

Bike MS 2013



**bike to
create a world
free of MS**

Presented By



While many of us will never know what it's like to live with MS, we can still do something for those who do. The Inland Northwest Chapter has one of the highest incidence rates of MS in the world and serves over 2,500 people in eastern Washington and northern Idaho. Thank you for joining us in our fight against multiple sclerosis by participating in Bike MS 2013!

You're up for the challenge and ready for the ride of your life. The sense of accomplishment that you'll feel as you cross the finish line can only be matched by the difference you'll be making in the lives of those affected by MS.

Be one of more than 200 riders committed to help move us closer toward a world free of MS, while enjoying incredible views and stunning landscapes.

As a Bike MS Trail of the Coeur d'Alenes cyclist, you'll enjoy:

- ⇒ Four full meals
- ⇒ Generous amenities
- ⇒ Stocked rest stops every 12 to 18 miles
- ⇒ SAG vehicles
- ⇒ Spirited festivities
- ⇒ And much more

Event Details

ROUTE

Day 1 begins in Mullan, ID. at 10:00 am. Route follows the Trail of the Coeur d'Alenes at all times, except for the last mile in Plummer, ID. Visit bikeMS.org, search for our ride by state or zip code, and visit the *Event Details* section for driving directions to the START/ FINISH location.

WHAT IS THE ROUTE MILEAGE?

Each day you will cycle 74 miles, totaling to 148 miles! Please refer to the website for rest stop mileage breakdowns or for more route information.



Event Details Continued



PARKING

The start/finish locations have parking for the duration of the event. The National MS Society, Inland Northwest Chapter and the John Mullan School District cannot be responsible for cars during the weekend.

EQUIPMENT

The Trail of the Coeur d'Alenes is paved and any type of road or hybrid bike is fine. Contact your local Bike MS Bike Shop for professional advice.

ACCOMMODATIONS

The Coeur D'Alene Casino Resort Hotel is offering a special discounted room rate to Bike MS cyclists. A limited number of rooms are available; we suggest making reservations immediately. Call the Resort at 1-800-523-2464. Be sure to ask for the Bike MS rate. There is also a camping option available, contact the MS Office for more information.

LUGGAGE

- Bring your overnight luggage with you to the Mullan Athletic Complex for transportation to the day's endpoint. There will be a luggage tag in your rider packet — please attach to your belongings. If you need additional tags, please obtain them at Check-In.
- Personal belongings will be transported from the Start/Mullan to your overnight location either at Plummer School or the Casino.
- At the Casino, belongings will be available where the shuttle drops you off. When claiming your luggage, your Bib Number must match your Luggage Tag, or **YOU WILL NOT GET YOUR LUGGAGE!!** This is to prevent someone from stealing your belongings, so please make sure to have your bib at all times, and especially when attempting to get your luggage. If belongings are not picked up from the gear truck by 5:30 pm, they will be available at a designated luggage pickup area in the 2nd Floor Conference Area.
- As the ride progresses, you also have the option of leaving personal items in a designated bag that you label with your bib number at any rest stop. The MS Society will then transport it to the day's endpoint (for example: it gets too warm outside by lunchtime to wear the jacket you put on in Mullan and you don't want it anymore).

MEALS



We provide lunch and dinner on Saturday; and breakfast, lunch and finish line snack on Sunday. Visit the FAQ page in the Event Details section of the Bike MS website directly before the event to see meal menus. Each rest stop is well stocked with snacks and fluids. However, if you'd like extra snacks along the way (power bars, etc.), you may want to bring a supply with you.

Bring a guest! Guest meal passes are available for all meals throughout the weekend. Contact the MS Office Staff for pricing. Guest meals may be purchased ahead of time or (if space allows) during rider packet pickup and directly before the meal.

THE OVERNIGHT

Bikes will be stored in the Plummer School overnight. Once you stow your bike, you will not have access to it until Sunday morning! When claiming your bike in the morning, your Bib Number must match your Bike Frame Number, or **YOU WILL NOT GET YOUR BIKE!!** This is to prevent someone from stealing your bike, so please make sure to have your bib on when attempting to get your bike.

*****LOST AND FOUND**

"Lost & Found" items will be held at the Coeur D'Alene Casino during the ride. After the ride call the MS Office at 509-482-2022.

Event Details Continued

WEATHER

The ride goes on. Please be prepared to ride in any weather conditions. Unless there is severe weather we will not stop the ride.

WHAT SHOULD I BRING?

Everyone **MUST** wear a helmet at all times. Other useful items include; bike gloves, a water bottle, sunscreen, a bike pump, sunglasses, and **LOTS OF ENERGY!** For safety purposes we cannot allow headphones, child seats, bike trailers, or rollerblades on the ride. *Want to shower at the end of either day?* Showers are available at each finish line... Just don't forget a towel!



MECHANICS



Bike MS is committed to providing each cyclist with a safe and smooth experience! Bike mechanics are at the start and finish of each day, many rest stops, and on the route as well! Look for the Bike MS Mechanic bibs to identify roving mechanics! Bike mechanics on the ride will not charge you for their assistance; you will be charged for parts only.

Be sure to have your bike checked out in advance. The official bike shop sponsors of Bike MS:

- **Wheel Sport East:** 606 N. Sullivan Rd, Spokane, WA 509-921-7729
- **Bicycle Butler:** 6520 N. Ash, A&B, Spokane, WA 509-328-7475
- **Bike Hub:** 12505 E Sprague Ave # 4, Spokane Valley, WA 509- 443-4005

MINORS

Anyone under 18 years of age must be with an adult at all times. No one under the age of 12.

Anyone responsible for a minor on the ride must stay with that minor en route. If a child leaves the route for any reason (including riding a SAG wagon to a forward rest stop or end point), the adult supervisor must stay with them. Volunteers will not be responsible for monitoring the location of your child.

ROUTE MARSHALS

Keep an eye out for our Route Marshals, easily identified by the special Route Marshal sticker on their bibs. These experienced cyclists are great people to answer any questions as they are veterans of the Trail of the Coeur d'Alenes experience. They will also be watching out for unsafe cycling behavior and will offer safety tips when needed! Please extend these dedicated cyclists the respect that they deserve!

WHAT IF I AM UNABLE TO RIDE THE DAY OF THE EVENT? WHAT IS A VIRTUAL RIDER?

Our Virtual Ride program is just for you! If you can't physically make it to the event, you can still collect and send in donations. Virtual Riders can register for our Bike MS event (with no registration fee!), just as other participants do, and will be included in all prize categories, team awards, contests, and fundraising clubs. If you are interested in becoming a virtual rider, just register and select the "Virtual Rider" option.

Don't forget to check out the website for additional information on fundraising, teams, downloads, menus and much more! Visit:

bikeMS.org and search by state (Idaho) to find our ride.

Online Tools - Fundraising Made Easy!

DID YOU KNOW? Bike MS riders who use their online fundraising page raise almost twice as much as riders who do not!

ACCESS YOUR PARTICIPANT CENTER

Registering for Bike MS grants you access to your Participant Center, the online system for recruiting and fundraising! From your Participant Center, you can set up your Personal and Team fundraising pages, send emails to friends, family, and colleagues, and track your progress.

You can access your Participant Center any time by visiting BikeMS.org and entering your log-in information in the form in the upper right-hand corner. This is the same information you entered when you registered.

Need help? Visit the Fundraising Ideas section of the event website. The sidebars on the page offer great fundraising resources, including a Participant Center Guide that you can download and save or print.

SET UP YOUR PERSONAL FUNDRAISING PAGE

Your personal page is your invitation to become involved in the MS movement. By setting up a personal page, you are setting yourself up for success. Here are a few hints to help make your page one to remember:

- » Make it personal: Put in a picture of you or your team. Write the story of your connection to Bike MS and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.
- » Change it often: Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- » Create your personal page URL shortcut: By doing this you will be able to easily direct people directly to your personal page. Put this link to your fundraising page in the signature of your e-mail.
- » Are you a Team Captain? Use these same tips to set up and utilize your Team Page.

RECRUIT FRIENDS, FAMILY & COLLEAGUES ONLINE

No need to collect paper or spend hours on the phone. Your friends, family and colleagues can quickly and easily register themselves online. They can do so through your personal page or by visiting bikeMS.org. If you're on a team, have people join your team from your team page, or use the Participant Center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)

FUNDRAISE ONLINE

Now for the fun part! Direct your supporters to your Personal Page and they will be able to donate on your behalf quickly and securely online. The email tool even provides email templates that you can personalize to ask individuals to join or support you.

After you send your personalized e-mail to all your friends, family members and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

If you are a team captain, you can serve as a great example to your team of the success of using the online tools. Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online — a pair of movie tickets to the team member that raises the most in a week, or who is the first to get at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

SOCIAL NETWORKING

Create a Facebook fanpage for yourself or your team. You can also post tweets on Twitter and videos on YouTube.

Fundraising - FAQ

Is there a minimum donation goal I must meet? Yes. Each participant is required to turn in a minimum of \$200 in donations. The money raised goes to funding national research, programs, advocacy efforts and public and professional education.

How much money should I raise? Last year the donation average for Bike MS was over \$650 and the top fundraiser raised more than \$6,000!

When do I have to turn in my donations? We encourage you to turn donations in as you get them so you can track and share your progress. The donation deadline for all rides is October 1st, 2013. If you don't have your money turned in by then, you will not be eligible for fundraising rewards and incentives.

Who sponsors me? ANYONE can sponsor you. Riders can sponsor themselves or ask co-workers, friends, neighbors, local businesses and family members. Many companies sponsor their employees. Visit our Fundraising Ideas section of the Bike MS website for ideas.

Where do I send my donations? Encourage your donors to donate easily and securely online! But, if you have physical donations, you can bring them to the Bike MS ride or they can be mailed at any time to:

National MS Society
ATTN: Bike MS
818 E. Sharp
Spokane, WA 99202

Please make checks payable to the **National Multiple Sclerosis Society**. Include the participant's name in the memo section of the check. This will help to properly allocate the donation for the participant.

Are there any Fundraising Clubs? Raise \$1500 for this year's Bike MS event and become a VIP at next year's Bike MS! VIP status entitles you to special recognition, an exclusive VIP jersey, and lots of perks along the ride!

What if my company wants to match my donations? To take part in the Matching Gifts Program, please visit your Human Resource Department or your Matching Gifts Coordinator and ask for a Matching Gift Form. Then you can mail it to the National Multiple Sclerosis Society. Please include your information so we can apply the match correctly.

What if I need brochures and posters for others? Please call 509-482-2022 to request materials. Or, you can also visit our Download Center at the Bike MS website and print materials from your own computer!

What if my donors need a receipt? Please encourage your donors to keep a copy of their check or the e-donation confirmation they receive after making an online donation for tax purposes. "Thank You" receipts are available for download off the website for you to give anyone requesting one that is contributing to your fundraising. You are to fill out and sign as the authorized volunteer. You can also contact the Chapter office at (509) 482-2022; 800-344-4867; or wai@nmss.org to request receipts.

Where the money goes... As efficient, effective stewards of our donors' contributions, we make sure that more than 79 cents out of every dollar goes directly to improve the lives of people living with MS and their families through programs, services and by funding MS research. The remaining 18 cents of every dollar is wisely invested to strengthen our capacity to better serve people with MS through efficient administration and fundraising. In addition, 3% annually is placed in reserves to provide for future unanticipated needs.

PLEASE REMEMBER TO ALWAYS CARRY

- » Identification » Emergency contact information » Insurance Card » Any important health information

Please Note: Headphones (including iPods), cell phones, radios and similar devices are not permitted while riding.

All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience.

THE BASICS OF RIDING IN A GROUP

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know if you have any anxiety — they may also be new at this. Visit the Bike MS website for more information about group cycling.

HYDRATION

Knowing how to optimize your fluid intake is critical to successfully completing a Bike MS Ride.

- » One bottle per hour: The rule of thumb is to consume a bottle of liquid every hour, and that every second bottle is a sports drink. Also, remember to eat small snacks frequently during the ride. If you find that you experience extreme fatigue, the inability to recover your energy, or frequent muscle cramps, seek first aid at the nearest rest stop - these may be early signs of dehydration.
- » Seeking medical assistance: If you find that you experience weight gain/bloating with progressive symptoms such as swollen hands and feet, confusion, throbbing headache, dizziness or nausea, please seek assistance from first aid at the nearest rest stop.

HELMET SMART

Head injuries are of special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury. Helmets must be on your head and strapped while riding in Bike MS — **no exceptions**.

HELPFUL TIPS

At Bike MS, our active route support team works to make the ride safe. Here are a few additional tips to help keep everyone safe:

- » Bike MS has absolutely **NO TRAFFIC CONTROL** in place. Be ready for intersections by preparing to stop and yield to all road traffic!
- » You must give signals, obey signs and lights, yield the right of way, and keep a sharp lookout for danger - just like cars do.
- » Rest-stop etiquette: All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging.
- » Passing: Passing others and being passed occurs continuously during the ride. Call out "passing on your left" and allow time for the cyclist being overtaken to move to the right — then pass safely.
- » Mechanical problems: Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down another cyclist and ask them to alert the host at the next rest stop. They will have a mechanic sent to you.
- » Be courteous: Bike MS participants are fortunate to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block the flow of other users.
- » You are your own lookout, especially when changing lanes or turning - don't blindly follow the rider ahead of you.

If at any time you have an emergency while on the Bike MS ride, stay calm and flag down another cyclist to get help immediately, or call 911.

PLEASE NOTE: It is the philosophy of Bike MS that our cyclists must ride with knowledge, respect and awareness. If you are found to be disobeying the rules of the road, you are subject to ticketing & fines by local law enforcement and you run the risk of having your rider number pulled, removing you from the ride. Please help us continue the tradition of a safe and sane Bike MS ride!

Teams

It only takes one person to inspire hundreds - that's the idea behind forming a team!



Forming a team is as easy as 1-2-3!

1. Register yourself as a Team Captain
2. Pick a Team Name
3. Recruit 3 or more people to join you on your team!

Wondering how to get started? Here are some tips:

Recruit, Recruit, Recruit!

- ~ Set a recruitment goal and go for it. Nationally, the average team size is 12 people!
- ~ Make a list of all possible team members — think of friends, family, co-workers and everyone else you know!
- ~ Ask all of your team members to bring one more person to double your team size!
- ~ Write an article about your recruitment efforts for your company's newsletter, Intranet, and bulletin boards.
- ~ Ask someone at the National MS Society to make a presentation to your company about the importance of participating.

Raise Money!

- ~ Personalize the cause. Is your team participating on behalf of someone with MS?
- ~ Set a team fundraising goal that will translate into individual goals.
- ~ Remind your team members that they are eligible for individual prizes!
- ~ Organize a fundraiser like a bake sale, raffle, pizza party, or barbecue!
- ~ Ask your HR department if your company offers matching gifts. Many companies do!

Communications & Goal Setting

- ~ Get your team together to set recruitment and fundraising goals.
- ~ Share team stats with your team members regularly. Tell them how many people have registered for your team and where you are with your fundraising efforts. Are you close to your goal?
- ~ Have a team rally! Get together periodically with your team to have fun!

Don't forget to make it FUN!

Be creative! Special team jerseys, t-shirts, balloons and signs provide camaraderie for your team!

Why form a Corporate Team?

Many companies spend thousands of dollars to bring in team training to their employees to aid productivity and enhance morale. Team participation in Bike MS is a great way for companies to support employees and the community! Corporate teams offer additional promotional opportunities when team members wear company logos on jerseys, t-shirts and hats at the event. Many companies also match employee donations so the money you turn in at Bike MS is doubled!

What if I have already registered as an Individual and want to be on a team? We're glad to have more team members. If you have already registered, just email wai@nmss.org with your full name and the team name you would like to join. We will move you over and confirm the change with you.

Need more help?

Contact us at wai@nmss.org or 800 344 4867.



Prizes

Earn great prizes based on your total contributions. The more you collect, the better your prize — and the greater your contribution to the fight against MS. Check with your employer to see if your company has a matching gifts program (you can double your money raised and get closer to your goal and prizes).

The \$250 minimum prize level earns you the **Bike MS Long Sleeve T-shirt** (this prize is cumulative for all levels) **and meals all weekend!**

VIP Status: Raise \$1,500 or more and receive VIP Status* in 2014!

	Bike MS Long Sleeve T-shirt	Bike MS Gloves OR Bike MS cycling cap	Bike MS Jersey	2 Movie Tickets OR Bike MS wind jacket	4 Movie Tickets OR Bike MS shorts	VIP Status*	Bike MS fleece jacket OR 6 Movie Tickets	\$125 Amazon.com gift card OR 10 Movie Tickets	\$250 Amazon.com gift card	Bike MS Passport Program**
\$250	X									
\$350	X	X								
\$500	X		X							
\$750	X		X	X						
\$1000	X		X		X					
\$1500	X					X				
\$2000	X					X	X			
\$3000	X					X		X		
\$4000	X					X			X	
\$5000	X					X				X

Donations Due Date: October 1, 2013

JOIN THE MISSION FIRST CLUB

The National MS Society wants to reward you for your fundraising efforts. However, if you would like to contribute more to the organization — at no real cost to you — there is a quick, easy way! Participants who elect to donate their Bike MS prizes back to the Inland Northwest Chapter not only reduce the overall expense of the event, they demonstrate to others that the mission comes first. If you share the vision of a world free of MS, consider becoming a Mission First member. Simply check the "Donate my prize back to the MS Society" box on the prize form and your name will be recognized on the Bike MS website.

**VIP Status includes special recognition, an exclusive VIP jersey, and perks the weekend of the ride.*

***Bike MS Passport program qualifies you to participate in any of our 100 unique Bike MS rides across the country for only a \$50 registration fee. Participants are expected to coordinate and pay for own travel expenses, bike shipment, accommodations, etc.*