



10 years of partnership in the movement to end MS

GEARED UP TO END MS

NIAGARA

AUGUST 22, 2010

PRE-EVENT NEWSLETTER

Gearing Up: Pre-Event Newsletter

msbiketours.com

THE COUNTDOWN IS ON!!

The RONA MS Bike tour—Niagara is quickly approaching and this newsletter contains valuable information about **what to bring, where to go and how to hand in your pledges.**

Check-In Times

AVOID LINES—HAND IN YOUR MONEY EARLY!

Early Check-in & Welcome Reception

Saturday August 21st, 2010 7-9pm
Brock University—Pond Inlet
St. Catharines, Ontario

Check-in at the Event

Sunday August 22nd, 2010 7-8am
King's Bridge Park (Start/Finish Line)

TeamMS Check-in

Avoid the line and check in your entire team at once. Contact andrea.davidson@mssociety.ca to pre-register and for important instructions.



Accommodation



If you would like to get a great night sleep the night before the ride and join us for the Niagara Evening Reception, please **book your room directly** with Brock University Conference Centre.

Please call (905) 688-5550, ext 3369 before August 15th to take advantage of the RONA MS Bike Tour discounted rate.

WHAT TO BRING!

We've made it easy for you: Use the checklist here to make sure you don't forget anything!

RIDING GEAR

- Helmet (REQUIRED)
- Spare tubes for your bike
- Water bottles
- Rain gear (We ride rain or shine)
- Comfortable cycling clothes
- Sunglasses and sunscreen
- RONA MS Bike Tour passport*

*Rookie riders will receive their Bike Tour passport at the finish line

REGISTRATION SUPPLIES

- Pledge envelope with monies collected to date
- Pledge slips/sheets completely filled out
- Rider bib and bike number*

*included in this package if you submitted your minimum pledge of \$250 by July 22, 2010.

PERSONAL ITEMS

- ID (including your health card)
- Pocket money
- Any required medications
- Sun and lip protection

BIKE HOTLINE/CONTACT INFORMATION:

If you have any questions regarding the Tour please contact us:
416-967-3038 or
1-800-268-7582 x3038

ENCLOSED IN THIS PACKAGE

1. Pledge envelope
2. Rider bib and pins*
3. Bike number and ties*
4. Bib instructions*

*if you've submitted your minimum pledge of \$250 by July 22, 2010

GET YOUR FAMILY OR FRIENDS INVOLVED!

We're looking for volunteers to assist at the Start Line with check-in, breakfast, parking, as a greeter or help along the route at a Rest Stop. The Finish Line needs a cheering section, as well as help at the BBQ, lunch and gift bag areas. Additionally, the team who recruits the most volunteers will win a pizza party! For more information and volunteer opportunities please contact

Clarinda Brandão at

clarinda.brandao@mssociety.ca.

JERSEYS & SHORTS!!

Reserve your Jersey (\$1000+)
and/or Shorts (\$2000+) sizes early.

Contact Laura Franklin at
laura.franklin@mssociety.ca or
1-800-268-7582 x3124



EVENT SCHEDULE

SATURDAY, AUGUST 21st, 2010 (Brock University)

7:00-9:00pm: Check-in and Niagara Reception
-Check in early and join us for a casual evening; meet fellow cyclists, enjoy appetizers, and visit the cash bar.

SUNDAY, AUGUST 22nd, 2010 (King's Bridge Park)

7:00 - 8:00am: Check-in
8:00am: First group of cyclists leave
8:45am: All cyclists must be on route
10:00 - 3:00pm: Scrambler and BBQ
11:00 - 3:00 pm: Massage
12:00 - 2:00pm: VIP Tent
Closing ceremonies with fundraising totals and awards throughout the afternoon

Joke of the Day...

Q. Why can't a bicycle stand up on its own?
A. Because it's two tired!



If you are a past participant or volunteer, don't forget to bring your RONA MS Bike Tour **passport** to get the 2010 stamp! If you are a rookie, we'll have them on-site for you at the finish line!



FREQUENTLY ASKED QUESTIONS

What happens if it rains?

We ride rain or shine! If you wish, you may want to bring rain gear with you!

Where do I leave my car?

We leave all of our vehicles at King's Bridge Park. If you can car-pool with friends, please do!

How will I know which way to go?

The route will be signed with bright arrows to direct you. You will also receive a copy of the route map at the start line.

What happens if my bike breaks down?

We have Support vehicles along the route, who can take you to a rest stop where bike mechanics can help with basic repairs. We **STRONGLY** recommend that you take your bike in for a tune-up before the tour.

Will there be water/snacks along the route?

Rest stops are located every 15km (or so) along the route. They have port-a-potties, water and other drinks and snacks. Please bring your own water bottle(s).



Be front and centre of all the fun by bringing your own tent or renting one from the MS Society. Embrace the space and decorate, bring loungers, snacks, activities and more!

Teams who raised \$5000 or more in 2009 and/or 2010 will be awarded tables and chairs in the village!

Recruit to WIN!

- 5 new members— a framed photo for each team member
- 10 new members— a 10 X 10 tent for Team MS village
- 15 new members— Team name printed on your event t-shirt*
- 20 new members— RMT in your team tent*

*members must be registered by July 16 to qualify

Contact Andrea Davidson andrea.davidson@mssociety.ca
for details about tables or tent reservations.