



The Great New Jersey Country Bike Ride Pedal Power

Volume XXIII, Issue 3 • September 25 & 26, 2010
(201) 967-5599 bikenjm.nationalMSsociety.org

BIKE MS VISION STATEMENT

For cyclists and all those seeking a personal challenge and a world free of MS, Bike MS is the premier fundraising cycling series in the nation. With a choice of more than 100 extraordinary rides, the Bike MS experience is the ride of your life.

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 fundraising progress will be displayed on your profile where friends can check your progress and donate to you! Your registration, donations and a countdown to the event will also show in your newsfeeds. Friends can click a link to make a donation towards your participation in the Great New Jersey Country Bike Ride. It's that easy! Participants who have used *boundless Fundraising*[™] have increased their fundraising by 73% over those who don't use it. It's no wonder where the application got its name!!

PROMISE TO PAY

Each ride option has its own fundraising minimum that must be met. If you do not meet your fundraising minimum by the ride date, you will be asked to complete a Promise to Pay form. The form will ask for your credit card information and if by the fundraising minimum deadline you have not met the required amount, we will charge your card the full amount or balance due.

Bike MS is a fundraising event that helps to support our local programs and services we offer to over 10,000 people living with MS and their families. Money raised from this event is critical to the overall success of our Chapter. We appreciate your commitment and support!

Don't forget to wear your helmet! Not only is it the law, riders will not be permitted on the route without one!

CHAMPIONS AGAINST 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, participants will 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 Samantha Farulla at 201-967-5599 ext. 43201.

REGISTRATION IS OPEN FOR BIKE MS

Choose Your Option and Sign Up Today

Saturday, September 25th:

20-Mile Ride - \$30 registration fee until August 11th, \$35 registration fee thereafter; \$150 fundraising minimum per person.

50-Mile One Day Ride - \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person.

Sunday, September 26th:

50- Mile One Day Ride - \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person.

Saturday & Sunday, September 25th & 26th:

100-Mile Challenge! - \$70 registration fee until August 11th, \$75 registration fee thereafter; \$350 fundraising minimum per person. Overnight at the Parsippany Hilton, two dinners, breakfast and comedy show included!

Register online at bikenjm.nationalMSsociety.org, completing and returning the registration form included in this newsletter, or by calling **201-967-5599**.

ADOPT A MILE

*Sponsor a mile of the Bike MS route!
(Example pictured below)*

The sign can display your company name, family name or team name. We will display your personal sign at a highly visible mile marker on the route during the day of your choosing.

There are two sizes available:

\$250 18 x 24

\$500 22 x 28



THANK YOU TO OUR REGISTERED GOLD SPOKES CLUB MEMBERS!*

All Gold Spokes raised \$1,000 or more in last years ride. All members receive a special Gold Spokes jersey to train in over the summer, a special 20-minute massage ticket and special recognition in Bike MS publications. Join the elite and become a Gold Spoke this year!

Chris Amalfitano	Ben Maldonado
Martin Apa	Ronald Matysik
Marc Aronowitz	Tim McChesney
Douglas Billitz	Susan McCollum
Frank Blaeuer	Eddie McKeon
Madeline Byrne	Andrew McKinnon
Eleanor Campbell	Michael Murphy
John Casciano	Erin Murphy
David Catalano	James Murphy
Thomas Chianelli	Nasib Najjar
Erin Colfax	Noelle Najjar
Krista Collopy	Joseph Nothwang
Gary Crystal	Joe Nugent
Victor Delimata	Dennis O'Keefe
Steve Elliott	Jeff Pfefferkorn
William Fredericks	Mark Phelps
Jay Green	Frank Pinto
Lori Hanzl	Daniel Preisler
Colin Heijne	David Puentes
Dave Hindman	Tammy Quasius
Ken Hoexter	Paul Quasius
Michael Hoffmann	Richard Ranft
John House	Rick Romanowski
Winfred Itondo	Herb Rozansky
Chris Jeffers	Nicole Rutkowski
Leila Kirchmer	Michael Spilker
Robert Kirchmer	Michael Sterling
Mark Kreston	Melissa Sturno
Courtney Lant	Robert Tallman
William Lanza	Vito Tamborrino
Ian Laudor	John Theodosion
Rocco Lepore	David Thompson
Stephen LeVine	Tim Vitale
Terry Levinstone	John Walker
Alan Lieber	James Weingartner
Andrew Lloyd	Joe Welter
Robert Longo	Jack Young
Giovanni Luciulli	Randi Zettler
Richard Magee	

*list as of 7/6/2010

2010 REGISTERED BIKE MS TEAMS!*

TEAM NAME	TEAM CAPTAIN	RIDERS	TEAM NAME	TEAM CAPTAIN	RIDERS
Team Novartis	Richard Ranft	27	Saint Mary's Team	Shobha Jacob	2
Hertz	Nicole Rutkowski	19	TEAM TAMBO	Vito Tamborrino	2
Team Atlantic Health	Elizabeth Hogan	10	Team BD	Anne Gorman	2
Team Sony	Kevin George	10	Team Charity	Ritesh Shah	2
Kirch / Mountain Creek	Leila Kirchmer	9	Team Vitamin Shoppe	Rich Tannenbaum	2
Ridgewood Cycle	Ken Hoexter/ Andrew McKinnon	8	Team Vitrano/Smartt	Allison Smartt	2
Team Falcon	Jack Young	8	Anthem Institute	Tony Cuevas	1
High Point Auto Insurance	Joe Nugent	7	Parsippany		
the tAmbassadors	Tammy Quasius	7	Ernst & Young	Timothy Vitale	1
24 Hour Fitness	Ceribet Ruiz-DiBiasi	6	Glydiators	William Lanza	1
Siemens	Marc Aronowitz	6	Hurden Looker	Ryan Masterson	1
Team High Gear	Mike Spilker	5	Medarex	James Weingartner	1
Team ITT	Martin Apa	5	Roadscrapers	Eleanor Campbell	1
First Riders	Caroline Scott	4	Rockaway Riders	Brandon Marks	1
NJ Road Dogs	Eddie McKeon	4	Square D/Schneider	Susan McCollum	1
Team Deloitte	Joe Welter	4	Electric		
Verizon Bikers	Rick Miller	4	Team Mojo	Steven Fritz	1
Crystal Crawlers	Gary Crystal	3	Team NJRCC	Joe Laurino	1
Good n' Plenty	NJ Romano	3	Team Respect	Robert White	1
Team Tricia	Douglas Billitz	3	Team SocialWish	Mark Birch	1
The Blue Tongue Team	Susan Durant	3	Team Sterling	Michael Sterling	1
Wayne Police	Frank Pinto	3	Team UMDNJ	Dennis O'Keefe	1
Allison's Angels	Allison Keenan	2	Teenie's Titans	Victoria Zimmerman	1
Kristas Crew	Krista Collopy	2	The Chain Gang	Sandie Reilly	1
RockOn - The Rockland Web Design Team	Thomas Ossa	2	Walk Riders	Terry Levinstone	1
			Wild Cogs	Stephen LeVine	1

*Registrations as of July 7, 2010.

MEET OUR 2010 BIKE MS AMBASSADOR, KRISTA COLLOPY



Twenty-one years ago, Roe and Tom Collopy participated in their first Bike MS with the Greater North Jersey Chapter (now the New Jersey Metro Chapter) of the National MS Society. They had no knowledge of what multiple sclerosis was when they signed up - they just knew that they loved to ride. A few months after participating in this event, the married couple gave birth to their daughter, Krista. The small family lived in a quaint suburban town in northern New Jersey, and basically lived the life of the average American family, until something changed their world forever. Roe and Tom were strolling through a local mall, returning gifts after just celebrating their first Christmas with their daughter. Suddenly, the entire left side of Roe's body went numb. Sensing something was wrong, she went to a doctor who diagnosed her with multiple sclerosis. Although this was a major blow for the Collopy's, the disease did not tear the family apart, but rather, served as a catalyst for bringing them closer together.

Krista Collopy, 2010 Bike MS Ambassador

For Roe, Tom, and Krista, The Great New Jersey Country Bike Ride became a family event. Tom continued to ride every year after his wife was diagnosed, and Roe and Krista would gather up their gear and travel from rest stop to rest stop cheering on every rider that would pass by. Tom, who had a great sense of humor, always brought fun to ride by strapping a stuffed animal to the top of his helmet. Each year, he picked a different character to ride with, including a daisy, a turtle and an octopus just to name a few. When Krista turned five years old, Tom attached a burley to the back of his bike and let his daughter cycle a couple of miles each day during the Ride. Afterwards, Krista would once again join her mom and cheer on the other cyclists. When Krista turned seven, Tom attached an allycat to the back of his bike, which let the two of them ride together for Roe. The Collopy's continued this tradition for the next couple of years, until the family was dealt another major blow. Tom began to see double. He saw doctor after doctor and was finally diagnosed with a malignant brain tumor. The Collopy's were very open with Krista about her mom's MS and they were the same way when Tom got sick. Although he had his own illness to deal with, Tom always kept his wife and daughter as the top priorities in his life. Unfortunately, he lost his battle with cancer less than a year after he was diagnosed.

Losing her father at such a young age was extremely difficult for Krista, but she wanted to keep the tradition of riding in Bike MS for her mom alive...although she knew she couldn't do it alone. Realizing she needed help, Krista decided to create her own team called "Krista's Crew". The team was made up of family and friends who supported Krista and the cause 100%. At his last Bike MS Ride, Tom Collopy and Krista wore stuffed animals of "Tommy" and "Angelica" from the cartoon show "The Rugrats" on their helmets. Every Ride since then, Krista wears "Angelica" on her helmet in memory of her dad. In this way, Tom is still riding with her every year.

When Krista rode her first solo Bike MS at the age of 9, her mom was a little skeptical that she would be able to finish the route. When Krista passed the first rest stop, Roe admittedly thought that her daughter would give up by the time she reached the lunch stop. However, Krista kept on peddling until she finished the entire Ride. Roe had tears running down her face as she saw her daughter cross the finish line and become the youngest team captain in our Chapter's history, and the youngest person to complete the Great New Jersey Country Bike Ride. By accomplishing these feats, Krista sent a clear message to her mom that she would never give up on her.

This year will mark Krista Collopy's 10th anniversary as a participant in Bike MS. "I have learned that MS is like flipping a coin you never know what you are going to get or how you are going to feel. However the Bike Ride allows me to take on MS head to head. A hundred miles on a bike is nothing in comparison to a lifetime with multiple sclerosis", says Krista, "During the ride, when I feel that I can't go on or the hill is just too big, I immediately think of my mom and the struggle she endures everyday. That gives me the drive to dig down deep inside and make it to the finish line." Through the years Krista and her team "Krista's Crew" have raised over \$30,000 in the fight against multiple sclerosis. She has had many fun experiences and some struggles along the way, but through it all she remembers why she participates in this event every year. Krista's mom has had MS for 19 years. This is why she rides.

2010 OFFICIAL BIKE SHOPS

Thank you to our Bike Shop Partners for their time, talent and assistance! Use the coupon at the bottom of the page for a free bike inspection prior to Bike MS!

Allwood Bicycles - Clifton, NJ	973 574 9001
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 - Park Ridge, NJ	201 391 5269
Diamond Cycle Center - Montclair, NJ	973 509 0233
Heino's Ski & Cycle - Pequannock, NJ	973 696 3044
High Gear Cyclery - Stirling, NJ	908 647 2010
High Gear Cyclery - Millburn, NJ	973 376 0001
James Vincent's Bicycles - North Bergen, NJ	201 869 1901
Madison Bike Shop - Madison, NJ	973 377 6616
Marty's Reliable Cycle - Hackettstown, NJ	908 852 1650
Marty's Reliable Cycle - Morristown, NJ	973 538 7773
Marty's Reliable Cycle - Randolph, 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
Sam's Bicycle & Repairs - Elmwood Park, NJ	201 797 5819
Sussex Bike & Sport Shop - Sussex, NJ	973 875 6565
Town Cycle - West Milford, NJ	973 728 8878
Wyckoff Cycle - Wyckoff, NJ	201 891 5500

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.

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 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!

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!

Mark Your Calendars! Hops to Hops Bike MS Ride September 12, 2010

The Inn at Lambertville Station
40 miles of rolling hills through
the Amwell Valley.

Visit:

bikenjm.nationalMSsociety.org
for more information.

bike

MS

bike to
create a world
free of MS

Free Bike Inspection Coupon

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

Coupon expires: 9/25/10

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.

BONUS BUCKS

Veteran Bike MS riders that register a rookie rider are entitled to \$100 Bonus Bucks per rider. Bonus Bucks earn you \$100 towards your pledge total for the prize incentives only for the Great New Jersey Country Bike MS Ride.

You can download Bonus Bucks at our website:
bikenjm.nationalMSSociety.org

CALL TO VOLUNTEERS

An event like Bike MS would be impossible to stage without the help of hundreds of volunteers who work with us behind-the-scenes to ensure the event runs flawlessly. If you would like to be a part of the action during the event weekend, we still have several exciting volunteer opportunities to choose from including: Working at a rest stop handing out snacks, greeting riders and registering them at our check-in area, sharing your special talent (jugglers, caricature artists, clowns, etc.) as one of our entertainers, or even assisting in set-up and clean-up...each job is equally important to making our event a success.

To learn more about volunteering, please contact Samantha Farulla at 201.967.5599 ext. 201 or email: samantha.farulla@nmss.org.

TEAM AWARDS

A little friendly competition among teams can build camaraderie and increase results. In fact, teams are the fastest growing group of fundraisers in the MS movement. The difference they are making in the lives of people with MS is nothing short of amazing. So who has the most team spirit? Who has the biggest team? And, most importantly, who will make the biggest impact to create a world free of MS? Here are the top team titles up for grabs at the Great New Jersey Country Bike Ride.*

1. **LARGEST TEAM AWARD**
(2009 WINNER: Team Novartis)
Presented to the team with the greatest number of registered participants.
2. **MOST TEAM SPIRIT AWARD**
(2009 WINNER: Krista's Crew)
This trophy is awarded to the team who is most enthusiastic not only during the event but throughout the upcoming months.
3. **BREAKOUT TEAM**
(2009 WINNER: Team Novartis)
This award is given to the team whose current fundraising results have dramatically surpassed the previous year.
4. **BEST DRESSED TEAM**
(2009 WINNER: Siemens)
Awarded to the team who has the most creative jersey.
5. **ROOKIE OF THE YEAR**
(2009 WINNER: Ernst & Young)
This award is given to a first year team whose fundraising efforts proved extraordinary.

**Winners will be announced at the Saturday evening program.*



Team Siemens, winners of the 2009 Best Dressed Team Award

PASSPORT PROGRAM

NEW JERSEY METRO CYCLING SERIES DATES

Hops to Hops Bike MS Ride:
September 12, 2010

Great New Jersey Country Bike MS Ride:
September 25 & 26, 2010

Coast the Coast Bike MS Ride:
May 21 & 22, 2011

The New Jersey Metro Chapter is offering an exciting opportunity for avid Bike MS participants to take part in a cycling challenge! The Bike MS Cycling Series offers 3 wonderful rides and you can take part in all of them.

Select your Primary Ride, commit to raising \$2,000 for that event and participate in the other two rides offered by the New Jersey Metro Chapter for only the price of registration! Use the Passport Program Registration form to register. Transportation, hotels and additional expenses are not covered. The registration fee for each ride differs and all have fee tiers.

Select from the three Bike MS Rides that the NJ Metro Chapter offers:

The "Coast the Coast" Ride starts at Monmouth University in Monmouth County and travels down the beautiful Jersey Shore. There are several route options to select from including the one day 85, 50 and 25 mile routes or the two day 170-mile ride. The two day adventure finishes in historic Cape May.

The "Hops to Hops" Ride in mid-September commences and concludes in the quaint town of Lambertville. This lovely one day ride travels 40 miles through the gorgeous hills of the Amwell Valley.

The Great New Jersey Country Bike Ride completes the series in late September which passes through historic towns, farmlands and back roads of New Jersey's finest countryside in Morris and Somerset counties.

If you are interested in signing up for the New Jersey Metro Chapter Bike MS Passport Program, you must complete the application that can be found online or by calling our office.

For more information and to sign up for the New Jersey Metro Chapter Bike MS Passport Program, please call Jennifer Hivry at 201-967-5599 or Mary Beth Maclearie at 732-660-1005 or visit our website at bikenjm.nationalmssociety.org

SAFETY ZONE

The Safety Zone is the National MS Society's latest safety initiative to provide participants with a safe, enjoyable cycling adventure. You put passion into training for the ride and raising awareness for MS. Now, make it your mission to be a safe and courteous rider.

Safety isn't just about wearing your cycling helmet and knowing the rules of the road. Those are very important measures, but cycling safety also involves a wide variety of topics such as hydration, bike maintenance, cycling etiquette, group riding skills and much more!

Safety and courtesy are personal responsibilities. As the rides grow in size each year, the integrity is at risk with the townships we ride through due to size and collective behavior.

We are all ambassadors for cycling as we travel along the roadways and through the many communities along the way. Be especially considerate of our friends and neighbors who are gracious enough to share our route with us. We are guests in each community we ride through. Among other things, this means that cyclists need to share the road as local traffic travels to and from their homes.

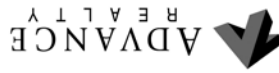
Bike MS strongly encourages you to review the compiled Bike Safety information. This information will help you prepare and guide you during the ride. We appreciate your commitment to creating a safer Bike MS ride.

Your behavior matters. Each cyclist makes a difference to the ride. Together we all make a difference to those with MS.

Please visit our National Cycling Safety page by visiting our website at bikenjm.nationalmssociety.org and clicking on the Training & Safety Zone button. You will find helpful information on What to Wear, Bike Condition, Food & Hydration, How to Ride in a Group and Safety Resources.

TRAINING RIDES

Be sure to check out our website for the bike shops offering training rides in your area. This is a great way to prepare for the Bike MS Ride and meet other participants that will be riding along with you.



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bike to
 create a world
 free of MS

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

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, \$30 until August 11, \$35 thereafter
 50-mile option, \$70 until August 11, \$75 thereafter (Saturday)
 50-mile option, \$70 until August 11, \$75 thereafter (Sunday)
 100-mile option, Saturday & Sunday, \$70 until August 11, \$75 thereafter
 Virtual Rider

*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 XXL 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.)

* Indicates mandatory information which must be completed with registration.