



# Bike MS: Coast the Coast

## Pedal Power



Volume VII, Issue 2 • May 16 & 17, 2015  
(732) 660-1005 bikemscoastthecoast.org

an unforgettable ride. an unbeatable destination. a world free of MS.

### IT'S TIME TO COAST THE COAST!

#### LOCATIONS:

Saturday, May 16<sup>th</sup>  
Monmouth University  
Boylan Gymnasium  
400 Cedar Avenue  
West Long Branch, NJ 07764

Sunday, May 17<sup>th</sup>  
Pinelands Regional Junior High School  
590 Nugentown Road  
Little Egg Harbor, NJ 08087

### WELCOME TO THE NEW JERSEY METRO CHAPTER!

The New Jersey Metro Chapter is one of the largest organizations within the National MS Society serving over 10,000 members living with MS, their friends and family. We welcome the opportunity to serve you, our friends, and will provide the outstanding level of service you expect.

We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS. Funds raised from Bike MS make it possible to provide over 100 programs and services to those living with MS in our area. Thank you for making programs such as: health & wellness groups, computer outreach, nursing home visits, couples retreats, scholarships, financial aid and so much more available to those living locally. Additionally, we support national research programs to stop disease progression, restore lost function and end MS forever!

THIS EVENT WILL BE HELD RAIN OR SHINE!

VISIT OUR WEBSITE FOR FINAL EVENT DETAILS AND DIRECTIONS AT [bikemscoastthecoast.org](http://bikemscoastthecoast.org)  
Pledge minimums must be fulfilled prior to May 16<sup>th</sup> in order to ride!

### RIDE START TIMES

<b>Ride Length:</b>	<b>Check-in:</b>	<b>Start Time</b>
<b>170 &amp; 85 miles:</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>
<b>50 miles:</b>	<b>8:00 a.m.</b>	<b>9:00 a.m.</b>
<b>25 miles:</b>	<b>9:00 a.m.</b>	<b>10:00 a.m.</b>

#### SUNDAY

<b>Check-in:</b>	<b>Morning Program:</b>	<b>Start Time:</b>
<b>6:30 a.m.</b>	<b>7:00 a.m.</b>	<b>8:00 a.m.</b>

#### EMERGENCY ASSISTANCE

Call 9-1-1 and then the MS emergency hotline at 732-616-7695 for any serious medical emergencies. For scrapes and bruises, our medics can help you out. The Mechanical Support Hotline will make sure our mobile bike repair gets to you. See the numbers on your route cards.

#### CHEER MORE!

Invite your family and friends to come out and cheer you on. Visit our website at:

[bikemscoastthecoast.org](http://bikemscoastthecoast.org)

On the event homepage, scroll down and click on the Directions tab to find addresses and directions to rest stops, lunches and finish lines.

#### PLEDGE MINIMUMS DUE BEFORE RIDING

In order to support those living with MS and national research programs, each cyclist must fulfill their pledge minimum before riding in Bike MS: Coast the Coast. Please bring pledges in the form of checks or your credit card to fulfill the pledge minimum. Proper I.D. will be required when charging your credit card.

# COME PREPARED!

## One week before:

- Get your bike road-ready and tested. Find your helmet and gear.
- Enter checks you receive in your Participant Center. How? Go to the "Home" tab and click on "Enter New Gifts" so that sponsors who gave checks will get the recognition they deserve!
- Prepare your pledge envelope, including matching gift forms for the day of drop off. Make sure all information on your pledge envelope is complete.
- Watch the weather and dress accordingly for the big day.

## The morning of the ride:

- Eat a healthy breakfast and hydrate!
- Bring: your bike & helmet, rider number if it was mailed in advance, pledge envelope and I.D.
- 170 and 85 milers park in the lower lot and drop your luggage off at the luggage truck.
- Bike shoes aren't permitted in the gym. Wear shoes or sandals to check-in!
- Visit vendors in the Expo area. The Vitamin Shoppe will offer an assortment of products for your health and wellness. Don't miss the chance to enter for the Smarty Pants bike.
- Super Cyclists, stop at your special check-in table for your VIP jersey, if qualified, and a VIP welcome!
- Team Tables will be prepared for the top 20 fundraising teams. Check with your team captain to find out if you qualify for this special privilege.
- Do you have the pledge minimum fulfilled? If not, please bring pledges, checks, and/or credit card and a valid I.D. to check-in. You will have to fill out a Promise to Pay form in order to ride. Please convert cash donations to check.
- Drop off your pledge envelope and you'll receive your wrist band. Minors, please bring a notarized waiver or meet our Notary on-site.
- Check the weather and prepare. Apply your sunscreen!
- Make sure your rider bib is visible on your back, number is on your bike and your luggage is tagged and in the truck. The Super Cyclists will be sporting bright yellow numbers that indicate their name and 2014 rank.
- Enjoy free air!! Visit one of the bike shops or see a ride marshal to get your tires pumped up. Riding with the right air pressure makes for an easier ride and less flats!
- Ride starts promptly as scheduled. Please be mindful of the time.
- Have a great time and ride safely!

## IMPORTANT ROUTE NOTES

**Route markings will be orange arrows painted on right hand side of street. Some towns are not permitting permanent street markings, so in the event of rain, be alert for paper orange arrows in Bradley Beach, Spring Lake, Brielle and Day 2 locations of Washington Township, Stone Harbor, North Wildwood and Wildwood Crest.**

### **25 and 50 Mile Cyclists -**

Watch for signs that indicate your route is splitting off from the rest so that you don't go too far! 25 milers will turnaround at the first rest stop in Belmar. 50 milers split from the longer routes in Brielle at River Road.

### **170 and 85 Miler Cyclists -**

Remember to keep moving through the route. On Day 1 you must reach the Warren Grove Fire House (across from Lucille's) by 4:00PM and The American Legion in Wildwood on Day 2 by 4:30PM to finish on time.

**Note that there are route changes on Saturday and Sunday.** Please follow the route card and street markings.

Join us for dinner at The Tuckerton Seaport. Enjoy a catered dinner and a couple of beers while enjoying maritime history. Enjoy walking trails and the visitor's center after a long day in the saddle!

# THANK YOU FOR JOINING THE 2015 COAST THE COAST RIDE.

## TEAM PHOTOS

Capture the moment! Gather your team on Saturday, May 16th beginning at 7am at Monmouth University! Look for the PHOTO sign outside the gymnasium unless it is raining, then it will be placed within the gymnasium! Make sure your team stands out and makes a statement! Bring a team sign, wear matching jerseys, rock team t-shirts or have everyone wear the same color! The choice is yours! We may even have special props for you to use!

## BIKE MS ONLINE ALL THE TIME!

Join the Coast the Coast online for more training and safety tips, fundraising ideas and the inside scoop on the making of the ride. Share with your friends.... Share your stories... Share your photos:

Become a Fan on Facebook at [www.facebook.com/bikemsnjmetro](http://www.facebook.com/bikemsnjmetro)

Follow us on Twitter @BikeMSNJMetro

## 2016 REGISTRATION AT THE FINISH LINE

What's better than completing the Bike MS: Coast the Coast? Knowing that you're registered for next year's ride! Registration for the 2016 Coast Ride will be available at the finish lines on Saturday and Sunday during the event weekend.

## CHECK OUT THE 2014 SUPER CYCLISTS!

They're touting the bright yellow rider numbers with their rank in the 2014 fundraising standings! Those who have raised \$1,000 or more may be wearing their 2015 jerseys too!

**Helmets are mandatory at Bike MS. Without one, we cannot let you ride.**

## 2015 TEAM AWARDS

Does your team have what it takes to receive one of our TEAM AWARDS? Winners will be chosen following the fundraising deadline of July 8th!

**Team Champion Award** is a highly coveted traveling trophy and will remain in the possession of the reigning #1 fundraising team for the entire year.

**Largest Team Award** is presented to the team with the greatest number of registered participants.

**Most Team Spirit Award** is awarded to the team who is most enthusiastic, not only during the event but through out the upcoming months.

**Breakout Team Award** is awarded to the team whose current fundraising results have dramatically surpassed the previous year.

**Best Dressed Team Award** is awarded to the team who had the most creative jersey, team t-shirt, etc.

**Rookie of the Year Awards** are awarded to a first year Friends and Family Team and Corporate Team whose fundraising efforts proved extraordinary.

## SUPER CYCLIST JERSEY AVAILABLE AT EVENT CHECK-IN

If you've raised \$1,000+ by the time of the ride, stop by the VIP Check-In Table on Saturday to pick up your Super Cyclist jersey and show off your tremendous dedication to the mission!

**Unsure About Your Fundraising Limits?** Hold off on selecting your prize until all of your pledges are in. We'll be happy to ship your prize to you after the prize deadline in July.

## SAFETY MAN MATT SAYS "ABIDE BY TRAFFIC LAWS AND BE AWARE!"

Bike MS puts the safety of our cyclists first. We carefully plan our route to take all levels of cyclists into consideration and put police and motorcycle assistance in the busier intersections. We need you to do your part to be a smart and courteous cyclist!

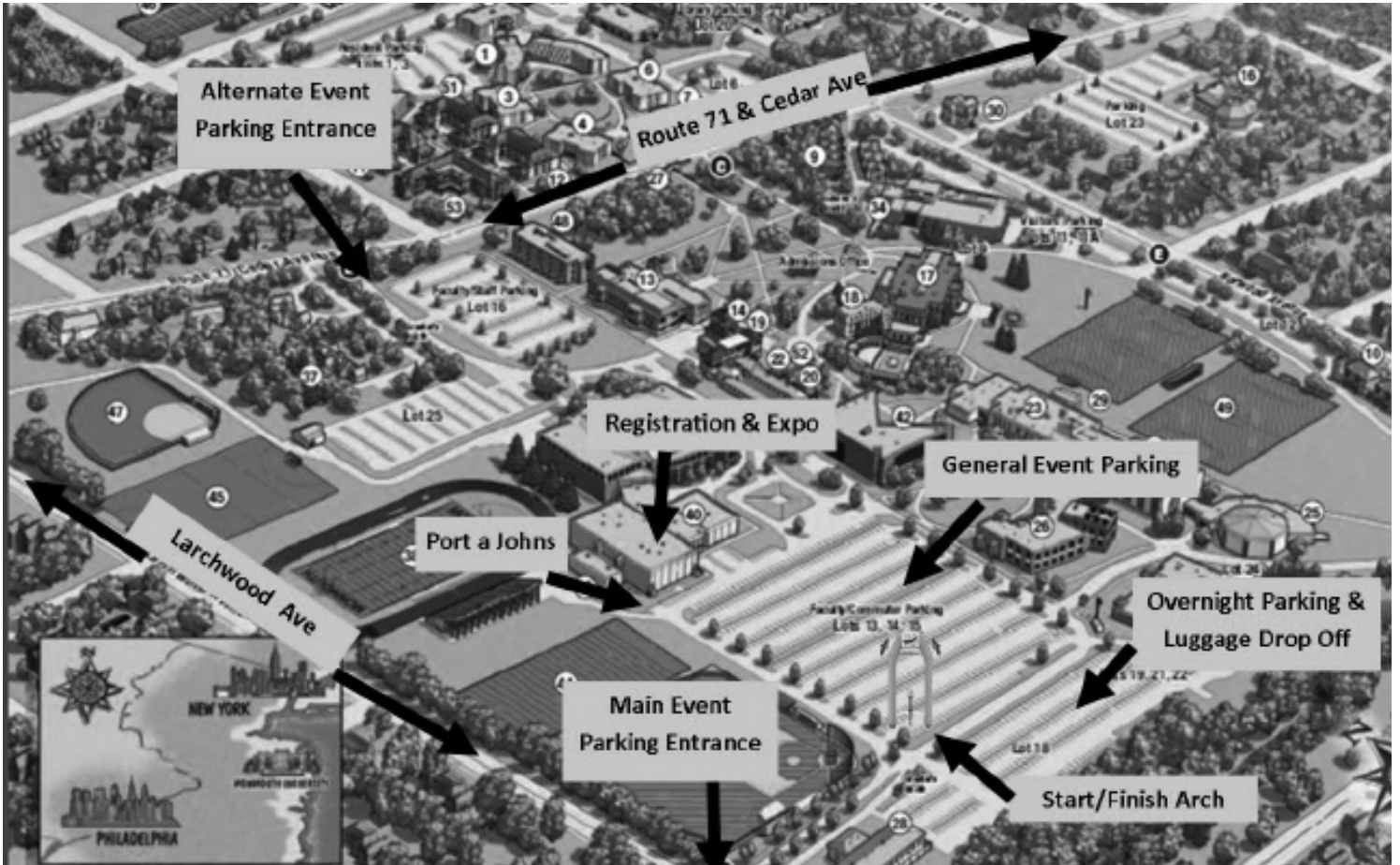
Please remember to obey traffic laws, stay alert, use your hand signals to indicate stopping, turning and road debris; use your voice to call out "On your left" and "Car back" when cars are approaching and most importantly don't block traffic! Never ride more than two abreast and don't cross the yellow line. We'll be watching for safety infractions and are implementing a 3-Strike Policy to ensure that our Bike MS cyclists are the most courteous on the road. This is for the health and well-being of all!

## VITAMIN SHOPPE

At the Vitamin Shoppe, every body matters! Stop by the Vitamin Shoppe booth at Monmouth University to meet with product experts and pick up samples for your Coast ride. Vitamin Shoppe products and water will also be available at rest stops along the route.

 **theVitamin Shoppe®**  
every body matters™

# MAP OF MONMOUTH UNIVERSITY



## THANK YOU TO OUR 2015 SPONSORS:

