



**Bike MS: Coast the Coast**  
**Pedal Power**  
Volume VII, Issue 1 · May 16 & 17, 2015  
(732) 660-1005      [bikemscoastthecoast.org](http://bikemscoastthecoast.org)



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

### **Bike MS: Coast the Coast, It's a Ball!**



The Bike MS: Coast the Coast is the Jersey Shore's premier cycling event. It's a great challenge to experience with friends and family as we ride through shore towns, breathing sea air and enjoying beautiful ocean views. Any closer to the beach and we'd be on the sand! Because it's an absolute ball, encourage others to join our ride by sharing the promo code "PUMPITUP" for \$10 off of registration fees from now until May 13th!!

## *I Ride with MS*

People who ride in Bike MS may do so to support family members, friends or coworkers who have been diagnosed with multiple sclerosis. But, there are also legions of participants who live—and ride—with the disease, despite challenges such as fatigue or weakness. I Ride with MS is a special Society program that celebrates Bike MS cyclists who are also living with multiple sclerosis.

Anyone living with MS who is interested in cycling to support the MS movement can join the program, enjoy special day-of-event benefits and receive a complimentary "I Ride with MS" jersey and T-shirt. Genzyme and MS One to One, and Primal Wear are proud supporters of the I Ride with MS program.

I Ride with MS participants are not only committed to cycling to create a world free of MS, but to increasing awareness. If you live with MS and are riding in this year's Bike MS: Coast the Coast, join the program by completing this **short survey**. The I Ride with MS jersey and T-shirt will be mailed to you!



## INTRODUCING THE 2015 BIKE MS AMBASSADOR, SANDIE REILLY

Sandie Reilly, a cycling advocate, dedicated Bike MS cyclist and volunteer, who also lives with MS is the 2015 Bike MS Ambassador. Sandie shares her poignant story to inspire us all to do more.

**"I ride because I can," said Sandie. "And if my riding encourages just one person to stop living in fear of MS and begin living in spite of MS, then every mile, every saddle sore, every drop of perspiration will be very well spent."**

Sandie began cycling with the chapter nine years ago. Each year, in May and September, Sandie joins the New Jersey Metro Chapter for Bike MS as a dedicated volunteer ride marshal.

Additionally, Sandie has raced, is a USA Cycling Level 2 Coach, runs weekly ladies rides, and works part time at Ridgewood Cycle. She is passionate about adaptive cycling, works with para-cyclists at the Olympic Training Center in Colorado and the Helen's Angels Cycling team in NY, and teaches cycling to children with Autism.

**"I live and breathe cycling," Sandie said. "And it's all because I made that first step, got off the couch, decide to live in spite of MS and participate in my first bike tour. None of the rest would have happened if I didn't stumble on the Bike MS site in the middle of the night in August 2006. None of it."**

Sandie was diagnosed with multiple sclerosis in 1987. Sandie noticed that her fingers and legs "felt odd" — "A bit tingly," she said, "Like they were falling asleep." A few days later, Sandie's symptoms worsened, so she went to a neurologist, who put her through a series of tests. "I was asked to 'walk heel to toe,' and I had a hard time," Sandie said. "'Close my eyes and touch my nose with my finger tip,' and I missed — big time," she continued. "'Stand straight, legs shoulder width apart and close my eyes,'" Sandie paused, "I nearly fell over."

After her tests, the neurologist wanted Sandie to stay in the hospital. Sandie was extremely reluctant. To Sandie, hospitals weren't made for someone young like her. They were for the elderly, the sick, the dying. "I told him to give me whatever drugs I needed, and I'd take them at home," said Sandie.

Just two days later, though, Sandie's mind changed. "I was powerless over what was happening to me," she said. "And, when it occurred to me that I might not be able to dial the phone for help the next morning, I had friends take me to the hospital."

Sandie spent 10 days in the hospital before the doctors told her she had MS. For her entire list of questions — "How long until I recover? When would I get it again? How often? Would I ever recover? Should I diet? Quit smoking? Exercise?" — there seemed to be just one answer, "We don't know." Sandie felt deflated, "I was sent off into a trip I hadn't planned on with no road map, no guidance or pioneers to follow. Just a warning to 'watch out!'"

After receiving life-changing news, Sandie was looking for a silver lining, along with guidance. "I desperately needed to hear that life wasn't over, that there was still hope," she said. "But I heard none."

In 1970, the average time of a person's first MS symptom until a definite diagnosis was seven years. MS breakthroughs sometimes expanded knowledge of the disease, but increased confusion. In 1987, there just weren't many options available to people diagnosed with MS. It wasn't even until the '80s that treatment trials began. And so, Sandie "stepped gingerly back into life," minimizing her activity in hopes to diminish her risk. It wasn't until a friend was diagnosed with ALS that Sandie began to reevaluate her lifestyle.

"I realized then that, in comparison, I was merely inconvenienced while he was given a death sentence," she said. "I was sitting around wasting my life in fear of the chair while he made the choice to live in spite of the chair. It was time for me to make a change."

In 2006, Sandie registered for Bike MS: Great New Jersey Country Ride, now called Bike MS: Country Challenge. It had been 15 years since Sandie was on a bicycle. "I had just 3 ½ weeks to go from couch potato to cyclist, but I was committed," she said.

**"Signing up for that tour, completely unprepared, was the best thing I've ever done for myself," she added.**

You can read more of Sandie's story in the next Pedal Power or visit the event details page on [BikeMSCoasttheCoast.org](http://BikeMSCoasttheCoast.org) for the full story.

## JOIN IN THE FUN! BIKE MS IS A BALL!

We're pumping up the good times at Bike MS: Coast the Coast with beach-theming throughout the event. Look for sailors, pirates, life guards and more. You too can join in the fun by coming with your own coastal apparel. The Coast the Coast is the ultimate Jersey Shore cycling event and we want you to keep up that tradition.

## 2015 ROUTES ARE POSTED ONLINE

Every year we review our routes and strive to improve them to the best that they can be. We know that many of you anticipate the route and like to preview it. Turn-by-turn directions have been posted on the website. Find them on [bikemscoastthecoast.org](http://bikemscoastthecoast.org) home page and scroll down for links to the route. Check back soon for routes posted on [ridewithgps.com](http://ridewithgps.com)

There are many changes to route this year. Follow your route card and the arrows. The route is marked with orange arrows painted on right side of the road. They are distinguished from other markings as ours have "MS" underneath each arrow. Markings are indicated before and after the turn and confirmation marks at half mile points along the way.

## CHECK YOUR MAILBOX!

The details of the event will be mailed to each registered cyclist by May 7th. You can expect to receive a pledge envelope, event newsletter, and for those who have raised \$400 in confirmed donations by May 1st, a set of rider numbers.

Pledges can be turned in at event check-in in the pledge envelope. If you've collected cash donations, please write a check for those donations. You can indicate with a note that your check should be crediting cash donations noted on your participant

## BECOME A SUPER CYCLIST AND THE ULTIMATE JERSEY WILL BE YOURS

Can you raise \$1,000 or more for Bike MS: Coast the Coast? Do so and you'll automatically qualify to be Super Cyclists, the extraordinary fundraisers who each raise \$1,000 or more for Bike MS. 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 special 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 ride, you'll be able to receive your jersey at the event.



## HEARTY THANKS TO EARLY FUNDRAISERS!

Those who raised \$400 or more by April 1st are receiving this VIP long sleeve T-shirt as our thanks for fundraising early!



## LOOK WHO'S BACK!

We are happy to see that many of our Super Cyclists and top teams have returned for the 2015 Bike MS: Coast the Coast. Check our event details page on [bikemscoastthecoast.org](http://bikemscoastthecoast.org) for a complete list of the 2014 rankings and who has returned for 2015!

## WHAT IS THAT BANDANA ALL ABOUT?

### MS Champions program

Every year, hundreds of event participants and people living with MS come together to ride and fundraise to create a world free of MS. Our MS Champions program 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 hope and inspiration and hopefully connect with them before and after the event as well.

To join the MS Champions program, please contact Emily Borsetti at [emily.borsetti@nmss.org](mailto:emily.borsetti@nmss.org) or at 732-508-4424. You'll be happy to have a Champion cheering for you!

## SHARE BIKE MS!

Twitter: @NMSSnjm

Instagram: @newjerseymetro

Facebook: Bike MS NJ Metro

#BIKEMSCOASTTHECOAST

#BIKEMISISABALL

# 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.

## THANK YOU TO OUR 2015 BIKE MS: COAST THE COAST SPONSORS

presented by

