



bike to  
create a world  
free of MS

# Bike MS: Coast the Coast Rider Manual

May 19 & 20, 2012

Tim & Beth Knotts  
Team Tied Up in Knotts  
Bike MS: 2011



## **2012 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. This event also supports national research efforts, which are focused on finding 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. We hope that you find this manual helpful towards finding the answers. If you should have additional questions, the Development Staff is 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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## 2012 Bike MS Development Team

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Dear Cyclist,

Thank you for joining us for the 2012 Bike MS Coast the Coast Ride! We are anticipating another great year and hope that you and all the cyclists will make the 2012 ride both memorable and successful!

Taking part in a Bike MS Ride means that you have joined the movement to create a world free of MS. Your efforts to raise awareness and funds will affect the lives of people living with MS and their families. The money raised provides 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 in addition to national research projects.

We are boasting about the improvements and changes that are occurring right now which help those living with MS. 2011 saw tremendous advances in research and our Chapter completed new initiatives like opening the 30 unit housing complex, Kershaw Commons, for those with this disease. We are unstoppable and are looking forward to more breakthroughs in research, drug therapy and additional housing projects, to name a few. Great thanks goes to you, our dedicated cyclists, who have worked hard to contribute to these amazing results!

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 Coast the Coast Rider Manual for complete information about the event so that you can enjoy the event thoroughly. We are constantly striving to improve this ride, but it's people like you who make it as exciting and fulfilling as it is!

If you have any questions, please call the NJ Metro office in Oakhurst at 732-660-1005. We look forward to seeing you at the ride again.

Best Regards and Thank You!

Mary Beth Maclearie  
Director of Bike MS  
New Jersey Metro Chapter

## PARTICIPATION PROCEDURES

### 2012 BIKE MS: COAST THE COAST

Saturday, May 19<sup>th</sup>

Monmouth University  
Boylan Gymnasium - Larchwood Entrance  
400 Cedar Avenue  
West Long Branch, New Jersey 07764

Sunday, May 20<sup>th</sup>

Pinelands Regional Junior High School  
590 Nugentown Road  
Little Egg Harbor, NJ 08087

### START TIME

THIS EVENT WILL BE HELD RAIN OR SHINE!

RIDE	REGISTRATION	START
MS 170	7:00AM	8:00AM
MS 85	7:00AM	8:00AM
MS 50	8:00AM	9:00AM
MS 25	9:00AM	10:00AM
SUNDAY MS 170	6:30AM	7:30AM
SUNDAY MS 85	6:30AM	7:30AM

Team Privilege! Teams with riders in different ride lengths may all start together as a group at the earlier time. (i.e. A team with riders in the 50 and the 170 may all start at 8:00AM.)

### IMPORTANT:

- PLEDGE MINIMUMS MUST BE FULFILLED PRIOR TO THE EVENT. NO EXCEPTIONS.
- Rider numbers will only be given to riders who have turned in their pledge minimums.
- Failure to pay the minimum pledge will prohibit you from participating in the future.
- Check-in at Monmouth University will be easier if you utilize our online tools and mail checks to the chapter office in advance!
- Before you arrive on Saturday, PLEASE complete the PLEDGE ENVELOPE and SAFETY PLEDGE to get your Rider Wrist Band and Route Card at check-in.
- The "Coast the Coast" wrist band allows you to receive route cards and access to meals. Please wear it!

## **RIDING REQUIREMENTS**

- Helmets must be worn by all participants.
- Rider numbers must be visible at all times.
- No one under the age of 12 will be allowed to ride in Bike MS.
- All riders must have a signed waiver on file.
- 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 tips on page 14 and special youth flyer with parent or legal guardian.
- No trailers or carriers allowed.
- No tagalongs are permitted.

## **RIDER NUMBER**

- Attach large rider number bib to the back of your jersey with safety pins (Note: participants MUST complete the required medical information on the back of the rider bib).
- Luggage tags should be placed around your luggage handles. (For 170 riders only.)
- Attach the small two-sided rider number to the center bar or top tube of bike; use twist ties to attach rider numbers to your handlebars or center bar.

## **SUPPLIES**

### **HELMETS, RIDER NUMBER & WRISTBAND MUST BE WORN**

Below please find a list of items that  
will be helpful in packing for your ESCAPE TO THE CAPE!

#### All Rides:

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

#### MS 170:

*Sleeping Bag/Tent	*Casual Clothing	*Pillow
*Extra T-shirts	*Undergarments	*Toiletries
*(2) Towels	*Cycling Shorts	*Extra Shoes
*Sweatpants		

*Please note: cycling shoes are not permitted in the gym*

## **ROUTE MAP**



## **WEEKEND TIMELINE**

### **SATURDAY, MAY 19TH**

#### **170 & 85 milers:**

7:00AM: Check-in, drop off bags to the luggage area  
7:00AM-7:50AM: Team pictures  
8:00AM: Ride begins

#### **50 milers:**

8:00AM: Check-in  
8:00AM-8:50AM: Team pictures  
9:00AM: Ride begins

#### **25 milers:**

9:00AM: Check-in  
9:00AM-9:50AM: Team pictures  
10:00AM: Ride begins

Please do not start prior to designated time – there will be no support until designated start time. If you are not at the last rest stop at the designated time you will be sagged to the finish. This is for your safety.

#### **Rest Stop Times\*:**

- Belmar Gazebo - 8:15AM - 2:00PM
- Brielle Cyclery - 9:00AM - 1:30PM
- Centennial Park - 9:30AM - 1:30PM
- Washington Street School - 10:00AM - 2:00PM
- Cedar Creek School Lunch Stop - 10:30AM - 2:30PM
- Ocean County Vo-tech - 11:00AM - 3:30PM
- Warren Grove Fire Department - 11:30AM - 4:00PM
- Pinelands Regional Junior High School Finish Line - Noon - 6:00PM

#### **At Monmouth University/25 and 50 Mile Finish Line:**

11:00AM – 3:00PM: Lunch open  
11:00AM – 3:00PM: Massage therapist open  
3:00PM: Closing

#### **At the Pinelands/170 and 85 Mile Day 1 Finish Line:**

1:00PM – 6:00PM: Massage rooms open  
3:30PM – 7:30PM: Shuttle buses to dinner at Tuckerton Seaport  
4:00PM – 7:00PM: Dinner served at Tuckerton Seaport  
3:00PM – 7:30PM: Shuttle buses to LBI  
3:30PM – 6:00PM: Buses depart for Monmouth University

When you arrive at the finish line, receive your Bike MS medal and proceed to check-in. Showers are available at the school. Take the shuttle bus to Tuckerton Seaport for dinner and return back to the school for shuttle to LBI. You may store your bike in the school overnight or load onto the bus for return back to Monmouth University.

\*Rest stop times have been revised.

## **SUNDAY, MAY 20TH**

5:30AM – 6:00AM: Bus Pickups on LBI along Long Beach Boulevard

6:00AM – 7:30AM: Breakfast served

6:30AM – 7:30AM: Registration for Sunday 85 mile ride

Check-in for Day 2 of 170 mile ride

Drop off bag to luggage truck

7:30AM: Ride Starts

### **Rest Stops Times\*:**

- Lower Bank Tavern - 7:30AM - 9:00AM

- Port Republic General Store - 8:00AM - 10:00AM

- Egg Harbor Township Fire Department - 9:00AM - 12:00PM

- Ocean City Primary School Lunch Stop - 10:00AM - 2:00PM

- Sea Isle Ambulance Corp. (Water Stop) - 10:30AM - 3:00PM

- Avalon Recreation Center – 11:00AM - 3:30PM

- American Legion, Wildwood – 11:00AM - 4:15PM

- Cape May Finish Line - 11:00AM - 5:00PM

### **At the Cape May Finish Line:**

1:00PM – 5:00PM: Massage rooms open

2:30PM – 5:45PM: Buses depart for Monmouth University

4:00PM & 6:00PM: Buses depart for Pinelands Regional Junior High School

\*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.

## **CHECK-IN AFTER RIDE**

Please check-in at the completion of your ride and at the overnight stop, if applicable. Give your name and rider number to a volunteer at the check-in table and you're all set! Please note that check-in is for your safety!

## **TUCKERTON SEAPORT DINNER SATURDAY NIGHT**

A special feature of the Coast the Coast is the dinner offered at the Tuckerton Seaport. Enjoy fine food, bluegrass music and a cold beer as you unwind from a long day of cycling. Shuttle buses will run from the Pinelands Regional Junior High School to the Seaport and back.

## **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.

## **SUPPORT YOU CAN COUNT ON**

### **MEDICAL SERVICES**

Emergency medical vehicles patrol the route and are positioned at several 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.

### **MECHANICAL SUPPORT**

Our local bike shops help sponsor the ride. They'll be on the road and at rest stops all weekend. Get your bike inspected prior to the Ride Weekend. While riding if you encounter a mechanical problem, move completely off to the side of the road. Professional bicycle mechanics are on hand throughout the ride for your assistance. Spare tubes and parts are available for most bicycles. Repair labor will be free of charge. There will be a nominal charge for parts. Bicycles in need of major repair work will be charged a nominal fee for extensive service. Mechanics roam the route and will be stationary at a few stops. Please be patient - our number one priority is to service the riders on the road. If you are waiting at a rest stop, sit back and relax. Assistance is on the way!

### **RIDE MARSHALS**

Wearing special jerseys, this team of experienced cyclists aims to help you reach the finish line safely. Whether you're riding for the first or tenth time, follow the lead of the ride marshals and PLEASE contribute to your safety and the safety of those around you by adhering to the rules of the road. Please thank all of these wonderful volunteers when you see them. They can assist you with roadside repairs and emergencies.

### **POLICE AND COMMUNITIES**

Every effort is made to keep you safe. Where possible, local police will be assisting your travel through communities with busy roadways or intersections.

### **MOTORCYCLE SUPPORT**

These motorcycle volunteers can be found at "caution" intersections. They monitor and guide cyclist traffic, but are not permitted to stop vehicular traffic. When you see a motorcycle volunteer, ride with caution. They will be wearing orange shirts.

## **ROUTE MARKINGS**

We make every effort to ensure you won't get lost! The ground will be painted with bright orange marking paint, follow them every pedal of the way. These markings, which are located to the right, will always be before and immediately after each turn. There will also be an additional marking every half 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 Ride Marshals.

In the event of rain, orange arrows might be posted along the route. This is used as a back-up route marker when temporary paint is used. These will be on light posts and street poles on your right.

If you are riding the 25 or 50-mile routes, please watch for route markings and signage to indicate where your route splits off from the longer distances. Your route turns back to Monmouth University mid-way through your ride.

## **COMMUNICATIONS SUPPORT**

Our communications volunteers are our eyes and ears all along the route. They are stationed throughout the route 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 the entire weekend.

## **SAG WAGON**

Just can't push another pedal? Look for the first SAG Wagon to come your way and give the "thumbs down" signal if you want to be picked-up. You and your bike will be transported. NOTE: The trip into the finish line or the next rest stop is not always direct. Be patient as we pick-up other cyclists in need.

## **MASSAGE THERAPISTS**

Massages will be available at Monmouth University for 25 and 50 milers and at the overnight location for the 85 and 170 and at the Finish at Cape May. There will be a \$5 charge plus a tip.

## **BONUS BUCKS INFORMATION**

Veteran Bike MS riders who recruit a first time "rookie rider" are entitled to \$100 in Bonus Bucks per rider. Download and complete the Bonus Bucks form found on our website ([bikenjm.nationalMSsociety.org](http://bikenjm.nationalMSsociety.org)) and submit it with your pledges. We'll verify that your rookie registered and raised the minimum pledge and award you the Bonus Bucks to use towards your prize incentives. *Please note: Bonus Bucks DO NOT count towards your pledge total.*

## SATURDAY OVERNIGHT FOR THE 170 RIDE

Day One of the 170 mile route finishes at Pinelands Regional Junior High School in Little Egg Harbor. Choose from several options for the overnight cyclists:

- Stay on Long Beach Island and shuttle back to the Pinelands Regional Junior High School in the morning. See special shuttle instructions on page 13.
- Stay at the Pinelands Regional Junior High School and experience your high school days in the gym or be adventurous and camp out.
- All cyclists' bikes will be secured at the Pinelands Regional Junior High School overnight.

### LUGGAGE AND GEAR

If you are a MS 170 cyclist, you will receive two luggage tags in your rider package for your gear. The gear truck will be parked at **Monmouth University**. Please put your gear in the truck upon arrival. You are allowed two pieces of luggage for the overnight ride (your sleeping bag/tent counts as one). We will then transport all gear to the Pinelands Regional Junior High School and Cape May, but your bags must go back with you on the bus to **Monmouth University**. To simplify bag retrieval upon your arrival at Pinelands and Cape May, bags will be separated by color. On Sunday morning, all bags need to be put in front of the Pinelands Regional Junior High School in order to be loaded onto the truck.

### LONG BEACH ISLAND HOTELS\*

- Holiday Inn – 151 Route 72, Manahawkin, NJ 08050, 609-481-6100
- Surf City Hotel – 800 N Long Beach Boulevard, Surf City, NJ 08008, 609-494-7281
- Drifting Sands Motel – 119 E. 9th Street, Ship Bottom, NJ 08008, 609-494-1123
- Sea Horse Motel – 43rd Street and Long Beach Blvd, Brant Beach, NJ 08008, 609-494-5392
- Daddy O Hotel – 4401 Long Beach Blvd, Brant Beach, NJ 08008, 609-361-5100
- Long Beach Inn – 9601 Long Beach Blvd, Long Beach Twp, NJ 08008, 609-492-8260
- Haven Beach Motel – 11004 Long Beach Blvd, Haven Beach, NJ 08008, 609-492-6223
- Harborside Motel – 13600 Long Beach Blvd, Beach Haven Gardens, NJ 08008, 609-492-2233
- Mariner Motor Inn – 33rd Street and Long Beach Blvd, Beach Haven Gardens, NJ 08008, 609-492-1235
- Islander Motel – 1202 Central Ave, Ship Bottom, NJ 08008, 609-494-6964

*\*Check the Event Details tab on our website [bikenjm.nationalMSsociety.org](http://bikenjm.nationalMSsociety.org) for a complete list of places to stay in the area.*

***On Sunday, cyclists will be picked up by shuttle buses along Long Beach Blvd between 5:30 and 6:00AM. If you are staying at the Holiday Inn in Manahawkin, you will be picked up across the street from the hotel.***

## **SHUTTLE INFORMATION FOR: SATURDAY AND SUNDAY 85**

### **PINELANDS REGIONAL JUNIOR HIGH SCHOOL TO MONMOUTH UNIVERSITY**

**FROM PINELANDS REGIONAL JUNIOR HIGH SCHOOL TO MONMOUTH UNIVERSITY: Saturday 85 Riders - If you are taking the bus back to Monmouth University, this is the process:**

- Cyclists must check-in upon arrival at the Pinelands Regional Junior High School to sign up for a bus.
- Buses will leave between 3:30PM - 6:00PM. If this is too late for you to leave, please arrange your own transportation back to Monmouth University.
- When you register for the bus, you will be given a ticket. You will also receive an additional tag to mark your front tire.
- We will start announcing bus departure's 15 minutes before your bus leaves.
- Don't forget to pick up your luggage! You must take it on the bus with you.

### **CAPE MAY TO PINELANDS REGIONAL JUNIOR HIGH SCHOOL**

**FROM CAPE MAY TO PINELANDS REGIONAL JUNIOR HIGH SCHOOL: Sunday 85 Riders - If you are taking the bus back to the Pinelands Regional Junior High School, this is the process:**

- Cyclists must check-in upon arrival at Cape May to sign up for a bus.
- Buses will leave at 4:00PM and 6:00PM. If this is too late for you to leave, please arrange your own transportation back to Pinelands.
- When you register for the bus, you will be given a ticket. You will also receive an additional tag to mark your front tire.
- We will start announcing bus departure's 15 minutes before your bus leaves.
- Don't forget to pick up your luggage! You must take it on the bus with you.

***It is your responsibility to make the bus!!***

## SHUTTLE INFORMATION FOR 170 RIDE

### PINELANDS REGIONAL JUNIOR HIGH SCHOOL TO TUCKERTON SEAPORT

All cyclists will be shuttled to the Tuckerton Seaport for dinner on Saturday. Dinner will be available from 4:00PM to 7:00PM.

- Shuttle buses will be running from 3:30PM to 7:30PM.
- Cyclists will be shuttled back to the Pinelands Regional School and to Long Beach Island for the night.

### PINELANDS REGIONAL JUNIOR HIGH SCHOOL TO LONG BEACH ISLAND

**FROM PINELANDS REGIONAL JUNIOR HIGH SCHOOL TO LBI AND BACK**

On **Saturday**, buses begin departing at 3:00PM running continuously until 7:30PM. Once loaded, the driver will immediately transport you to your hotel. **Drop off's along Long Beach Boulevard only.**

On **Sunday** morning, buses pick-up between 5:30AM - 6:00AM along Long Beach Blvd. Cyclists need to be ready for pick-up at this time. If your hotel is on the opposite side of the street you will need to cross over so that the bus will be able to pick you up as it is traveling back toward Pinelands Regional Junior High School. ***It is your responsibility to be there on time.***

### CAPE MAY TO MONMOUTH UNIVERSITY

**FROM CAPE MAY TO MONMOUTH UNIVERSITY – 170 Riders**

**If you are taking the bus back to Monmouth University, this is the process:**

- Cyclists must check-in upon arrival to the Coast Guard Station to sign up for a bus.
- Buses will leave between 2:30PM and 6:00PM, as they become completely full. If this is too late for you to leave, please arrange your own transportation back to Monmouth University.
- Don't forget to pick up your luggage! You must take it on the bus with you.
- It is your responsibility to make the bus. If you miss the bus, your bike will arrive at Monmouth University before you and you will be placed on the last bus!

## U.S. COAST GUARD, CAPE MAY GUESTS

The United States Coast Guard is very generous to permit us access to their Cape May base and to enjoy a beautiful waterfront location to celebrate our finish. Please be very respectful of the staff and officers you encounter as we are guests in a military installation.

Parking is available off-premise, outside the U.S.C.G. gates on Delaware Avenue. This is a residential area and on-street parking is permitted unless posted specifically.

## TEAM INFORMATION

### TEAM TABLES

If your team raises \$15,000 or more for Coast the Coast 2012 by May 1, 2012, they are eligible to reserve a team table at registration on May 19th.

Team tables are a great place to gather prior to the start of the event. Don't forget to take your team photo once everyone is congregated. Team registration will also be provided at your team table.

### TEAM PHOTOS

Team photos will be taken Saturday morning before the start of the ride. 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. See Weekend Timeline for schedule.

## SAFETY - TAKE PRIDE IN THE RIDE

### RULES OF THE ROAD - SAFETY STARTS WITH YOU!

The reputation of the Coast the Coast rides with you and every other participant.

You can help retain our positive image and protect the future of this event by riding responsibly and follow the rules of the bike ride.

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

**NEVER RIDE WITH HEADPHONES** - Never wear headphones or use a cell phone while riding a bike.

**OBEY TRAFFIC RULES** - State law and common sense require that bicyclists drive like other vehicles. Ride with traffic, stop at stop signs, yield when required, obey stop lights and ride in single file.

**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. Watch for car doors opening.

**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 and walk your bike across.

**NEVER PASS ON THE RIGHT** - Motorists may not look for or see a bicycle passing on the right. 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. Avoid painted surfaces when roads are wet.

**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 brakes are less efficient when wet.

**STOPPING ON ROUTE** - Pull completely off the road when stopping for any reason.

**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, brightly-colored clothing and your rider number.

**KEEP HYDRATED AND FUELED** - Drink at least 16 ounces of water every hour and snack regularly.

**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.

## **HAND & VERBAL SIGNALS**

**LEFT TURN:** Left arm straight out

**RIGHT TURN:** Left arm straight out and bent up or right arm straight out.

**STOPPING:** Left arm out and bent down with your palm facing the rear.

**HAZARD:** Point down on the appropriate side of your bike and call out the hazard.

**RIGHT HAND RAISED IN FIST OVER HEAD OR "THUMBS DOWN":** Indicates you need help to Ride Marshals and SAG vehicles.

**"CAR UP":** There's an oncoming vehicle

**"CAR BACK":** There's a car approaching from behind

**"ON YOUR LEFT":** You're passing a cyclist on his/her left-hand side or a cyclist is passing you on your left-hand side.

# FUNDRAISING

## \*CREATIVE IDEAS

**House Party** – This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (ex. Costume party) and have fun!

**Corporate Matching Gift** – Ask your company to match the amount of pledges you receive from your fellow coworkers.

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**The “Extra Change in My Pocket” Box** – Create these little boxes for your friends and family and have them place it on their dresser or desk. At the end of the day they can drop that spare change in the box.

**Birthday Gift Pledge** – It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your pledge total.

**Business Cards** – Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, the name of the MS event and your address. Hand these out to everyone you meet!

**Radio Station** – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the National Multiple Sclerosis Society office.

**Spinning Class** – Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class. Who knows? You may even be able to get a team together!

**Sell Bikes** – Create bike-shaped cut-outs and print them on thick paper and say they benefit the National Multiple Sclerosis Society. Sell the bikes for \$1 and put that toward your pledge total.

**Pledges for each mile you cycle** – Ask people to pledge an amount for each mile of the Bike MS. For example, ride 170 miles at \$1 per mile and you’ll receive \$170.

**Dress Down Day** – Ask your company to allow an official Coast the Coast Dress Down Day. For the privilege of dressing down, employees pledge \$10 or \$20 toward the Coast the Coast.

**Tell your story** – The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge you.

**Start Now** – The earlier you begin fundraising, the better off you’ll be. You’ll be able to go way beyond your pledge minimum and then you can focus on your training.

**Ask as many times as you can – Then ask again!**

\*Check the website [bikenjm.nationalMSSociety.org](http://bikenjm.nationalMSSociety.org) for a complete list of 100 fundraising ideas

## **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.

## **PRIZES AND INCENTIVES**

Fighting MS has its rewards! Raise \$500 or more and you will be eligible for the following prizes. Please note that all donations and prize selection forms must be received by July 6, 2012 in order to be entitled to your gift. All Bike MS participants will receive an event T-shirt at the ride.

<b>RAISE:</b>	<b>RECEIVE:</b>
\$500-\$999	Ride Sweatshirt
\$1000-\$1,999	Bike Jersey
\$2,000-\$3,499	Bike Jersey + \$50 Gift Certificate
\$3,500-\$4,999	Bike Jersey + \$100 Gift Certificate
\$5,000-\$7,499	Bike Jersey + \$200 Gift Certificate
\$7,500-\$9,999	Bike Jersey + \$300 Gift Certificate
\$10,000-\$14,999	Bike Jersey + \$500 Gift Certificate or Travel to the NMSS National Conference
\$15,000 or more	Bike Jersey + \$700 Gift Certificate or Travel to the NMSS National Conference With a Guest

Gift certificate selections are:

BEACON CYCLING	BRIELLE CYCLERY	DJ'S CYCLES
HIGH GEAR CYCLERY	LANDS' END	

(Prizes are not cumulative and we reserve the right to substitute prizes of equal or greater value.)

## **BE A SUPER CYCLIST AND ENJOY THE REWARDS!**

Super Cyclists are those that raise a minimum of \$1,000 for the Bike MS Coast the Coast. Those that do will enjoy the well-deserved rewards and recognition including:

- Invitation to the Kick-Off Dinners, Awards Party at a Somerset Patriots baseball game and to the New Jersey Metro Chapter's Annual Meeting in December.
- The exclusive Super Cyclist Jersey and, for those raising more, gift certificates to our bike shop partners or Land's End.
- Recognition on the Coast the Coast website, in newsletters and at the event on our Wall of Fame!
- For those raising \$2,000, a plaque to display for superior fundraising.
- The personal satisfaction for the commitment to creating a world free of MS!

### **Super Cyclists Tiers**

Mission Possible – Raise \$10,000 or more

Touring Titans – Raise \$7,500 - \$9,999

Diamond Travelers – \$5,000 - \$7,499

Platinum Pedalers – Raise \$2,000 - \$4,999

Gold Spokes – Raise \$1,000 - \$1,999

## **BIKE MS PASSPORT PROGRAM**

### **The National Bike MS Passport Program**

Bike MS Cyclists who raise at least \$5,000 in the Coast the Coast Ride, are eligible to become a member of the elite National Bike MS Passport Program! With this National Passport, members may attend many of the other Bike MS Rides throughout the nation within one year from the Coast the Coast Ride without fundraising requirements!

Please note that some bike rides may have limited space, so we cannot guarantee a space for riders until availability has been confirmed by the host chapter.

Members simply select a ride or several rides to participate in, send in a signed Bike MS Waiver and a \$50 registration fee per ride, and you're essentially on your way! (Members are expected to coordinate and pay for your own travel expenses, bike shipment, hotel accommodations, incidental expenses, etc.)

### **The New Jersey Metro Chapter Bike MS Passport Program**

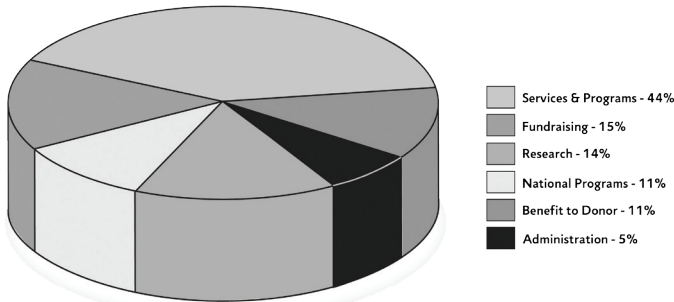
The New Jersey Metro Chapter offers three great rides, each with its own unique character. Raise \$2,000 or more in the Coast the Coast Ride and you'll be eligible for the NJ Metro Chapter's Passport Program. With this Chapter Passport, you'll be able to register and ride in the Hops to Hops on September 16, 2012 and the Great NJ Country Bike Ride on September 22 & 23, 2012 without any fundraising requirements.

If you are interested in Bike MS Passport Programs contact Mary Beth Maclearie at 732-660-1005 or visit our website at [bikenjm.nationalMSsociety.org](http://bikenjm.nationalMSsociety.org) for more details.

## WHERE YOUR MONEY GOES

MS stops people from moving. The National MS Society exists to make sure it doesn't. We do this through our home office and 50-state network of chapters by funding MS research, providing more services to people with MS, offering more professional education and furthering more advocacy efforts than any other MS organization in the world. The National MS Society mobilizes people and resources to drive research for a cure and to address the challenges of everyone affected by MS. In 2009 alone, the Society invested over \$50 million to support 444 research projects around the world.

Where does the income go?



## BIKE MS PROGRAMS

### 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 at 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 Lauren Pisaniello at 732-660-1005 or by email at [lauren.pisaniello@nmss.org](mailto:lauren.pisaniello@nmss.org)

### 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 Allison Story at 732-660-1005 and she will send you all the materials you need to get the word out on the Street!

## **JOIN OUR "MIRACLE MILER" CLUB AND HELP PUT A CURE FOR MS IN OUR REACH!!**

For returning riders, commit to raising \$750 over your 2011 total or for new riders, \$750 over your ride minimum to become a MIRACLE MILER and a Leader in our Efforts To Fund A Miracle!!

Receive a special MIRACLE MILER Jersey and a

\$75 Gift Certificate to one of our Bike Shop Sponsors

YOU MUST JOIN THIS EXCLUSIVE CLUB BY 3/1/12 to receive your special jersey.

Email Mary Beth Maclearie at [marybeth.maclearie@nmss.org](mailto:marybeth.maclearie@nmss.org) for more details.

## **OUT OF STATE CYCLISTS**

If you are traveling a distance and would like to stay overnight at a hotel on Friday, May 18<sup>th</sup>, Saturday, May 19<sup>th</sup> or Sunday, May 20<sup>th</sup> there are a few hotels located fairly close to Monmouth University that you might want to try.

- Courtyard by Marriott Tinton Falls (732) 389-2100
- Sheraton Eatontown Hotel and Conference Center (732) 542-6500
- Ocean Place Resort and Spa (800) 411-7321
- Red Roof Inn, Tinton Falls (732) 389-4646
- Holiday Inn at Tinton Falls (732) 544-9300
- Staybridge Suites Hotel (732) 380-9300

## DIRECTIONS

### **DIRECTIONS TO MONMOUTH UNIVERSITY, BOYLAN GYMNASIUM - ENTRANCE OFF LARCHWOOD AVE WEST LONG BRANCH, NJ 07755**

**From the Garden State Parkway:** Take Exit 105. The Parkway offramp leads directly onto Route 36 East. Continue on Route 36 East approximately three miles to Route 71 South. Go approximately one mile and Route 71 will fork left and become Cedar Avenue. Follow Route 71/Cedar Avenue for approximately one half mile. Turn right onto Larchwood Avenue. The event parking is a quarter mile up on the left.

**From the NJ Turnpike:** From the South, take Turnpike North to Exit 7A. After the toll plaza, take I-195 East to Shore Points. Approaching Belmar, I-195 becomes NJ Route 138. After crossing the Garden State Parkway, exit right to NJ Route 18 North, marked Eatontown. Take the Deal Road exit and drive east to the intersection at Monmouth Road. Turn left and proceed to the third traffic light, which is Cedar Avenue. Turn right onto Cedar (also labeled NJ Route 71 South). Follow Route 71/Cedar Avenue for approximately one half mile. Turn right onto Larchwood Avenue. The event parking is a quarter mile up on the left.

**From the NJ Turnpike:** From the North, take Turnpike South to Exit 11 (Garden State Parkway South). Take Exit 105 as outlined in #1 above.

**From Trenton and Points West:** Take I-195 East, and follow directions outlined in #1 above.

**From the Freehold Area:** Take US Route 9 South to I-195 East. Follow directions outlined in #1 above.

### **DIRECTIONS TO PINELANDS REGIONAL JUNIOR HIGH SCHOOL, LITTLE EGG HARBOR, NJ 08087**

Garden State Parkway to Exit 58. Turn left onto County Road 539 South. Go approximately 3 miles. County Road 539 turns into N. Green Street. Turn right onto 4th Avenue/Nugentown Road. School is approximately 1 mile on right.

## **OFFICIAL BIKE SHOPS**

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

BRIELLE CYCLERY  
205 UNION AVENUE  
BRIELLE, NJ 08730  
732-528-9121

BEACON CYCLING  
231 TILTON ROAD  
NORTHFIELD, NJ 08225  
609-641-9531

HIGH GEAR CYCLERY  
393 MAIN AVENUE  
STIRLING, NJ 07980  
908-647-2010

DJ'S CYCLES  
15TH AND MAIN ST.  
BELMAR, NJ 07719  
732-681-8228

BRICK BIKES  
1753 RT. 88 WEST  
BRICK, NJ 08723  
732-785-5700

PLANET BIKE  
361 RT. 34  
MATAWAN, NJ 07747  
732-290-9898

BRIELLE CYCLERY  
1200 OCEAN AVENUE  
ASBURY PARK, NJ 07712  
732-502-0077

BEACON CYCLING  
3440 ROUTE 9 SOUTH  
FREEHOLD, NJ 07726  
732-929-2999

HIGH GEAR CYCLERY  
20 MAIN STREET  
MILLBURN, NJ 07041  
973-376-0001

TOM'S ATLANTIC CYCLERY  
188 FIRST AVENUE  
ATLANTIC HIGHLANDS, NJ 07719  
732-291-2664

PLANET BIKE  
1020 STATE RT. 18  
EAST BRUNSWICK, NJ 08816  
732-651-8080

## **BIKE MS COMMITTEE**

The Coast The Coast's success is due to the hard work of the MS Bike Ride Committee. These volunteers meet monthly from September to June to plan the Ride. Their input and support is truly appreciated by the New Jersey Metro Chapter and the cyclists.

Joe Avena  
Tom Cosgrove  
Tony DiDomenico  
Mary Ellen Gervasini  
Brett Kaplan  
Rob Manlio

Joe Martz  
Andre Paquin  
Matt Ross  
Steve Shine  
Barbara Vaning

Special Thanks to the Bike MS Committee for their dedication and support.

# SPECIAL THANKS TO OUR SPONSORS



Rethink Possible



Brick Bicycles

