



COAST THE COAST PEDAL POWER

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(732) 660-1005 bikenjm.nationalMSsociety.org
www.bikemscoastthecoast.com

Presented By:



An unforgettable ride. An unbeatable destination. A world free of MS.

REGISTER NOW FOR BIKE MS COAST THE COAST!

Save \$5.00 by registering online at
bikenjm.nationalMSsociety.org.

Ride Length	Registration Fee before 4/10/12	Pledge Minimum
170 miles	\$60	\$350
85 miles	\$50	\$300
50 miles	\$40	\$200
25 miles	\$35	\$100

INTRODUCING THE 2012 BIKE MS AMBASSADOR, LISA CALITRI

When Lisa Caltri was diagnosed with MS 15 years ago, she was a top, world-ranked professional racquetball player. She was literally caught off guard when during a tournament her body started to feel the effects of MS. Several years later, Lisa's Team was born as a friend started the team in Lisa's honor. Since then Lisa has gotten stronger and has been riding in the Bike MS Coast the Coast Ride for 11 years. She has been a top fundraiser annually and Lisa's Team has raised almost a quarter of a million dollars since they began!

"DO IT BECAUSE YOU CAN" - LISA'S MESSAGE

The man looks at me and says "But you're so healthy, so fit, how could that be?" I look at him, and say "Looks can be deceiving."

I look at myself as the healthiest unhealthy person alive! I exercise and lift weights, I golf, I scuba dive, I spin, I cycle and most importantly, I have MS. I eat nutritiously (most of the time), I play with my husband and three dogs. I'm a fitness person by trade so my job can be exhausting, so I rest when necessary. That's the most important thing, when my body says I need to rest, I do.

Sometimes I need to push myself a little further and I'm not sure if I'm going to pay a price for my excessive behavior. It took me over 15 years to manage the disease instead of the disease managing me!

I'm frightened at the prospect of the disease giving more challenges but until that day comes I'm going to push myself to jump higher, lift heavier, strike the ball further, cycle and spin longer.

Every year, my team (Lisa's Team) has new faces. My team has grown from 4 to 35. Your team has the potential to grow as well. Tell them the story of why you are doing the ride and how MS has impacted your life. Make the ride personal, if not for you, for me. Tell them of the athlete who tripped and faltered but is now able to ride the 170 with her team. My motto is "I do because I can" and so could you. The Bike MS Coast the Coast is a ride along the Jersey coastline with people just like you, all trying to shut the door on MS. Please join us!

Sincerely,

Lisa Calitri, 2012 Bike MS Ambassador

MS AWARENESS WEEK MARCH 12-18, 2012

Kiss MS Goodbye! The NJ Metro Chapter will kick off the new campaign, Kiss MS Goodbye, during MS Awareness Week 2012. There are many ways for you to support MS Awareness Week; here are two great ways to come out and join us!

Kick-Off MS Awareness Week - Happy Hour on Monday, March 12th from 5pm to 8pm at The Draft House, 100 Brighton Avenue, Long Branch, NJ. Happy hour will feature a meet and greet with MS movers and shakers, food and drink specials, and other fun activities! We'll be talking about all of our MS events including where your money goes! Bring your team and others that you'd like to introduce to the Society. We'd be glad to see you!

KISS MS GOODBYE WOMEN'S FASHION SHOW/HEALTH EVENT

In collaboration with Boscov's and Makeover Your MS Inc., Boscov's will host a Women's Fashion Show/Health Event in their store where Kiss MS Goodbye lipsticks and lip glosses will be sold. All proceeds from the event and sales will go towards the NJ Metro Chapter for programs and services

Thursday, March 15, 2012, 6:00 – 8:00 pm. Boscov's at Monmouth Mall, Rt. 35 Eatontown Circle & Wyckoff Road, Eatontown, NJ 07724 Contact NJ Metro Chapter at 732-660-1005 for more details.

JOIN OUR PROMOTIONS TEAM AND HELP PROMOTE BIKE MS TO THE CYCLING COMMUNITY

Join the Promotion 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 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! Contact Allison Story today at 732-660-1005, and she will send you all the materials you need to get the word out on the street!

CHAMPIONS AGAINST MS

Every year, hundreds of event participants and people living with MS come together to ride and fundraise to work towards creating a world free of MS. Champions Against MS strives to connect people living with MS and event participants to foster education, gratitude, and most importantly, hope.

During this year's Bike MS: Coast the Coast event on May 19th & 20th, participants have the opportunity to be paired with a Champion. By participating, you are adding depth to the Bike MS event by increasing your awareness about our mission and serving to join the movement more fully. Together, Champions provide each other with hope, inspiration and encouragement!

For more information regarding the Champions Against MS program, please visit our website at bikenjm.nationalmssociety.org, or contact: Lauren Pisaniello at 732-660-1005 ext. 44323 or lauren.pisaniello@nmss.org

BONUS BUCKS ARE BACK! RECRUIT ROOKIES FOR REWARDS!

Veteran Bike MS riders who recruit a first time "rookie rider" are entitled to \$100 in Bonus Bucks per rider. Complete the Bonus Bucks form found in the registration packet or on our website (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.

FUNDRAISING WITH FACEBOOK WHAT IS *BOUNDLESS* FUNDRAISING AND HOW DOES IT WORK?

Boundless Fundraising™ is a Facebook application that enables you, the participant, to link your Participant Center to your Facebook profile. Once you register for the ride, you'll be given the option to add the boundless Fundraising™ application to your Facebook page with a few simple clicks. Of course, you must have a Facebook profile first, if you don't have one, register now, create your Facebook profile and add boundless Fundraising later. Just look for the icon on your Participant Page. Once the application has been applied to your Facebook profile, your participation will be displayed on your status where friends can check your progress and donate to you!

BECOME A SUPER CYCLIST BY RAISING \$1,000 OR MORE AND EARN THE REWARDS AND RECOGNITION YOU DESERVE!!

Super Cyclists are extraordinary top fundraisers who raise \$1,000 or more for the Coast the Coast Ride. As Super Cyclists raise half of our event's total funds each year, they are crucial to the success of our mission.

By raising \$1,000 or more, you'll automatically be part of this extraordinary group and can choose the Super Cyclists jersey as part of your prize package. If you qualify for Super Cyclist status by the time of the Coast Ride, you'll be able to receive your jersey at the event.

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

The Bike MS Coast the Coast raises over a million dollars, thanks to your fundraising efforts. One special group, The Miracle Milers, is comprised of self-selected top fundraisers who commit to making a big impact on our mission this year. For returning riders, commit to raising \$750 over your 2011 total or for new riders, \$750 over your ride minimum. This increased commitment to Bike MS establishes you as a leader in our MS NOW: Stop, Restore and End MS Research Campaign!!

Those who successfully achieve their Miracle Miler goal will receive a special MIRACLE MILER Jersey and a \$75 Gift Certificate to one of our Bike Shop Sponsors. To join this club email Mary Beth Maclearie at marybeth.maclearie@nmss.org along with your jersey size to commit to this program.

A MILD WINTER MEANS BIKING ALL YEAR - CHECK THE ABC'S OF YOUR BIKE BEFORE RIDING!

ABC Quick Check from the League of American Bicyclists

A is for Air. Inflate tires to rated pressure as listed on the sidewall of the tire. Use a pressure gauge to insure proper pressure and check for damage to tire tread and sidewall; replace if damaged.

B is for Brakes. Inspect pads for wear; replace if there is less than 1/4" of pad left. Check pad adjustment; make sure they do not rub tire or dive into spokes and check brake level travel; at least 1" between bar and lever when applied.

C is for Cranks, Chain and Cassette. Make sure that your crank bolts are tight; lube the threads only, nothing else. Check your chain for wear; 12 links should measure no more than 12 1/8 inches. If your chain skips on your cassette, you might need a new one or just an adjustment.

Quick is for Quick Releases. Hubs need to be tight in the frame; your quick release should engage at 90°. Your hub quick release should point back to insure that nothing catches on it. Inspect brake quick releases to insure that they have been re-engaged.

Check is for Check It Over. Take a quick ride to check if derailleurs and brakes are working properly; inspect the bike for loose or broken parts; tighten, replace or fix them and pay extra attention to your bike during the first few miles of the ride.

If you don't know how to inspect your bike, take it to a bike shop. Our participating bike shops will give a free visual inspection and tell you whether or not you need repairs or service. Leave it up to the pro's and make safety a priority! The Bike MS Coast the Coast has an exceptional safety record and we need YOU to continue that record and enjoy the ride!

2012 INCENTIVE PRIZE LIST

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

RAISE:

\$500-\$999

\$1000-\$1,999

\$2,000-\$3,499

\$3,500-\$4,999

\$5,000-\$7,499

\$7,500-\$9,999

\$10,000-\$14,999

\$15,000 or more

RECEIVE:

Vitamin Shoppe Duffel Bag

Bike Jersey

Bike Jersey + \$50 Gift Certificate

Bike Jersey + \$100 Gift Certificate

Bike Jersey + \$200 Gift Certificate

Bike Jersey + \$300 Gift Certificate

Bike Jersey + \$500 Gift Certificate or

Tour of Champions Experience

Bike Jersey + \$700 Gift Certificate or

Tour of Champions Experience with a guest

Gift certificate selections are: Beacon Cycling, Brielle Cyclery, DJ's Cycles, High Gear Cyclery and Lands' End.

bike to
 create a world
 free of MS
 National MS Society
 New Jersey Metro Chapter
 246 Monmouth Rd.
 Oakhurst, NJ 07755

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