and receive benefits reserved only for registered team members who have raised at least \$250 each. A team will consist of at least 4 people.

To register your team members on-line, go to www.msbiketours.com

You would rather talk to someone in person? Call Ellen at 403-346-0290.

Have you seen the endMS message on TV yet? The MS Society of Canada has entered into a very aggressive campaign to end MS! We can and we will do it with your help!

endMS.ca is a vision that we will end MS!



Cyclist Handbook

2010

msbiketours.com

Cycling Safety

Help us have a safe event by keeping safety on your mind at all times.

- THE ROADS AND HIGHWAYS ARE NOT CLOSED BECAUSE OF THE TOUR. Be aware of traffic, pedestrians and even wildlife.
- GIVE CARS THE RIGHT OF WAY.
- At the start, cyclists are close together. GIVE PLENTY OF ROOM.
- Be especially careful when fatigued. CONCENTRATE.
- NEVER leave the scene of an accident.
- Respect fellow cyclists and their levels of cycling experience. Most participants are recreational cyclists. This is NOT a competitive race; it is a fundraising event to help Canadians living with multiple sclerosis.
- Do not block checkpoint entrances. Move fully into the checkpoint area and safely out of the path of oncoming cyclists.
- 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."
- Use traffic hand signals and obey traffic signs.
- 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 16 and under.

Common Mistakes, TO AVOID

- Following too closely behind other cyclists or cars.
- Drafting behind motor vehicles.
- Not moving safely off the pavement when stopping to rest.
- Not keeping clear of road-edge hazards, such as trash, low branches and parked vehicles.
- Not watching out for drains, sand and gravel.

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 Traffic Safety Act.

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

Tour Rules

- All cyclists must raise the minimum pledge of \$250 before they start cycling.
- You must raise the minimum \$250 before you can receive your cyclist T-Shirt
- All cyclists must obey all Law Enforcement Personnel, Bike Tour Officials and all volunteers.
- All cyclists must wear an approved bike helmet.
- All cyclists must obey local and provincial traffic laws.
- For the safety of all cyclists, headphones, cell phones, ipods, radios and similar audio devices are not permitted while riding. As necessary, law enforcement personnel and bike tour officials can and will remove any cyclist who violates this crucial safety regulation.



Cyclist Handbook

2010

msbiketours.com

Red Deer Bike Tour Co-ordinator: **Ellen Geddes**
ellen.geddes@mssociety.ca

Address: 105 – 4807 – 50 Avenue, Red Deer AB T4N 4A5
Phone: 403) 346-0290 Fax: (403) 341-3955
MS Society Website: www.mssociety.ca
Bike Tour Website: www.msbiketours.com



RONA MS Bike Tour Bike Maintenance Form

1. Get your "FREE" maintenance check at 'Bike Werx' and have the form stamped by a technician. Please note that this is a maintenance check only. It does not include a tune-up or any other parts or service. This service may be provided at other facilities, but may not be complimentary.
2. Complete the information below and mail it to The MS Society, 105—4807—50 Avenue, Red Deer, AB T4N 4A5 OR fax it to **403-341-3955**

Cyclist name: *(please print clearly)*

Address:



5809—51 Avenue Red Deer, AB
(403) 346-3004



Technician Stamp here:

If you have recently purchased a new bike, the MS Society will accept a copy of the bill of sale attached to this form.

Mandatory Form