



bike to
create a world
free of MS

The Great New Jersey Country Bike Ride Pedal Power

Volume XXII, Issue 2 • September 12 & 13, 2009
(201) 967-5599 bikenjm.nationalMSsociety.org

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

YOU ARE INVITED TO THE 2009 BIKE MS RIDER RALLY

Friday, August 14th at 7pm
Bananas Comedy Club at the Holiday Inn
283 Route 17 South - Hasbrouck Heights, NJ 07604

Join fellow Bike MS participants for a night of food, laughs, inspiration and fun as we rally for the 2009 Great New Jersey Country Bike Ride!

Enjoy a delicious dinner followed by a
hilarious comedy show with comedian Matt Kazam.

Please RSVP to Jonathan Stauch at 201-967-5599 x213 or
jonathan.stauch@nmss.org by August 7th*. (Please mention
whether or not you will be staying for the comedy show)

This event is free to all registered Great New Jersey Country Bike
Ride participants. Not registered yet? Call us today or visit our
website at:

bikenjm.nationalMSsociety.org

P.S. Bring a new cyclist who can be registered at the Rally and
you will be entered in a drawing for a special prize!

**Please note that reservations will be based on a first-
come, first-served basis. Call us today!*

2009 Bike Shop Partners

These are the folks who will be providing their time and talent prior to and during the Bike MS weekend. Please visit one of the locations listed below prior to Bike MS for a free bike inspection. Look for your coupon on Page 2!

Allendale Cycle - Allendale, NJ	201 825 0952
Allwood Bicycles - Clifton, NJ	973 574 9001
Amber Cyclery - Fair Lawn, NJ	201 797 5600
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 - Montvale, NJ	201 391 5269
Diamond Cycle Center - Montclair, NJ	973 509 0233
Heino's Ski+Cycle - Pequannock, NJ	973 696 3044
High Gear Cyclery - Millburn, NJ	973 376 0001
High Gear Cyclery - Stirling, NJ	908 647 2010
James Vincent's Bicycles - North Bergen, NJ	201 869 1901
Madison Bike Shop - Madison, NJ	973 377 6616
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Succasunna, NJ	973 584 7773
McCormick's Bicycle Shop - Washington, NJ	908 689 0385
Montclair Bikery - Montclair, NJ	973 744 7252
Pedal Sports - Oakland, NJ	201 337 9380
Ramsey Bike & Ski - Ramsey, NJ	201 327 9480
Ridgewood Cycle - Ridgewood, NJ	201 444 2553
Sussex Bike & Sport Shop - Sussex, NJ	973 875 6565
Town Cycle - West Milford, NJ	973 728 8878

CHAMPS for MS

Every year, hundreds of event participants and people living with MS come together to ride and fundraise to work towards ending the devastating effects 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 event on September 12th & 13th, participants have the opportunity to be paired with a Champion. A postcard introducing your Champion will be mailed to you as well as a signed bandana. This bandana can be worn by you during the event. You and your Champion are encouraged to connect before, during and/or after the event. As a Champion, you are adding depth to the Bike MS event by increasing your awareness about our mission, and serving as a critical part in the fight against MS. Together, Champions provide each other with hope, inspiration and encouragement!

For more information regarding Champions Against MS program, please call Mikal McDaniel at 201-967-5599 ext. 213.



Comedian Matt Kazam

STREET TEAM

Help us promote Bike MS by getting the word out on the street!

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, brochures, hanging donation display cards 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!

So, what are you waiting for? Contact Jonathan Stauch today, and he will send you all the materials you need to get the word out on the Street!



Join the Elite!

Being a team captain is a tough job...but it can also be one of the most rewarding things you decide to do.

It takes hard work, leadership skills, dedication, and commitment to lead a team. Team captains sacrifice their time and energy for the benefit of their fellow teammates, and for the benefit of those living with MS.

We truly value ALL of our captains. As a special "thank you" for those who go above and beyond in their team captain efforts, we have created the Victory Club.

If your team raises \$20,000 or more, you -- the team captain -- will join the elite ranks of the Victory Club. You will receive a special award and recognition at the Bike MS Awards Event.

Are you a team captain that has what it takes to get to the Victory Club? Contact Jonathan Stauch at 201-967-5599 ext. 213 today for more information, and for fundraising tools and suggestions.

bike

MS

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Free Bike Inspection Coupon

Present this coupon to any of our bike shop sponsors to receive a free bicycle inspection

Coupon expires: 9/12/09

TOP TEN REGISTERED TEAMS*

Team Name	Participants
Team Hertz	18
Team Novartis	11
Team Sony	10
Glydiators	7
Kirch Mountain Creek	7
Team Falcon	7
Team Chairty	6
Team High Gear	5
Krista's Crew	5
Bichon Bikers	4

*Numbers as of 7/9/09

Mark Your Calendars!

Hops to Hops Bike MS Ride

September 27, 2009

River Horse Brewery

**40 miles of rolling hills through the
Amwell Valley.**

Vist:

**bikenjm.nationalMSsociety.org
for more information.**

FUNDRAISING TIPS

1. Ask your HR Department if your company has a matching gift program. If it does, be sure to get a matching form and submit it along with your donations. This is an easy way to double your total. Also, encourage your sponsors to ask their companies for matching gift forms. Many sponsors are not aware that this is an option.
2. For company teams, have the top fundraiser "win" a lunch with the company president.
3. Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team, possibly in return for sponsor privileges.
4. Update your personal page to receive online donations.
5. Send letters! Riders who send out a personalized letter asking for a donation raise on average ten times more than riders who do not.

Hello Team Captains!

We are now in the heart of fundraising season for the 2009 Great New Jersey Country Bike Ride. Although the economy is in a state of recession, we must all remember that MS is still striving. This disease is not un-employed, and it does not take sick days, leaves of absence or PTO's. Multiple Sclerosis is working full-time. So, despite the economic set-backs we may all be facing right now, we must remain steadfast in our fight for a cure!

The MS Society's Team Staff is here to help.

If you haven't done so already, we would love to schedule a time to meet with you to strategize your team's fundraising efforts. We also have free fundraising tools and promotional materials that we can give you to help promote your team. On top of that, we would be happy to help you set up a Lunch n' Learn meeting at your office, or a Kick-Off Party. We could even come speak to your guests on behalf of the MS Society.

In addition to this, we are excited to announce the date of our 2nd Annual Rider Rally (Please see the blurb in this newsletter for more details). We encourage you to have all of your team members come out to Bananas Comedy Club in Hasbrouck Heights on August 14th. Socialize with fellow Bike MS riders and the MS Society staff. Dinner will be provided, as well as a comedy show with comedian Matt Kazam. Please don't pass up this great opportunity to collectively rally our enthusiasm prior to the 2009 Great New Jersey Country Bike Ride!

And one more thing...Mark your calendars again because August is Team Month! Each week we will have contests and prizes for team captains who go above and beyond in their fundraising and recruitment efforts. More details to follow soon.

As always, please don't hesitate to contact us with any questions/concerns/feedback you may have. We are happy to assist you in your efforts to help us create a world free of multiple sclerosis!

All the best,

Your team staff:

Mikal McDaniel
Mikal.McDaniel@nmss.org

Jonathan Staunch
Jonathan.Staunch@nmss.org

201-967-5599

Scheduling Conflict? Register as a "Virtual Rider"

If you can't join us for the Bike MS weekend, but would still like to be a part of our event consider registering as a "Virtual Rider." Register for the event as everyone else but choose "Virtual Rider" as your participation type. After you have finished fundraising you can either mail or drop your donations off to the MS Society. You will be credited just as any other cyclist and be eligible to receive the same prizes as well as receive an invitation to our recognition event -- we'll even send you a T-Shirt! Call 201-967-5599 for more information.

Team Jerseys

Teams are encouraged to create their own jersey for Bike MS. We will be taking note of the jerseys on Saturday and awarding a team with the most creative jersey with the Best Team Jersey Award at the evening program.

Our Chapter is pleased to recommend VOmax as its preferred supplier of cycling jerseys. Based in Massachusetts, VOmax has been producing custom team-branded apparel for over 25 years and services hundreds of Bike MS events across the country. Please feel free to contact VOmax regarding your needs for team jerseys, shorts, or any other related apparel. As a supporter of our Chapter, VOmax will contribute 10% of all jersey orders it receives back to the Chapter. The minimum order is ten. VOmax provides graphical art design and quick delivery turn-around.

Feel free to contact VOmax for sample designs and/or more information.

Peter Manning

Phone: 1-800-530-9740

E-Mail: pmanning@vomax.com

Website: www.vomax.com

Be sure to mention the New Jersey Metro Chapter when speaking to VOmax!



*High Gear Cyclery, winner of the
2008 bike MS Team Jersey Award*



Presented By:

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National MS Society
New Jersey Metro Chapter
1 Kalisa Way
Suite 205
Paramus, NJ 07652

FIRST CLASS
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Register today for Bike MS! (You must be 12 years old to participate in bike MS.)

Name: _____ Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

My personal fundraising goal is: _____ My company has a matching gifts program: Yes No

Please contact me about sponsorship opportunities (please circle one): Yes No

I am riding (check one):
☐ 20-mile option, Saturday Only - \$30 until August 11, \$35 thereafter
☐ 50-mile option, Saturday Only - \$70 until August 11, \$75 thereafter
☐ 50-mile option, Sunday Only - \$70 until August 11, \$75 thereafter
☐ 100-mile option, Saturday & Sunday - \$70 until August 11, \$75 thereafter

I am staying overnight (circle one): Yes No Roommate: _____

I will be making my own reservation (you must make your reservation by August 20th): Yes No

T-Shirt Size: S M L XL Will you be riding as part of a team? Yes No

Team Name (if applicable): _____ Team Captain: _____

Emergency Contact: _____ Telephone: _____

Enclosed is my \$_____ registration fee. (Registration fee is non-transferable or refundable)

Payment type: Check Visa MC AmEx Exp Date: _____

Authorization Signature: _____ Card #: _____

Name as it appears on card: _____

☐ I would like to become a CHAMP. (You will ride in honor of the person living with MS that you are assigned.)