

bike

~~MS~~
MS

BIKENJM.NATIONALMSSOCIETY.ORG

bike MS: GREAT NEW JERSEY COUNTRY BIKE

R I D E

RIDER MANUAL

SEPTEMBER 22-23, 2012

25, 50, OR 100 MILES



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. Our national research efforts to find the cause, treatments and most importantly, a cure for MS also greatly benefit from this event.

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.

2012 BIKE MS SPONSORS



Atlantic
Health System



WHAT'S INSIDE

Letter From the Development Team	3
Participation Procedures/Riding Requirements	4
Route Maps	5
Volunteering	6
Directions	7
Rules of the Road	10
Riding In A Group	11
Hydration	11
Support You Can Count On	11
Rider Packet and Rider Number Information	14
Online Participant Center	14
Ride Marshals	14
Weekend Timeline	15
Hotel Information	16
Weekend Supplies/Food and Beverages/NJ Metro Chapter Cycling Series	17
Team Information	18
Bike MS Programs	19
Prize Selections	19
Fundraising: Twelve Weeks To Success	20
Top Teams	21
Diamond & Gold Spokes	21
Where Your Money Goes	22
Team Information	23
Sample Fundraising Letter	28
Official Bike Shops	29

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

2012 Bike MS Development Team

Karen Drzik
Executive Vice President of Development
karen.drzik@nmss.org

Jennifer Hivry
Vice President of Development
jennifer.hivry@nmss.org

Alexis Stone
Director of Teams &
Corporate Development
alexis.stone@nmss.org

Alexandra Whelan
Marketing Manager
alexandra.whelan@nmss.org

Dear Cyclist,

Thank you for joining us for the 25th 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 by this event 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 Hanover Marriott, 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 for them. 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, Vice President of Development

PARTICIPATION PROCEDURES

2012 BIKE MS: GREAT NEW JERSEY COUNTRY BIKE RIDE

Saturday, September 22nd *Advance Realty Building*
Starting Location *445 South Street*
 Morristown, New Jersey 07960

Sunday, September 23rd *Hanover Marriott*
Starting Location *1401 Route 10 East*
 Whippany, NJ 07981

START TIMES

THIS EVENT WILL BE HELD RAIN OR SHINE!

RIDE	REGISTRATION	START
100 mile ride	7:00AM	8:00AM
50 mile ride	7:00AM	8:00AM
25 mile ride	8:00AM	9:00AM
SUNDAY 50 mile ride	7:00AM	8:00AM

RIDING REQUIREMENTS

- All riders must raise the minimum pledge. (\$350 for the 100 mile riders, \$250 for the 50 mile riders and \$150 for the 25 mile riders.) Pledges must be turned in prior to the event or by the prize deadline of October 23, 2012.
- **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 notarized and signed by parent or legal guardian.
- 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

BIKERS 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 Hanover Marriott.



BIKERS 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 6:00AM – 9:30AM.

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.

Hanover Marriott

Saturday shifts: 9:00AM – 2:00PM & 2:00PM – 7:00PM

Sunday: 7:00AM – 10:00AM

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, 10:00AM – 2:00PM & 2:00PM – 5:00PM.

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

50-MILE CHECK IN: 7:00AM

RIDE STARTS: 8:00AM

25-MILE CHECK IN: 8:00AM

RIDE STARTS: 9:00AM

From the North:

- Head South on I-287
- Take Exit 35, Madison Ave.
- Take Madison Avenue West ramp
- Slight right onto Madison Ave.
- Left on South Street – 1 mile to 445 South St.

From the South:

- Take Exit 35 toward Rt. 124/Madison Ave.
- Turn right on South Street - .6 miles to 445 South St.

REST STOPS

SATURDAY:

**25-MILE REST STOP: SUNRISE VILLAGE ASSISTED LIVING
10:00AM-2:00PM**

215 MADISON AVE, MADISON, NJ 07940

- 287S/287N to Exit 37 (24 East)
- Merge onto Columbia Turnpike via Exit 2A toward Morristown
- Make a left on Park Ave.
- Make a right on Danforth Ave.
- Make a right on Madison Ave.

REST STOP #1: CHATHAM TWP. MUNICIPAL AREA 8:30AM-10:30AM

58 MEYERSVILLE RD, CHATHAM, NJ 07928

- From 287S take Exit 35 (Madison Ave.)
- Make a left at the light onto Rt. 124 (Madison Ave.)
- Continue on Rt. 124 through Madison, into Chatham for about 5 miles
- Make a right at the light onto Fairmount Ave., continue for 4 miles
- Make a right onto Meyersville Rd., continue 1/4 mile and the municipal building is on the right

**REST STOP #2: COUCH BRAUNSDORF INSURANCE COMPANY
9:00AM-11:30AM**

701 MARTINSVILLE ROAD, LIBERTY CORNER, NJ 07938

- 287 South take Exit 26
- 287 North take Exit 26A
- Left on Mt. Airy Road
- Right on Lyons Road which turns into Valley Road
- Slight right onto Martinsville Road
- Couch Braunsdorf Insurance Group will be on the right

REST STOP #3: LUNCH: LIBERTY PARK 10:00AM-2:00PM

RT. 512 AND PARK AVE., GLADSTONE, NJ 07934

GPS: 181 MAIN ST. GLADSTONE, NJ 07934

- Take I-287 North or South to Exit 22, Rt. 202/206
- Follow 206 toward Bedminster
- Stay on 206
- Make a right onto Holland Ave. and follow to end
- Make a left onto Main St. and follow for several blocks
- Make a left onto Park Ave. and rest stop will be on your left

**REST STOP #4: MENDHAM TWP. MUNICIPAL AREA
10:30AM-3:00PM**

2 WEST MAIN STREET, BROOKSIDE, NJ 07926

- 287 N to Exit 35 (South St.)
- Left onto South St.
- South St. turns into Route 124
- Continue to the park in the center of Morristown
- Go 3/4 of the way around the park and turn right onto Washington St.
- Follow Washington St. for approximately 5 miles
- Washington St. turns into Route 24
- Make a right onto Cherry Lane and follow to the end
- The Municipal Building is the last building on the left

HANOVER MARRIOTT

1401 ROUTE 10 EAST, WHIPPANY, NJ 07981

FROM THE GEORGE WASHINGTON BRIDGE

Take bridge over to New Jersey and follow signs for I-80 West. Take I-80 West to I-287 South. Take Exit 39B, Route 10 West. Go through first traffic light (you will see the hotel on other side of highway at this point), stay in right lane and take second right after the light (sign reads Cedar Knolls U-Turn). This will bring you to Route 10 East. The hotel is the first entrance on right.

FROM NORTHWEST NEW JERSEY/POCONO AREA

Take local roads to I-80 East. Take I-80 East. Exit 43 to I-287 South. Take Exit 39B, Route 10 West. Go through first traffic light (you will see the hotel on other side of highway at this point), stay in right lane and take second right after the light (sign reads Cedar Knolls U-Turn). This will bring you to Route 10 East. The hotel is the first entrance on right.

SUNDAY:

REST STOP #1: MENDHAM TWP. MUNICIPAL AREA

8:30AM -10:30AM

Please see directions on Page 8.

REST STOP #2: FAR HILLS TRAIN STATION 9:00AM-11:30AM

ROUTE 202, FAR HILLS, NJ 07931

- 287 North or South to Exit 22, Rt. 202/206
- At the end of the ramp, make a right onto Rt. 202
- Bear right to get on Rt. 202 North and keep following it
- Right onto Lamington Rd.
- Follow into Far Hills (train station is on the left)

REST STOP #3: PLUCKEMIN SCHOOL HOUSE PARK 10:00AM-2:00PM

2020 BURNT MILLS ROAD, PLUCKEMIN, NJ 07978

- Take I-287 North or South to Exit 22, Rt. 202/206
 - From north, make jug handle U turn at light
 - 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: TIFA BUILDING 10:30AM-3:00PM (WAREHOUSE NEXT TO MILLINGTON TRAIN STATION)

50 DIVISION AVE., BUILDING #2, MILLINGTON, NJ 07946

- 287 North or South to Exit 30A (North Maple Ave.)
- Go 4.2 miles to blinking light and make a right onto Long Hill Rd.
- Follow Long Hill Rd. past town hall and train station and warehouse will be on your left

RULES OF THE ROAD

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

WEAR A HELMET - Head injuries are of a special concern for cyclists. Even falling at a slow rate of speed can cause a head injury. 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. (See list below)

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.

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 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 SAG vehicles.

"CAR UP" - There is an oncoming vehicle.

"CAR BACK" - There is 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.

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 of your anxiety — they may also be new at this.

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 assistance from first aid — you may have 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.

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 Hanover Marriott 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. NOTE: The trip to the finish line or the next rest stop is not always direct. Be patient as we pick up other cyclists in need.

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. Please be patient while you wait, our volunteer SAG drivers do their very best to provide quick service but do become very busy throughout the day.

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. 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!

SHUTTLE BUS

Saturday, September 22nd

Free Shuttle buses will be running from the Hanover Marriott to 445 South Street from 10:00AM - 6:00PM. Pick up/Drop off will be in the front of the hotel.

Sunday, September 23rd

Free Shuttle buses will be running from 445 South Street to the Hanover Marriott from 10:00AM - 5:00PM. 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 Hanover Marriott. Parking for volunteers is available at their designated volunteer locations.

LUGGAGE

Every rider staying overnight at the Hanover Marriott can 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) **NOTE: participants MUST complete the required medical information on the back of the rider bib**
2. Bike Frame Rider Number to secure with included twist ties (this two-sided number attaches to the center bar or the top tube of your bicycle)
3. 2 adhesive Luggage Tags (Luggage tags should be placed around your luggage handles.)
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
- Email 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.

RIDE MARSHALS

Wearing orange safety vests, 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.

WEEKEND TIMELINE

Saturday, September 22nd

7:00AM:	Check-in, drop off your bags to the luggage area
7:00AM-7:50AM:	Team pictures
8:00AM:	Ride begins
9:00AM:	25-Mile ride begins

Rest Stop Times

- Rest Stop #1-8:30AM - 10:30AM
- Rest Stop #2-9:00AM - 11:30AM
- Rest Stop #3-10:00AM - 2:00PM
- Rest Stop #4-10:30AM - 3:00PM

25 Mile Rest Stop Times

- Rest Stop #1-9:00AM - 11:30AM
- Rest Stop #2-10:30AM - 2:00PM

4:00PM: Power Loops courses will be closed

*When you arrive at the Hanover Marriott, 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.*

11:00AM - 4:00PM:	Massage rooms available
11:00AM - 4:00PM:	Finish Line Celebration
5:00PM:	Dinner will be served (Cash bar available throughout the afternoon and evening)
6:00PM:	Evening Program featuring a Comedy Show

Sunday, September 23rd

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 #1-8:30AM - 10:30AM
- Rest Stop #2-9:00AM - 11:30AM
- Rest Stop #3-10:00AM - 2:00PM
- Rest Stop #4-10:30AM - 3:00PM

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 1-888-389-2711 for updates regarding delays or cancellations.

HOTEL ACCOMMODATIONS

During Bike MS registration, you will be asked to select overnight accommodations available at the Hanover Marriott. Rooms are booked as **double occupancy**. You have the option to choose your roommate or the Chapter will make roommate arrangements for you. If you prefer to book a room at your own expense, please do so by August 20th by calling the Hanover Marriott directly at 973 538 8811. The Bike MS block of rooms closes after this date. Please note: Any 25 Mile Rider or 50 Mile Rider requesting to spend the evening at the hotel will pay an additional fee of \$45 for overnight accommodations.

HOTEL INFORMATION

SATURDAY

- Upon your arrival to the Hanover Marriott, check in with NMSS staff/volunteers.
- 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 area.
- Snacks will be provided by the Chapter outside the massage rooms.
- Meals will be provided from 12:00PM - 7:00PM.
- Program and comedy show will start promptly at 6:00PM.
- The hotel amenities include: Seeds (a hotel restaurant open for breakfast), The Auld Shebeen Pub, room service, gift shop, indoor pool and gym.

SATURDAY

- A 6:00AM 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 please find a list of items that will be helpful in packing for your cycling adventure! (NOTE: HELMET AND RIDER NUMBER ARE MANDATORY):

- 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

- Breakfast 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 Hanover Marriott 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.

NEW JERSEY METRO CHAPTER CYCLING SERIES

The New Jersey Metro Chapter offers three great rides, each with its own unique character. Save the date for the Coast the Coast Ride on May 18 & 19, 2013 and Hops to Hops in September 2013 (date TBA) in Lambertville, NJ.

Raise over \$2,000 in any one of the NJ Metro Chapter's rides and be eligible to ride the other two Chapter Rides within a year for only the registration fee. No fundraising is required for these additional rides. For more details on the Passport Program see our website at bikenjm.nationalMSsociety.org.

TEAM INFORMATION

TEAM CORRALS

Teams with a goal of \$10,000+ will have the option of having their own team corral at check-in on Saturday morning. This is an ideal location to gather your team before the start of the ride to get organized for a team photo and so everyone can leave together.

TEAM PHOTOS

Team photos will be taken Saturday morning before the start of the ride at 8:00AM. 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 Saturday's evening program. If you would like to create your own team jersey and need vendor referrals, please feel free to call our office.

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 Jennifer Hivry at 201-967-5599 x43222 or jennifer.hivry@nmss.org

TEAM AWARDS

Team Awards will be distributed on Saturday, September 22nd at the overnight at the Hanover Marriott. These awards include:

- The coveted and prestigious **Team Champion Award** - This traveling trophy will remain in the possession of the reigning #1 Team for the entire year.
- **Largest Team Award** - Presented to the team with the greatest number of registered participants.
- **Most Team Spirit Award** - This trophy is awarded to the team who is most enthusiastic not only during the event but throughout the event season.
- **Breakout Team** - This award is given to the team whose current fundraising results have dramatically surpassed the previous year.
- **Best Dressed Team** - Awarded to the team who has the most creative jersey.
- **Rookie of the Year** - This award is given to a first year team whose fundraising efforts proved extraordinary.

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 and brochures 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? E-mail Alexis Stone at alexis.stone@nmss.org today, and she 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 New Jersey Metro Chapter Bike MS event.
3. Each "rookie rider" must pay the registration fee in full and have the minimum pledge amount in by October 23, 2012.
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.

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 23, 2012 in order to be entitled to your gift.

\$500 - \$999	\$25 Bike Shop or Lands' End Gift Certificate
\$1,000 - \$1,999	\$50 Bike Shop or Lands' End Gift Certificate
\$2,000 - \$3,499	\$100 Bike Shop or Lands' End Gift Certificate
\$3,500 - \$4,999	\$200 Bike Shop or Lands' End Gift Certificate
\$5,000 - \$7,499	\$300 Bike Shop or Lands' End Gift Certificate
\$7,500 - \$9,999	\$400 Bike Shop or Lands' End Gift Certificate
\$10,000 - \$14,999	\$500 Bike Shop or Lands' End Gift Certificate or Tour of Champions
\$15,000+	\$1,000 Bike Shop or Lands' End Gift Certificate or Tour of Champions with a guest

FUNDRAISING

TWELVE WEEKS TO SUCCESS

Week One: Update Your Participant Center Home Page! — Personalize your Participant Center Website that has automatically been created for you once you've registered. Add photos, write your own story and make it fun! Contact the Chapter office if you don't have your username and password.

Week Two: Be Strategic with the First Donation! — E-mail and the internet are great ways to invite people to support your efforts. Send e-mails from your Participant Center, but donate to yourself and ask very generous people to donate to your site first. You set the tone for what others will see as standard donations!

Week Three: E-mail the Second Tier — Now e-mail to those in your second level of friends and family who will surely donate! They will see what the first tier of donors gave in week two. Check your social networking pages and make sure that everyone knows that you're riding to find a cure!

Week Three: Write Letters—Conduct a letter writing party— provide stamps, envelopes and a sample letter. Get everyone together with their address books for an evening of fun. Give a prize for the most letters sent.

Week Four: Get a Matching Gift—Find out if your company matches employee gifts. Make sure to educate your team members on the matching gift policy.

Week Five: Give Prizes—Announce prize giveaways throughout the time leading up to the event. Give prizes for top fundraisers, the person who has increased their pledges the most since the previous week, or who has the most people pledging them.

Week Six: Provide a Feeding Frenzy—Provide a lunch for your co-workers (company caterers can donate lunch, or make it a team member pot luck). Have a suggested minimum donation for people to partake.

Week Seven: Sell Space on a Jersey – Selling real estate on a team jersey or event T-shirt will get your donors the recognition they crave!

Week Eight: E-mail Your Third Tier – Now you want to reach out to those people on your fringe list like friends that you don't see as often. You might be surprised what you'll receive! Don't forget to increase your fundraising goal so that people see that you are stretching and need your help.

Week Nine: Collect As You Go – Collect your pledges when you solicit them.

Week Ten: Garage Sale – Do you really need all that extra stuff taking up space in your garage, attic and basement? Gather it all up and ask your friends to do the same.

Week Eleven: Birthday Gift Pledge – It is a lot easier for your friends and family to write a birthday check instead of spending hours trying to shop for you.

Week Twelve: Share Your Success – After the ride, let your sponsors know about your success – what fun you had, how much money you raised and thank them! Don't forget to post those photos on your website and social networking pages.

2011 TOP TEAMS

TEAM	CAPTAIN	TOTAL
Team Novartis	Colin Heijne	\$70,051
Team Falcon	Jack Young	\$63,156
Hertz	Nicole Rutkowski	\$60,532
Ridgewood Cycle	Andrew McKinnon	\$51,990
NJRCC	Scott Rives	\$34,164
High Gear	Jeffrey Hurwitz	\$28,363
Allison's Angels	Allison Keenan	\$27,500
Team Hess	Reeva Kymer	\$21,205
Team Atlantic Health	Elizabeth Hogan	\$15,797
Siemens	Marc Aronowitz	\$14,280

2011 DIAMOND & GOLD SPOKES

The Great New Jersey Country Bike MS Ride is proud to acknowledge our top fundraisers. The Diamond Spokes Club includes all riders that participated in the 2011 Bike MS Ride and raised \$5,000 or more towards our vision of a world free of MS. The Gold Spoke Club is an elite group of cyclists that raise \$1,000-\$4,999. These participants set a fundraising goal and achieve it through hard work and persistence. Diamond & Gold Spokes receive a commemorative jersey, special riding bib and a special extended massage ticket for the hotel.

CONGRATULATIONS and THANK YOU to our 2011 Diamond and Gold Spoke Cyclists!

Ken Hoexter	\$38,570	Scott Gaines	\$3,200	Stephen LeVine	\$1,675
Scott Rives	\$20,263	Marius Editoiu	\$3,090	Frank Blaeuer	\$1,660
William Fredericks	\$19,145	Ronald Matysik	\$3,071	Rocco Lepore	\$1,620
Jeffrey Hurwitz	\$18,767	Maurice Honor	\$3,055	Lori Hanzl	\$1,565
Michael Gibney	\$12,000	Eric Rusch	\$2,907	Andy Knight	\$1,545
Craig Thompson	\$11,951	Robert Longo	\$2,835	Bill Hartz	\$1,500
Jack Young	\$11,004	Dave Hindman	\$2,819	Alice Heffner	\$1,495
Madeline Byrne	\$9,515	Daniel Kress	\$2,800	Carol Fredericks	\$1,430
Tom Foley	\$8,329	Ian Laudor	\$2,702	Joe Nugent	\$1,425
Richard Scala	\$8,124	Oscar Peralta	\$2,671	Rod Kennan	\$1,425
Richard Magee	\$6,870	Nj Romano	\$2,651	Steven Sitek	\$1,400
David Trimm	\$6,330	Philip Garrett	\$2,585	Andrew McKinnon	\$1,370
Michael Hoffmann	\$6,170	Jessica Bills	\$2,513	Luis Duarte	\$1,370
Fred Daniels	\$5,990	Matthew Eckard	\$2,445	Jonathan Smith	\$1,350
Jim Guarino	\$5,655	Gary Crystal	\$2,375	Richard Miller	\$1,350
John House	\$5,569	Alan Lieber	\$2,292	Nicholas Paglia	\$1,345
Winfrid Itondo	\$5,300	Patrick Collins	\$2,225	Steve Crosby	\$1,325
Nicole Rutkowski	\$5,298	Joe Wilson	\$2,130	Paul Neuwirth	\$1,320
Marc Aronowitz	\$5,230	Wallace Parker	\$2,100	Matt Hilbert	\$1,300
Bernard Glaser	\$5,025	Jeffrey Backman	\$2,075	Andrew Lloyd	\$1,300
Joe Welter	\$4,560	Jeff Constable	\$2,000	Douglas Billitz	\$1,285
Dave Keil	\$4,420	Rajen Parekh	\$1,954	Richard Brookler	\$1,285
Romain Labastrou	\$3,740	Christopher House	\$1,835	Rick Romanowski	\$1,276
Chris Steelman	\$3,683	Eddie McKeon	\$1,800	Randi Zettler	\$1,276
Chris Jeffers	\$3,635	Jeff Pfefferkorn	\$1,790	Anne Gorman	\$1,275
Herb Rozansky	\$3,542	Daniel Preisler	\$1,776	Reeva Kymer	\$1,265
Martin Apa	\$3,400	Vito Tamborrino	\$1,770	Robyn Brown	\$1,265
Douglas Steen	\$3,400	Eleanor Campbell	\$1,765	Tor Henriksen	\$1,250
Krista Collopy	\$3,310	William Lanza	\$1,740	David Catalano	\$1,225
Patrick Montagnon	\$3,244	Lynn Ferrara	\$1,705	Richard Jarvis	\$1,225

2011 DIAMOND & GOLD SPOKES CONT.

Daniel Vesper	\$1,225	Dennis O'Keefe	\$1,135	Frank Notarangelo	\$1,065
Frank Pinto	\$1,220	Ben Maldonado	\$1,120	Michael Rourke	\$1,060
Richard Bagley	\$1,210	Susan Clement	\$1,115	Noelle Najjar	\$1,055
Terry Levinstone	\$1,210	Joe Harvie	\$1,105	Andrew Robinson	\$1,050
John Walker	\$1,200	Michelle Coles	\$1,101	Gregory Miller	\$1,050
James Stabenow	\$1,200	Michael Spilker	\$1,100	Ryan Lees	\$1,025
Judd Zimmerman	\$1,181	Colin Heijne	\$1,100	Chuck Blumenstock	\$1,025
Kelly Sullivan Steen	\$1,180	Thomas Cubby	\$1,095	David Thompson	\$1,020
Kevin Hannon	\$1,170	Patrick Castiglia	\$1,095	Deborah Ungerleider	\$1,010
Tom Miller	\$1,166	Nazuki Hughes	\$1,075	Philip Buechner	\$1,004
Alexandra Savino	\$1,150	Stacy Levine	\$1,070	Michael Sterling	\$1,000

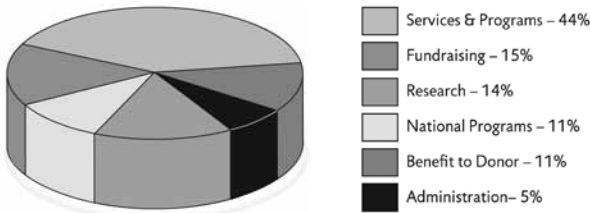
WHERE YOUR MONEY GOES

Each year, the NJ Metro Chapter of the National MS Society hosts a variety of fund-raising events that help raise money for our chapter and bring us closer to a world free of MS.

Did you know the National MS Society funds more research, offers more services and provides more professional education programs than any other MS organization in the world? Alone, the NJ Metro Chapter provides over 100 programs and services to more than 10,000 people with MS, their families and caregivers. The vision of the Society is a World Free of MS; the mission is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

Most importantly, each dollar contributed cultivates hope and inspiration to people living with Multiple Sclerosis everyday. The light at the end of the tunnel shines that much brighter when we all work together to reach our goal: A World Free of MS.

The National MS Society's new research initiative has a goal of raising \$250 million for MS Research by the end of 2015.



STOPPING THE DISEASE



RESTORING WHAT'S BEEN LOST



ENDING MS FOREVER

Stop: We must stop all disease activity and prevent further progression for people already living with MS.

Restore: We must restore all function that has already been lost to nervous system damage from MS.

End: We must work to completely eradicate MS and prevent it from ever occurring in the future.

TEAM INFORMATION

MOVING TOGETHER: THREE SIMPLE STEPS TO STARTING A TEAM

As a part of the MS movement, you and your team are committed to a world free of MS. We're committed to you and the success of your team.

RECRUITING

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register as cyclists online at bikenjm.nationalMSSociety.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease.

Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

REALLY HAVING FUN

Being a team captain is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Bike MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!

RAISING MONEY HAS NEVER BEEN EASIER!

SIMPLE STEPS TO ONLINE SUCCESS

1. SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to become involved in the movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a team page, you are setting up your team 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 team and how you are moving together toward a world free of MS. 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 TEAM PAGE URL SHORTCUT

By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail.

2. RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. 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.)

TEN GREAT THINGS ABOUT OUR ONLINE TEAM TOOLS

1. Post your team pictures online
2. Include your company's logo
3. Set up a simple URL for your team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time fundraising goal
9. Track and thank your team gifts
10. Easily update your page and photo

GOAL SETTING:

WHO HAS THE MOST TEAM SPIRIT?

Establishing a goal is an easy way to maintain motivation as well as give you and your team a benchmark for success. We encourage team captains to set goals for themselves their teams, while keeping these tips in mind.

- GOALS SHOULD BE REALISTIC, BUT SIGNIFICANT

If it requires hard work to attain, it will be a source of more pride for your team.

- DON'T ARBITRARILY SET A GOAL WITHOUT INPUT FROM THE TEAM

Having them believe in the goal from the word "go" will make your job as team captain that much easier.

- DON'T FORGET TO SET BOTH PERSONAL & TEAM FUND-RAISING GOALS

Lead by example. Share your fundraising goal with your team.

- SET A GOAL FOR TEAM SIZE AS WELL AS COLLECTIVE FUND-RAISING

Recruiting more team members can mean more substantial fundraising!

- DON'T KEEP YOUR GOAL A SECRET

Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them

- If you are part of a large corporate team, have departments set their own goals to create some fun internal competition.

If you would like more suggestions and guidelines for goal setting, or would like to request goal setting worksheets, please contact Alexis Stone, Director of Teams & Corporate Development at 201 967 5599 x43213 or alexis.stone@nmss.org.

FUNDRAISING IDEAS NOTEPAD

Listed below are some ideas from other team captains, but you should feel free to add your own. Share them with other team captains.

- OFFER TO DO SOMETHING UNUSUAL

(i.e., Shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.

- SET UP A DRAWING FOR THE TEAM

With each \$50 raised netting you another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)

- LUNCH WITH THE PRESIDENT OR RESERVED PARKING SPOTS

For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.

- PIN-UP SALES

If you work somewhere with lots of foot traffic, ask about Bike MS pin-up sales — an easy way to quickly raise money for your team.

- SILENT AUCTION

Hold your own silent auction — with food and entertainment.

- GARAGE SALE

Clean out the attic and basement with a garage sale — donate the proceeds.

- RESTAURANT DONATIONS

Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team — possibly in return for sponsor privileges.

- FUNDRAISE THROUGH FACEBOOK

Fundraise through the boundless fundraising tool available on your personal page.

- BE SURE TO ASK EVERYONE YOU KNOW!

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 22 & 23, 2012 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!

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
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
Jay's Cycle Center - Westfield, NJ	908-232-3250
Marty's Reliable Cycle - Hackettstown, NJ	908 852 1650
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Randolph, NJ	973 584 7773
McCormick's Bicycle Shop - Washington, NJ	908 689 0385
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
Town Cycle - West Milford, NJ	973 728 8878
Wyckoff Cycle - Wyckoff, NJ	201 891 5500



**National
Multiple Sclerosis
Society**

New Jersey Metro Chapter
North Jersey Office
1 Kalisa Way, Suite 205
Paramus, NJ 07652
www.nationalMSSociety.org/NJM