



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 4/8/13	Pledge Minimum
170 miles	\$60	\$350
85 miles	\$50	\$300
50 miles	\$40	\$200
25 miles	\$35	\$100

INTRODUCING THE 2013 BIKE MS AMBASSADOR, MIKE PAWELCZAK

Mike Pawelczak was diagnosed with MS over 32 years ago, just 6 months after starting his own business. He considers himself very fortunate as after a few exacerbations early on, he's been relatively stable. Mike quickly learned to manage his energy like any other resource, even following his first neurologist's advice to "stop burning the candle at both ends". Despite that, Mike is a busy man who dedicates a good portion of time to the National MS Society and the NJ Metro Chapter. Mike is board member and a longtime volunteer for the Bike MS Coast the Coast Ride as well as Walk MS.

HI AND WELCOME TO BIKE MS 2013!

Thank you for joining us on this journey to help those affected by MS.

I hope to share more of my story as the event approaches, but here's a brief one that expresses how I manage living with MS.

I once had a student worker at Rutgers University who had FORWARD as his computer user name. I asked him about his unique choice and he relayed that he had been through some tough times and learned to keep looking forward and not dwell on the past. That really hit home with me. Very soon after diagnosis, I came to realize that life is like a game of poker. You have to play the cards you're dealt. In other words, you need to assess "what is" and respond accordingly. I could not know what MS would mean to my future but I could address each day as it came and keep moving FORWARD. I decided then and there that I would work to make MS affect me as little as possible.

As we move FORWARD, I hope you join me in what is my 20th Bike MS Coast the Coast. The first year I rode a bike and for the past 19 years I have been on my motorcycle helping to ensure that you have a safe ride. This year, I hope to acknowledge each of you as you pass by.

Please join us at this year's Bike MS Coast the Coast! Thank you for your support of the National Multiple Sclerosis Society and those affected by MS. Let's move FORWARD together!

Michael Pawelczak

2013 Bike MS Ambassador

MS AWARENESS WEEK MARCH 11-15, 2013

JOIN THE AMAZING MS AWARENESS RACE!

The 2013 MS Awareness Week offers more fun and exciting ways to get involved in showing your support for our mission, our events and those living with MS. Join the NJ Metro Chapter in the Amazing MS Awareness Race. Like a virtual scavenger hunt, play for points as you bring awareness, create excitement and raise funds for MS. Take social media to the next level and have a blast!

For a full list of the NJ Metro Chapter's events and the details on the Amazing MS Awareness Race, check out our chapter website at:

nationalmssociety.org/chapters/NJM

KICK-OFF MS AWARENESS WEEK

Help us kick off MS Awareness week on Monday, March 11th 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! RSVP to:

patricia.tupycia@nmss.org

PROMOTE BIKE MS IN YOUR NEIGHBORHOOD

If you'd like to help spread the word about Bike MS, simply contact us and let us know that you are interested in distributing Bike MS promotional materials. We will send you Bike MS posters and brochures for distribution at your office, place of worship, gym, club, local restaurant, etc. Contact Morgan Hollingsworth at 732-660-1005 and she will send you all the materials you need.

WHAT IS THAT BANDANA ALL ABOUT? CHAMPIONS AGAINST MS

Every year, hundreds of event participants and people living with MS come together to ride and fundraise to create 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.

As a participant in Bike MS, you have the opportunity to be paired with a Champion who lives with MS and increase your awareness about our mission. Those who opt into the program will receive a bandana from their champion with a message of inspiration and hope and hopefully connect with them at the event as well.

To join the Champions Against MS program, please contact: Katelyn DeGennaro at 201-967-5599 x43202 or Katelyn.DeGennaro@nmss.org. You'll be happy to have a Champion cheering for you!

BONUS BUCKS: A BIKE MS REFERRAL PROGRAM

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 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.

FUNDRAISE WITH FACEBOOK

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 Coast 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 as your status where friends can check your progress and donate to you!

BECOME A SUPER CYCLIST AND EARN THE SHORE'S COOLEST BIKE JERSEY AND MORE!

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.**

FUNDRAISE FOR PRIZES!

Joining the MS Movement has its rewards! Raise \$500 or more and you will be eligible for prizes. Please note that all donations and prize selection form must be received by July 8, 2013 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 and receive a Vitamin Shoppe Duffel Bag, raise \$1000 or more and become a Super Cyclist. Super Cyclists are entitled their exclusive jersey and VIP perks!

Those who raise \$2,000 and more are eligible for a Super Cyclist Jersey plus a gift certificate to one of our participating bike shops.

Raise \$10,000 and more to become a member of our Mission Possible fundraisers. Mission Possible club members are invited to the National Leadership Conference which is held each November.

Set your goal and start raising funds. We hope to see YOU in the Mission Possible Club!

NEED A FUNDRAISING COACH? OUR FUNDRAISING MENTORS OFFER HELP!

Each year we work hard to make the Coast the Coast the best bike ride possible so we can help those in our community impacted by MS. We know that some people get stuck with their fundraising, so we started a fundraising mentor program to help you get started with your fundraising efforts. Whether this is your first time riding or you're a seasoned veteran, we would love to help you. We are Joe Martz of Team Joe and Mary Ellen "Missy" Gervasini of CohnReznick LLP and we've offered to help with this program. Both of us are extremely passionate about fundraising and have been very successful with our efforts.

Here are a few ways to help kick off your efforts:

1. Ask! Send out a simple e-mail or letters telling your friends and family that you're riding in the Bike MS: Coast the Coast Ride. Tell people why you're riding, if you know someone who has MS let people know. People enjoy giving and help people they like and care about.
2. Ask business to sponsor you or your team, place their name or logo on your cycling jerseys. It's a great form of advertising for the business
3. Ask your co-workers or people you do business with to sponsor you.
4. Host a bake sale at work, a supermarket or your place of worship
5. Organize a Bowl-a-thon or another fun activity that your friends and family would support.

Please don't be shy if you need help with your fundraising efforts, reach out to Joe Martz at joe_martz@ml.com or Mary Ellen Gervasini at maryellen.gervasini@cohnreznick.com

Thanks for riding!

MaryEllen "Missy" and Joe

SAFETY FIRST! FIVE STEPS TO RIDING BETTER

Provided by The League of American Bicyclists

1. Follow the Rules of the Road

- Ride with traffic and obey the same laws as motorists.
- Use the rightmost lane that heads in the direction that you are traveling.
- Obey all traffic control devices, such as stop signs, lights, and lane markings.
- Always look back and use hand and arm signals to indicate your intention to stop, merge or turn.

2. Be Visible

- Ride where drivers can see you.
- Wear brightly colored clothing at all times.
- At night, use a white front light and a red rear light or reflector. Wear reflective tape or clothing.

3. Be Predictable

- Ride in a straight line and don't swerve between parked cars.
- Make eye contact with motorists to let them know you are there.
- Do not ride on the sidewalk.

4. Anticipate Conflicts

- Be aware of traffic around you and be prepared to take evasive action.
- Learn braking and turning techniques to avoid crashes.
- Be extra alert at intersections.

5. Wear a Helmet

- Make sure that the helmet fits on top of your head, not tipped back or forward.
- After a crash or any impact that affects your helmet, visible or not, replace it immediately.

bike to
create a world
free of MS

~~MS~~
bike

National MS Society
New Jersey Metro Chapter
246 Monmouth Rd.
Oakhurst, NJ 07755

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