



bike to
create a world
free of MS

Great New Jersey Country Bike Ride Rider Manual

September 12 & 13, 2009



2009 BIKE MS MANUAL A GUIDE FOR RIDERS

Bike MS is an annual fundraising event that supports over 100 programs and services offered by the New Jersey Metro Chapter to over 10,000 people living with multiple sclerosis in our community. Our national research efforts are also greatly benefited from this event to find the cause, treatments and most importantly, a cure for MS.

By registering for the ride, you have taken an important step in making a profound difference in the lives of those living with MS. You may have several questions in regards to the event. I hope that you find this manual helpful towards finding the answers. If not, the Development Staff will be happy to assist you.

As you embark on your bike MS challenge, 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 National Multiple Sclerosis Society, New Jersey Metro Chapter and the thousands of our friends living with MS in our chapter area, thank you for your support of this life-affirming mission.

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Address: National MS Society, New Jersey Metro Chapter
1 Kalisa Way, Suite 205
Paramus, NJ 07652

Website: bikenjm.nationalMSsociety.org

Phone: 201 967 5599

Fax: 201 967 7085

2009 Bike MS Development Team

Gina Murdoch
Vice President of Development

Jennifer Hivry
Senior Director of Walk & Bike

Jonathan Stauch
Director of Corporate Development

Brian Hurwitz
Director of Logistics &
Special Projects

Alexandra Whelan
Marketing Manager

Mikal McDaniel
Development Manager

Dear Cyclist,

Thank you for joining us for the 22nd Annual Bike MS Great New Jersey Country Bike Ride! We are expecting a terrific turnout this year with a growing number of riders and we thank you for making this year's ride a success!

Your decision to join the movement affects the lives of people living with MS and their families. The funds raised provide programs and services, research, advocacy and awareness in support of the 10,000 people living with MS who are covered by our New Jersey Metro Chapter as well as National research and programs. At the start/finish line and the Parsippany Hilton, stop by our "Wall of Hope" to see photos of some of the programs and services that your fundraising efforts have helped to support!

The MS Society is working diligently to help people living with MS to dictate where their lives go and not letting the disease dictate that direction. As we say here: MS Stops People from moving. We exist to make sure it doesn't. Thank you and your donors for making the work of the National MS Society and the New Jersey Metro Chapter possible.

Please review the Great New Jersey Country Bike Ride Rider Manual for complete information about the event so that you can enjoy the event thoroughly. We are constantly striving to improve our rides and you will notice some changes to improve your experience. If you have any questions, please call the NJ Metro office in Paramus at 201-967-5599. We look forward to seeing you at the ride again.

Best Regards and Thank You!

The New Jersey Metro Chapter,
Jennifer Hivry, Senior Director of Walk MS & Bike MS

PARTICIPATION PROCEDURES

2009 BIKE MS: GREAT NEW JERSEY COUNTRY BIKE RIDE

Saturday, September 12th Advance Realty
Starting Location 445 South Street
Morristown, New Jersey 07960

Sunday, September 13th Parsippany Hilton
1 Hilton Court
Parsippany, New Jersey 07054

START TIMES

THIS EVENT WILL BE HELD RAIN OR SHINE!

RIDE	REGISTRATION	START
MS 100	7:00 a.m.	8:00 a.m.
MS 50	7:00 a.m.	8:00 a.m.
MS 20	9:00 a.m.	10:00 a.m.
SUNDAY MS 50	7:00 a.m.	8:00 a.m.

RIDING REQUIREMENTS

- All riders must raise the minimum pledge of \$350 (\$150 for 20-mile route riders) and turn it in prior to the event or by the prize deadline of October 13, 2009
- **Failure to pay the minimum pledge will prohibit you from participating in the future.**
- **Helmets must be worn by all participants.**
- **All riders must obey all state and local traffic laws**
- **Rider number must be visible at all times.**
- **No one under the age of 12 will be allowed to ride in Bike MS.**
- All riders must sign the waiver form on the participant envelope that will be mailed prior to the event.
- All riders ages 12-17 must have a minor waiver signed by parent or Legal guardian and notarized.
- All riders between the ages of 12 - 17 must ride with an adult 21 years or older at a ratio of 1:3.
- All riders between the ages of 12-17 must review safety brochure and special youth flyer with parent or legal guardian.
- No trailers or carriers allowed.

ROUTE MAPS

BIKE MS ROUTE, DAY 1

The starting location will be at 445 South Street in Morristown, NJ. From there, the ride winds its way through the horse country of New Jersey, along scenic back roads with Day 1 ending at the Parsippany Hilton.



BIKE MS ROUTE, DAY 2

Day 2 heads west, away from the urban sprawl and into the countryside of Somerset County. After a great 50+ miles, the ride finishes back where it began. Awaiting you will be a finish line celebration to thank you for your hard work on behalf of the MS Society and all they help.



VOLUNTEERING

Volunteers are the heart and soul of bike MS. Over 250 community volunteers devote their time and energy to bike MS which leads to a successful event each year. Volunteering is a great way to help thousands of people living with MS, meet people, learn new skills and enjoy one of the most exciting cycling events in the country.

VOLUNTEER JOB DESCRIPTIONS:

Check-In

Assist with set-up, greet and check in riders, register riders.

Saturday, 445 South Street, Morristown, NJ 6:30 am – 9:30 am

Rest Stops

Assist with set-up, greet riders, hand out snacks/drinks, clean up.

Various times and locations

Event Runners

Assist staff as needed throughout the weekend with troubleshooting, running errands, etc.

Various time and locations

Hotel Assistance

Miscellaneous tasks including cheering riders at the finish line, checking in riders, staffing Chapter Information Table and assisting riders with luggage/bike storage.

Parsippany Hilton

Saturday shifts: 9:00 am – 2:00 pm & 2:00 pm – 7:00 pm

Sunday: 7:00 am – 10:00 am

Route Markers

Place event arrows on route prior to event.

Route Marker Removal

Remove event arrows on route after event.

Finish Line

Assist with set-up, cheer riders as they come through, hand out drinks/snacks, clean up.

Sunday, 445 South Street, Morristown, NJ, 10:00 am – 2:00 pm & 2:00 pm – 6:00 pm

Entertainment

Special talents needed for hotel and finish line

Various times and locations

Upon registering as a volunteer, you will receive a confirmation package with a volunteer manual that will include more detailed instructions, directions and more. For more information about other volunteering opportunities with us, please call the Chapter.

DIRECTIONS

START/FINISH

445 SOUTH STREET, MORRISTOWN, NJ. 07960

From the North:

Head South on I-287.

Take Exit 35, Madison Avenue.

Take Madison Avenue West ramp.

Slight right onto Madison Avenue.

Left on South Street – 1 mile to 445 South Street.

From the South:

Take Exit 35 toward Rt. 124/Madison Avenue

Turn right on South Street - .6 miles to 445 South Street

REST STOPS

SATURDAY:

REST STOP #1: CHATHAM TWP. MUNICIPAL AREA 7:30AM-11:30AM

58 MEYERSVILLE RD, CHATHAM, NJ 07928

- Take I-287 to Exit 35, Madison Ave.
- At end of ramp, turn onto Madison Ave. (Rt. 124)
 - o Left if coming from north
 - o Right if coming from south
- Continue on Rt. 124 about 5 miles into Chatham
- Turn right at light onto Fairmount Ave.
- Continue about 4 miles
- Turn right onto Meyersville Road (before downhill)
- Turn right into municipal area, about ¼ mile

REST STOP #2: LIBERTY CORNER SCHOOL 8:15AM-12:30PM

61 CHURCH STREET, LIBERTY CORNER, NJ 07938

- Take I-287 to Exit 26, Mount Airy Road / Rt. 525
 - o If coming from north, turn left at end of ramp
 - o If coming from south, take Exit 26A, which merges into Mount Airy Road
- Turn right at 3rd traffic light (about 3 miles) onto Valley Road / Rt. 512
- Turn left in ¼ mile onto Church Street at gas stations
- Turn right into school lot, about ¼ mile

DIRECTIONS CONT.

REST STOP #3: LUNCH: LIBERTY PARK 9:30AM-3:00PM

RT. 512 AND PARK AVE., GLADSTONE, NJ 07978

- Take I-287 to Exit 22, Rt. 202/206 (Exit 22B from south)
- Follow 206 North about 5 miles
- Turn right at stoplight onto Pottersville Road, Rt. 512
- After less than a mile, turn right at stop sign onto Main St.
- Follow Main St. when it turns left at 0.2 miles
- Turn right at stop onto Main St.
- Park is on right 0.2 miles

REST STOP #4: MENDHAM TWP. MUNICIPAL AREA 9:45AM-3:30PM

2 WEST MAIN STREET, BROOKSIDE, NJ 07926

- Take I-287 to Exit 36
- From north, bear left on ramp to end
- Take I-287 to Exit 36
 - o From north, bear left on ramp to end
 - o From south, take Exit 36B
 - At 2nd stop light, turn right onto Morris St.
 - At 2nd stop light, turn right onto Speedwell and continue half way around square.
 - Turn right onto Washington St. Rt. 510 / 24
 - Continue about 4.5 miles.
 - Turn right onto Cherry Ln.
 - Municipal area is on left ½ mile

PARSIPPANY HILTON

1 HILTON COURT, PARSIPPANY, NJ 07054

Via George Washington Bridge Upon Manhattan:

Take 1-80 West (Exit 43), to 1-287 South (Exit 39B) to Route 10 West to Dryden Way and follow signs to Hilton Court-Hilton Hotel

Via Holland Tunnel (NJ Turnpike):

Take NJ Turnpike North I-95 to Exit 15W to Route 280 West, at the end follow signs for I-187 South, Take I-287 South (Exit 39B) to Route 10 West to Dryden Way and follow signs to Hilton Court-Hilton Hotel

DIRECTIONS CONT.

SUNDAY:

REST STOP #1: MENDHAM TWP. MUNICIPAL AREA

7:30AM -11:30AM

Please see directions on Page 8.

REST STOP #2: FAR HILLS TRAIN STATION 8:15AM-12:30PM

61 CHURCH STREET, LIBERTY CORNER, NJ 07938

- Take I-287 to Exit 26, Mount Airy Road / Rt. 525
- o If coming from north, turn left at end of ramp
- o If coming from south, take Exit 26A, which merges into Mount Airy Road
- Turn right at 3rd traffic light (about 3 miles) onto Valley Road / Rt. 512
- Turn left in ¼ mile onto Church Street at gas stations
- Turn right into school lot, about ¼ mile

REST STOP #3: PLUCKEMIN SCHOOL HOUSE PARK 9:30AM-3:00PM

2020 BURNT MILLS ROAD, PLUCKEMIN, NJ 07978

- Take I-287 to Exit 22, Rt. 202/206
- o From north, make jug handle U turn at light
- o From south, take Exit 22A to 202/206 South
- Turn right at 2nd stop light onto Burnt Mills Road
- Park is on left ¼ mile, by Somerset Art Council

REST STOP #4: MILLINGTON TRAIN STATION 9:45AM-3:30PM

DIVISION & LONG HILL ROADS, MILLINGTON, NJ

- Take I-287 to Exit 30A (from north or south), North Maple, Basking Ridge
- Street becomes South Maple then Basking Ridge Rd.
- Continue 4 miles. Turn right at flashing light onto Long Hill Road
- Station is on left, ½ mile

RULES OF THE ROAD

To ensure a safe ride, please review and follow these rules of the road:

WEAR A HELMET - Always wear a helmet! It's the law!

NEVER RIDE WITH HEADPHONES - Never wear headphones while riding a bike.

OBEY TRAFFIC SIGNS AND SIGNALS - Bicycles must drive like other vehicles if they are to be taken seriously by motorists.

NEVER RIDE AGAINST TRAFFIC - Motorists aren't looking for bicyclists riding on the wrong side of the road. State law and common sense require that bicyclists drive like other vehicles.

HAND SIGNALS - Hand signals tell motorists and pedestrians what you intend to do. Signal as a matter of law, of courtesy, and of self-protection.

DON'T WEAVE BETWEEN PARKED CARS - Don't ride out to the curb between parked cars unless they are far apart. Motorists may not see you when you try to move back into traffic.

RIDE IN MIDDLE OF LANE IN SLOW TRAFFIC - Get in the middle of the lane at busy intersections and whenever you are moving at the same speed as traffic.

FOLLOW LANE MARKINGS - Don't turn left from the right lane. Don't go straight in a lane marked "right-turn only."

CHOOSE THE BEST WAY TO TURN LEFT - 2 Choices: (1) Like an auto: signal move into the left turn lane and turn left. (2) Like a pedestrian: ride straight to the far side crosswalk. Walk your bike across.

NEVER PASS ON THE RIGHT - Motorists may not look for or see a bicycle passing on the right. Learn to scan the road behind you while riding. Look back over your shoulder without swerving, or use a rear-view mirror. Don't pass cars or cyclists on their right. Call out "on your left" when passing.

MAKE EYE CONTACT WITH DRIVERS - Assume that other drivers don't see you until you are sure that they do. Eye contact is important with any driver which might pose a threat to your safety.

SCAN THE ROAD BEHIND - Learn to look back over your shoulder without losing your balance or swerving. Some riders use rear-view mirrors.

AVOID ROAD HAZARDS - Watch out for parallel-slat sewer grates, gravel or debris. Cross railroad tracks at right angles. Call out hazards to warn other riders.

KEEP BOTH HANDS READY TO BRAKE - You may not stop in time if you brake one-handed. Allow extra distance for stopping in the rain, since breaks are less efficient when wet.

DRESS APPROPRIATELY - In rain wear a poncho or waterproof suit. Dress in layers so, you can adjust to temperature changes. Wear a sturdy helmet to protect your head. Wear brightly colored clothing.

KEEP BIKE IN GOOD REPAIR - Adjust your bike to fit you and keep it working properly. Check brakes and tires regularly. Routine maintenance is simple and you can learn to do it yourself.

SUPPORT YOU CAN COUNT ON

MEDICAL SERVICES

Emergency medical vehicles patrol the route and are positioned at rest stops. These volunteers graciously provide their talent, supplies and vehicles to serve your needs. They are here to tend to any medical condition that may arise and you should take advantage of their expertise if you have any doubts about your physical condition.

If you have any pre-existing medical conditions, or are taking ANY type of medication, please note this on the back of your rider number.

ROUTE MARKINGS

We make every effort to ensure you won't get lost! The route will be marked with National MS Society arrows. **Please note: The route you are on is marked with corresponding colored arrows that match your cue sheet.** All turns will be marked with double arrows. There will also be an additional marking every 8/10 of a mile on the road to ensure that you're going in the right direction. If you are unsure on the day of the ride, please check your cue sheet or ask one of the SAG drivers or any other event staff.

MASSAGE THERAPISTS

Massages will be available at the Parsippany Hilton and Sunday's finish line. Please note that massage therapists are donating their time and talents. While not mandatory, tips are welcomed and appreciated.

COMMUNICATIONS SUPPORT

Our communications volunteers are our eyes and ears along the route. They are stationed throughout the route, at each rest stop and on each support vehicle, so that the National MS Society is aware of everything that occurs along the ride. In case of an emergency, please contact the nearest Communications Volunteer. They provide the official means of communication for the entire weekend.

SAG VEHICLES

Support and Gear (SAG) vans will be on route at all times throughout the day. These are 15 passenger vans that will be labeled with Bike MS signs. If you would like a lift to the next rest stop or finish line, please proceed to the next rest stop and hop on.

If you are unable to ride to the next rest stop, please stop at a safe location on the road and flag down a SAG.

If you need immediate attention, please call the phone number on your cue sheet for assistance and we will send the first available SAG to pick you up. Please be sure to refer to your cue sheet for your location by instruction number.

SUPPORT YOU CAN COUNT ON CONT.

BIKE REPAIR SERVICE

Our partner bike shops will be located at the start of each day, all rest stops and the finish line. If you are able to ride to a rest stop, visit a bike shop technician there. If you are unable to ride your bicycle to the next rest stop, please stop at a safe location on the road and flag down a SAG.

SHUTTLE BUS

Saturday, September 13th

Free Shuttle buses will be running from the Parsippany Hilton to 445 South Street from 10:00 am-7:00 pm. Pick up/Drop off will be in the front of the hotel.

Sunday, September 14th

Free Shuttle buses will be running from 445 South Street to the Parsippany Hilton from 10:00 am-5:00 pm. Pick up/Drop off will be on the road between the parking lot and the start/finish line.

SAFETY AND COURTESY

Bike MS is not a race. It is an organized fundraising bicycle ride to benefit people living with MS. Safety on the route is paramount. All riders **MUST** practice friendly, courteous and safe cycling etiquette from start to finish. Please review the rules of the road prior to the ride and abide by them.

To better provide you with a secure event, the Wayne Police Department will be on route at all times assisting with traffic. EMT's will be located at all rest stops and on the route. HAM Radio Operators will be located at all rest stops and on the route to ensure communication is available. All of these important roles are being filled by wonderful volunteers.

PARKING

Parking is available in the designated lots at the start/finish location, 445 South Street, Morristown, NJ.

Participants riding on Sunday only will park at the Parsippany Hilton. Parking for volunteers is available at their designated volunteer locations.

LUGGAGE

Every rider staying overnight at the Parsippany Hilton is able to bring two bags that will be transported to the hotel and back to the finish line on Sunday.

After check-in, please be sure to place your luggage tag(s) on your bag(s). Proceed to the designated luggage drop-off area beside the large Hertz truck.

PLEASE DO NOT PACK ANY FRAGILE ITEMS.

RIDER PACKET AND RIDER NUMBERS

You will receive a rider packet when you check in. The packet will include the following items:

1. Rider Number bib for your back to secure with safety pins (also included in packet)
2. Bike Frame Rider Number to secure with twist ties (also included in packet)
3. 2 adhesive Luggage Tags
4. "I'm Riding For" bib for your back to secure with safety pins
5. Cue sheets
6. Weekend Schedule

Your rider number bib must be worn at all times throughout the event. Please remember to move your bib to any layer of clothing you may add during the ride. The bike number must be clearly visible on the center bar of your bike. The luggage tags must be placed on your bag(s) before placing them on the truck.

ONLINE PARTICIPANT CENTER

Once registered for Bike MS, you will be able to take advantage of the online fundraising tools. Using your username and password, you can log in to your personal Bike MS Participant Center. Here, you have many functions to take advantage of including:

- Writing your personal story as to why you ride
- Add your own photo from past Bike MS events
- E-Mail your page to friends and family for support
- Have donors e-pledge you directly from your page
- Track your online donations and progress

Team Page

Each registered team can take advantage of the online Team Page. The Team Captain has access to update the page regularly. The Team Page allows you to place any information in a central location, view team roster, access team members personal page, accept team e-pledges and view team progress.

WEEKEND TIMELINE

Saturday, September 12th

7:00am:	Check-in, drop off your bags to the luggage area
7:00am-7:50am:	Team pictures
8:00am:	Ride begins
10:00am:	20-Mile ride begins

Rest Stop Times

- Rest Stop #1-8:00am - 10:00am
- Rest Stop #2-8:30am - 11:00am
- Rest Stop #3-9:00 am - 3:00 pm
- Rest Stop #4-10:00 am - 4:00 pm

4:00pm: Power Loops courses will be closed

*When you arrive at the Parsippany Hilton, proceed to the hotel check-in.
You have the option of bringing your bike to your room
or storing it in the designated bike storage room.*

12:00pm - 8:00 pm:	Massage rooms open
2:30pm - 6:30 pm:	BBQ Dinner will be served (Cash bar available throughout the afternoon and evening)
7:00pm:	Doors open for the Program & Comedy Show

Sunday, September 13th

7:00am:	Wake Up calls
6:30am-8:00am:	Breakfast served <i>Please be sure to drop off your key to the front desk</i>
7:00am-8:00am:	Morning stretches
6:30am-8:00am:	Drop off your bag(s) to the luggage area outside the hotel
8:00am:	Ride begins

Rest Stops Times

- Rest Stop #1-8:00am - 10:00am
- Rest Stop #2-8:30am - 11:00am
- Rest Stop #3-9:00am - 3:00pm
- Rest Stop #4-10:00am - 4:00pm

4:00pm: Power Loops courses will be closed

When you have completed the ride, you will be greeted at the Finish Line Celebration with plenty of food, drink, music, massages and fun!

*Please note that any participant arriving late to the start of either day will be "sagged" to the first rest stop.

The Chapter staff and Safety Committee leaders have the right to pull riders off the road if they feel the route is unsafe for cycling. If you do not comply, we will remove your rider number.

CANCELLATIONS & HOTEL INFORMATION

CANCELLATIONS

Bike MS will take place rain or shine. However, if the route is unsafe for cycling due to inclement weather, we will delay and /or cancel that day(s). Please call 1-800-266-6152 for updates regarding delays or cancellations.

HOTEL ACCOMMODATIONS

Overnight accommodations are available at the Parsippany Hilton. Rooms are booked as double occupancy. If you do not provide us with a roommate, we will assign one to you. If you would prefer to book a room at your own expense, please do it by August 20th by calling the Parsippany Hilton at 973-267-7373. The Bike MS block of rooms close after this date. Please note that you will need a credit card upon checking in to the hotel. Any incidentals that you may incur during your stay, is your responsibility.

HOTEL INFORMATION

SATURDAY

- Upon your arrival to the Parsippany Hilton, you will check in with NMSS staff/ volunteers
- You will proceed to check in at the hotel lobby.
- Pick up your bag(s) in the luggage pick up area.
- You can leave your bike in a secured designated bike room or choose to bring it to your room.
- Massages will be available by volunteer therapists in the assigned rooms.
- Snacks will be provided by the Chapter outside the massage rooms.
- A BBQ dinner will be provided from 2:00pm - 6:30pm.
- Vendor Village open from 2:00pm - 6:00pm.
- Program and comedy show will start promptly at 7:00pm.
- The hotel has amenities including a hotel restaurant, Ruth Chris Steakhouse, the Atrium bar and lounge, room service, gift shop, indoor pool and gym.

SATURDAY

- A 6:00 am wake up call to your room will be provided.
- Breakfast will be served from 6:30am - 8:00am.
- Drop your bag(s) off in the assigned luggage area outside.
- Pick up your bike.
- Bike repair will be provided outside in the parking lot.
- Ride leaves promptly at 8:00am. If you arrive late or oversleep, you will be "sagged" to the first rest stop.

OUT OF STATE CYCLISTS

If you would like to stay over the night before or the night after the event, the closest (approximately 3 miles) hotel to the start/finish is the Best Western-Morristown. Address: 270 South Street, Morristown, NJ 07960. Phone: 973-540-1700.

WEEKEND SUPPLIES

Below you'll find a list of items that will be helpful to bring along to the Great New Jersey Country Bike Ride:

- Helmet
- Sunglasses
- Patch Kit
- Extra Money
- Rain Gear
- Cycling Gloves
- Water Bottle
- Food (if on a special diet)
- Jacket/Sweatshirt
- Sun Block
- Spare Tubes

FOOD AND BEVERAGES

- Bagels will be provided Saturday morning at the check-in area
- Rest stops are fully supplied with snacks and fruit as well as beverages including water and power drinks. The third stop each day will include a full lunch.
- A BBQ dinner with beverages, including one complimentary beer (proper ID required), will be provided at the Parsippany Hilton from 2:00pm - 6:30pm.
- Snacks will be provided by the Chapter at the hotel throughout the day and evening.
- Sunday's finish line will include a fully catered meal with beverages.

TEAM INFORMATION

TEAM TABLES

Teams with a goal of \$10,000+ will have the option of having their own team table at check-in that will include their rider packets, T-Shirts and donation pick up by staff/volunteers. You will also be provided with your own table at the finish line on Sunday.

TEAM PHOTOS

Team photos will be taken Saturday morning before the start of the ride at 8:00 am. If your team does not get their photo taken at that time, you will have the opportunity to do so Sunday at the finish line.

TEAM JERSEYS

We will announce the winner of the Best Team Jersey at the overnight program. If you would like to create your own team jersey, consider using our preferred vendor, VOmax. Based in Massachusetts, VOmax has been producing custom team-branded apparel for over 25 years and services hundreds of bike MS events across the country. Please feel free to contact VOmax regarding your needs for team jerseys, shorts, or any other related apparel. As a supporter of our Chapter, VOmax will contribute 10% of all jersey orders it receives back to the Chapter. The minimum order is ten. VOmax provides graphical art design and quick delivery turn-around. Feel free to contact VOmax for sample designs and/or more information.

VOmax Contact Information:

Peter Manning

Phone: 800 530 9740

E-mail: pmanning@vomax.com

Website: www.vomax.com

Be sure to mention the New Jersey Metro Chapter when you call!

CHAMPIONS AGAINST MS

Champions Against MS is a program designed to connect people living with MS with bike MS participants in order to foster education, awareness, gratitude and most importantly, Hope. With assistance from the Chapter, you will receive correspondence from your CHAMP as well as a signed bandana before the event. We encourage our partnered CHAMPS to, if possible, meet in person the event.

You will have the opportunity to sign up for the program when you register. If you have already registered but want to be a CHAMP, please contact Mikal McDaniel.

BIKE MS PROGRAMS

STREET TEAM

Join the Street Team and Help Us Spread the Word!

Join the Street Team today! Membership is easy. Simply contact us, and let us know that you are interested in distributing bike MS promotional material. We will send you bike MS posters, brochures, and hanging donation display cards that you can distribute at your place of business, place of worship, gym, club, local restaurant, etc. This will help us all spread the word about bike MS, and encourage as many people as possible to get involved in this excellent event!

So, what are you waiting for? Contact Jonathan Staunch today, and he will send you all the materials you need to get the word out on the Street!

BONUS BUCKS

Recruit Rookie Riders and Earn Bonus Bucks Towards your Pledge Total!

Each "rookie rider" that you recruit to participate this year, earns you \$100 towards your pledge total to reach a higher prize level. Here's how it works:

1. Recruit cyclists to ride with you.
2. To qualify as a "rookie rider", the cyclist cannot have participated in a previous Greater North Jersey bike MS.
3. Each "rookie rider" must pay the registration fee in full and have the minimum pledge amount in by October 13, 2009.
4. When you send in your pledges, include your BONUS BUCKS coupon(s) with the information filled out and count it toward your pledge total.

BUT OF COURSE THERE ARE RULES

1. Bonus Bucks do NOT count toward your registration fee, minimum pledge total or entry into the Gold Spokes Club.
2. You can't count yourself as your own "rookie rider," even if it is your first tour.
3. Two "rookie riders" cannot use each other.
4. Each "rookie rider" can only be used once. If more than cyclist claims a "rookie rider," the cyclist who sends in their Bonus Bucks first will be credited.

BIKE MS PROGRAMS CONT.

VICTORY CLUB

Being a team captain is a tough job...but it can also be one of the most rewarding things you decide to do.

It takes hard work, leadership skills, dedication, and commitment to lead a team. Team captains sacrifice their time and energy for the benefit of their fellow teammates, and for the benefit of those living with MS.

We truly value ALL of our captains. As a special "thank you" for those who go above and beyond in their team captain efforts, we have created the Victory Club.

If your team raises \$20,000 or more, you the team captain - will join the elite ranks of the Victory Club. you will receive a special award and recognition at the bike MS Awards Night, and a "high-end" prize.

Are you a team captain that has what it takes to get to the Victory Club? Contact Jonathan Staunch today for more information, and for fundraising tools and suggestions.

PRIZE SELECTIONS

Riding has its rewards! Raise \$500 or more and you will be eligible for the following prizes. Please note that all donations MUST be received by the prize deadline of October 14, 2009 in order to be entitled to your gift.

\$500 - \$999	\$50 Bike Shop or Lands' End Gift Certificate
\$1,000 - \$1,999	\$100 Bike Shop or Lands' End Gift Certificate
\$2,000 - \$2,999	\$200 Bike Shop or Lands' End Gift Certificate
\$3,000 - \$3,999	\$300 Bike Shop or Lands' End Gift Certificate
\$4,000 - \$4,999	\$400 Bike Shop or Lands' End Gift Certificate
\$5,000 - \$5,999	\$500 Bike Shop or Lands' End Gift Certificate
\$6,000 - \$6,999	\$600 Bike Shop or Lands' End Gift Certificate
\$7,000 - \$7,999	\$700 Bike Shop or Lands' End Gift Certificate
\$8,000 - \$8,999	\$800 Bike Shop or Lands' End Gift Certificate
\$9,000 - \$9,999	\$900 Bike Shop or Lands' End Gift Certificate
\$10,000 - \$19,999	Tour of Champions or \$1,000 Bike Shop or Lands' End Gift Certificate
\$20,000+	Tour of Champions w/guest or \$1,500 Bike Shop or Lands' End Gift Certificate

2008 TOP TEAMS

TEAM	CAPTAIN	TOTAL
Team Hertz	Stacy Levine & Kathleen Roche	\$90,673
Team Falcon	Jack Young	\$82,447
Ridgewood Cycle	Ken Hoexter	\$72,852
High Gear Cyclery	Michael Spilker	\$52,055
NJRCC	Joe Laurino	\$45,451
Team Novartis	Richard Ranft	\$40,688
Team Sony	Kevin George & Alan Paterson	\$37,473
Deloitte	Joe Welter	\$22,383
Siemens	Marc Aronowitz	\$14,882
Kirch Mountain Creek	Leila Kirchmer	\$11,840

2008 GOLD SPOKES

The Bike MS Gold Spoke Club is an elite group of cyclists that have raised \$1,000 or more. These participants set a fundraising goal and achieve it through hard work and persistence. Gold Spokes receive a commemorative jersey and a special extended massage ticket for the hotel.

CONGRATULATIONS and THANK YOU to our 2008 Gold Spoke Cyclists!

Ken Hoexter	\$50,942	Steve Elliott	\$4,146	Erin Colfax	\$2,010
Daniel Malanka	\$36,475	Vincent LaFashia	\$3,886	Reeva Kymer	\$2,010
Scott Rives	\$31,358	Thomas Rosen	\$3,325	Cliff Blaker	\$2,000
Jeff Hurwitz	\$16,517	Mark Kreston	\$3,285	Rocco Lepore	\$1,930
Jack Young	\$12,754	David Chirco	\$3,269	James Morgante	\$1,910
Frank Visconti	\$11,845	Scott Berger	\$3,200	Robert Skerker	\$1,874
Paul Donohoe	\$10,183	Gary Crystal	\$3,200	Jim Guarino	\$1,860
William Fredericks	\$9,025	Kelly Sullivan	\$3,195	Steve Devine	\$1,841
Douglas Steen	\$8,050	Herbert Rozansky	\$3,167	Jay Green	\$1,800
Frank Teger	\$7,515	Philip Collins	\$3,145	Rick Romanowski	\$1,762
Tim McChesney	\$6,806	Robert Longo	\$3,115	Donald Shields	\$1,735
Andrew Lloyd	\$6,505	Bruce Zahor	\$2,630	Jeffrey Davis	\$1,710
John House	\$6,436	Dave Keil	\$2,595	Ian Laudor	\$1,705
Don Schatz	\$6,431	Mark Phelps	\$2,553	Robert Graziano	\$1,700
Michael Spilker	\$6,115	Erin Nothwang	\$2,500	Stephen Gruenstein	\$1,695
Maurice Honor	\$6,030	Scott Gaines	\$2,500	Jay Rosenblatt	\$1,685
Winfrid Itondo	\$5,901	Richard Ranft	\$2,480	Vito Tamborrino	\$1,620
Joey Laurino	\$5,732	Krista Collopy	\$2,435	Anthony Centorrino	\$1,600
Eric Model	\$5,648	Sue Kluga	\$2,430	Michael Dowd	\$1,575
Chris Jeffers	\$5,446	John Theodosion	\$2,305	Gary Garafano	\$1,565
Ronald Matysik	\$5,161	Franklin Blaeuer	\$2,296	Jennifer Kummer	\$1,545
Paul McConomy	\$5,136	Victoria Zimmerman	\$2,295	Carl Finacchio	\$1,520
Dave Hindman	\$5,087	James Weingartner	\$2,285	Ilka Rivard	\$1,500
Marc Aronowitz	\$5,015	Bruce Fabian	\$2,211	Tammy Quasius	\$1,495
Marius Editoiu	\$4,937	Leila Kirchmer	\$2,170	Ron Polansky	\$1,485
Anibal Roges	\$4,936	Michael Hoffmann	\$2,085	Jeff Backman	\$1,485
Ellen Kendall	\$4,725	Michael Pappa	\$2,050	Eleanor Campbell	\$1,470
Alan Lieber	\$4,641	William Howe	\$2,048	Thomas Siniscalco	\$1,465
Richard Magee	\$4,540	John Cabatu	\$2,015	John Neidzwski	\$1,445
Thomas Cubby	\$4,205	Debbie Cowell	\$2,010	Joe Nugent	\$1,440

2008 GOLD SPOKES CONT.

Robert Jensen	\$1,440	Patrick Castiglia	\$1,160	Erin Murphy	\$1,062
Phil Krater	\$1,435	Marjan Panah	\$1,160	Barbara Balzano	\$1,060
Eddie McKeon	\$1,425	Stacy Levine	\$1,155	Joseph Nothwang	\$1,050
David Ailinger	\$1,400	Tom Reddy	\$1,150	John Kennedy	\$1,050
Gilbert Wolfin	\$1,370	Nils Swedlund	\$1,150	Louis Fucito	\$1,045
Elizabeth O'Callaghan	\$1,364	Harry Carpenter	\$1,145	Daniel Torres	\$1,030
Danny Lupo	\$1,350	Eric Kahler	\$1,145	Fred Depekary	\$1,020
Barbara Sanchez	\$1,345	Rich Dinallo	\$1,140	Brian Kirchner	\$1,020
Victor Delimata	\$1,325	Leigh Dodd	\$1,135	Paul Quasius	\$1,005
John André	\$1,325	Susan McCollum	\$1,130	Keith Olsen	\$1,005
Mike Schad	\$1,300	Christie Arrasate	\$1,130	Andrew McKinnon	\$1,001
Terry Levinstone	\$1,280	Beth Morrow	\$1,129	Thomas Ossa	\$1,001
David Wagner	\$1,250	Cheryl Kennedy	\$1,125	Alan Paterson	\$1,001
Connor Kreston	\$1,250	Kevin George	\$1,125	Dan Holdt	\$1,000
Daniel Preisler	\$1,248	Dom Soriano	\$1,120	Lisa Klepp	\$1,000
Gloria Friedman	\$1,231	Barbara Morrow	\$1,118	Robert Crafton	\$1,000
John Brewer	\$1,220	Paul Szemkus	\$1,115	Joe Ferrara	\$1,000
Pierre Najlis	\$1,215	Robert Kirchner	\$1,110	Burt Totz	\$1,000
Bull Debra	\$1,215	Noelle Najjar	\$1,100	Nasib Najjar	\$1,000
John Blevin	\$1,212	John Benda	\$1,100	James Cowell	\$1,000
William Lanza	\$1,210	Lou Fleleh	\$1,100	Kathleen Ranft	\$1,000
Susan Clement	\$1,210	Ronald Glasgow	\$1,100	Patricia Hernandez	\$1,000
Gregory Fleischmann	\$1,200	Michael Sterling	\$1,095	Noreen Ponik	\$1,000
Erin Ranft	\$1,200	Ewa Warkiewicz	\$1,085	Steve Domanski	\$1,000
Mary Carroll	\$1,200	Stephen Bacharach	\$1,080	Ken Marsh	\$1,000
Donald Ferrell	\$1,180	Joseph Welter	\$1,075	Jerry Taylor	\$1,000
Christy Meyer	\$1,165	Kyle Hurst	\$1,075	Richard Ranft	\$1,000
Christopher Duvally	\$1,165	Stephen LeVine	\$1,070		

WHERE YOUR MONEY GOES

The New Jersey Metro Chapter is working very hard to meet the needs of the 10,000 families affected by MS. For example, your pledges enabled Kathy, a 40 year-old homebound person, to participate in conference calls with others who are also homebound. This program is facilitated in conjunction with a therapist. You have also helped Kevin, a 16 year old who attended our kids' camp, where he met other kids who have a parent with MS. Lorraine, a person living on a fixed income of \$15,000 a year, who needed a home health aide to help her with everyday activities like cooking and cleaning.

Here are more ways your pledges help someone with MS:

\$2,500	Electric Scooter
\$2,000	Stair Glide
\$1,000	Homebound Conference Call Program
\$500	Manual Wheelchair

Your donations help further the mission of the National Multiple Sclerosis Society, which is to create a world free of MS. It was because of these funds that the New Jersey Metro Chapter was able to provide the following in 2008:

- Wellness Center Programs at CentraState Hospital in Freehold and Kessler Institute of Rehabilitation in West Orange.
- Newly Diagnosed Educational Seminars.
- MS Kid's Camp.
- Individual or Group Counseling Services.
- Durable Medical Equipment Assistance.
- Conference Call Therapy Sessions for those Confined to their Home or Nursing Homes.
- Information on New Medical Developments on the Cause, Treatment and Cure for Multiple Sclerosis.

SAMPLE FUNDRAISING LETTER

Dear _____,

I'm writing to you about a cause that's important to me and a cause that I know you will want to support. I have decided to take steps in the fight against multiple sclerosis (MS) by joining Bike MS on September 12 & 13, 2009 and I'm asking you to join me in the important fight by sponsoring me.

MS is an unpredictable and devastating disease that can attack any of us in the prime of life. Imagine, one day you are ready to take on the world...and the next you're faced with the diagnosis of an incurable and debilitating disease. That's why I am participating in Bike MS and asking you to help me make a difference.

MS researchers have made extraordinary progress these last few years searching for a cure and your contribution will help support these vital efforts. Funds will also be used to support local programs for people with MS and their families.

You can help me reach my fundraising goal of \$_____ by sponsoring me in Bike MS. It's easy just return your contribution to me in the envelope provided and be sure your check is made payable to the National MS Society. Or you can learn more about MS and sponsor me online by visiting bikenjm.nationalmssociety.org.

Your support will mean so much to me and the over 400,000 Americans living with MS.

Warmest Regards,

OFFICIAL BIKE SHOPS

THANK YOU TO OUR BIKE SHOP PARTNERS FOR THEIR TIME,
TALENT AND ASSISTANCE!!!

Visit any one of our partner bike shops for a **free** bike inspection
prior to bike MS!

Allendale Cycle - Allendale, NJ	201 664 1688
Allwood Bicycles - Clifton, NJ	973 574 9001
Amber Cyclery - Fair Lawn, NJ	201 797 5600
Campmor - Paramus, NJ	201 445 5000
Cosmic Wheel - Ridgefield Park, NJ	201 440 6655
Cycle Craft - Long Valley, NJ	908 876 5600
Cycle Craft - Parsippany, NJ	973 227 4462
Cycle Sport - Park Ridge, NJ	201 391 5269
Diamond Cycle Center - Montclair, NJ	973 509 0233
Heino's Ski & Cycle - Pequannock, NJ	973 696 3044
High Gear Cyclery - Stirling, NJ	908 647 2010
High Gear Cyclery - Millburn, NJ	973 376 0001
James Vincent's Bicycles - North Bergen, NJ	201 869 1901
Madison Bike Shop - Madison, NJ	973 377 6616
Marty's Reliable Cycle - Hackettstown, NJ	908 852 1650
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Succasunna, NJ	973 584 7773
McCormick's Bicycle Shop - Washington, NJ	908 689 0385
Montclair Bikery - Montclair, NJ	973 744 7252
Pedal Sports - Oakland, NJ	201 337 9380
Ramsey Bike & Ski - Ramsey, NJ	201 327 9480
Ridgewood Cycle - Ridgewood, NJ	201 444 2553
Sam's Bicycle & Repairs - Elmwood Park, NJ	201 797 5819
Sussex Bike & Sport Shop - Sussex, NJ	973 875 6565