National Multiple Sclerosis Society
Connecticut Chapter

2009 bkm/Steelcase Ride Guide

bike MS
bkm TOTAL OFFICE / Steelcase
Ride 2009

Important Information

www.bikeMSconnecticut.org

Sunday, May 31, 2009
Down to the Sound Ride
Sherwood Island
Westport, Conn.

Sunday, June 7, 2009
Griffin Center
Windsor, Conn.

Bike Ride Staff

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National Multiple Sclerosis Society
Connecticut Chapter
659 Tower Avenue, First Floor
Hartford, CT 06112-1269
860.714.2300

RECRUIT

FUNDRAISE

MOTIVATE

INVOLVE

CELEBRATE

SAFETY

JOIN THE MOVEMENT

Every hour of every day someone is diagnosed with multiple sclerosis.

Recruit

FOUR OR MORE MAKES A TEAM!

Successful recruitment begins with setting a goal and developing a plan so you can reach it!

I will recruit _____ teammates!

Form a Team Committee and Kick Off Your Recruitment in Style

Delegation is the key to success! Assign a co-captain and recruit a team committee to motivate your team. Committee members are great for mentoring new team members, planning fundraising events, leading training rides, following up with fundraising goals and providing support! Invite current and potential teammates to join you for an informational meeting at work, an after work happy hour, a summer barbeque, or any other gathering. This will give you and your teammates a chance to share all of your wonderful experiences and invite potential members to join you. A bike ride staff member is available to come to your recruitment event to encourage your co-workers, friends and family to participate. We will register them right on the spot. Encourage your team members, new and old, to invite potential riders.

Publicize Your Team

Distribute bkm/Steelcase Ride brochures throughout your company and neighborhood. Announce your team in a company or organization newsletter. Let any cycling clubs you ride with know about the ride - they may be interested in joining your team to ride for a cure. Be sure to include your name and contact information on all team recruitment materials. Some other information you may want to include is: your team name, how to register, your team goals, and information about multiple sclerosis (MS).

Ticket to Ride Program

If you register for the bike MS: bkm/Steelcase Ride, you will be able to register up to THREE people for the ride (who have never participated before) for FREE! This is a great way to get a team together! As a part of the program, each registered rider will still be responsible for raising the fundraising minimum of $125.

Need help? Contact:
Carrie Levitt (Westport) at clevitt@ctfightsms.org
Jessica Tedford (Windsor) at jtedford@ctfightsms.org

bike MS: bkm/Steelcase Ride 2009

Registration Form

TICKET TO RIDE

To participate in the ride you must raise a minimum of $125.

PERSONAL INFORMATION

Name: _____

Email: _____

Address: _____

_____

City, State, Zip: _____

Home Phone: ( ) _____

Work or Cell Phone: ( ) _____

Employer: _____

Occupation: _____

Gender: M F Date of Birth: ___/___/___

TEAM INFORMATION

Will you be riding on a team? YES NO

Team Name: _____

Team Captain: _____

Circle Team Type Below:

corporate friends/family place of worship organization school

☐ HELP ME FIND A TEAM TO JOIN

FUNDRAISING GOAL

What is your personal fundraising goal? _____

EMERGENCY CONTACT INFORMATION

Emergency Contact Name: _____

Emergency Contact Number (Please include area code):

( ) _____

GUARDIAN INFORMATION

Cyclists under 18 years of age must ride with an adult. If you are under 18, please provide this person's name:

_____

PRIZE INFORMATION

T-Shirt Size: YL M L XL XXL

RIDE HISTORY

How many years have you ridden in this ride?

_____

(0 if this is your first).

ROUTE OPTIONS

All cyclists are required to wear a helmet.

Please choose one:

(Please note the distances are not exact.)

Down to the Sound Ride ~ Westport, Conn.
Sunday, May 31

Kiddie Ride 12 miles
30 miles 62 miles

bkm Ride ~ Windsor, Conn.
Sunday, June 7

2 miles 10 miles 25 miles
50 miles 100 miles

MATERIAL REQUEST

After we receive your registration, we will send you a packet with details about the ride. Select additional materials below by circling your choices and quantity.

Additional brochures _____

Bike Pin-Ups _____

FEES AND DEADLINES

Register by Tuesday, March 31 for $25
Register after March 31 for $35
If you register at the Bike Ride you will be required to pay $160 at that time ($35 registration fee plus $125 minimum contribution)

Check (no cash or COD)
Visa MasterCard AMEX
"Ticket To Ride"(No pmt)

Card Number: _____

Exp. Date: ___/___/___ CVV Code: _____

HOW DID YOU HEAR ABOUT THE RIDE?

_____

Top Recruiting Teams in 2008

1. Pitney Bowes
   61 team members
2. Louis Dreyfus
   58 team members
3. Lorenzo's Team
   43 team members
4. Team bkm
   43 team members
5. Maag Wheels
   38 team members

Volunteers Needed!

Friends and family do not have to ride to be part of your team and the bkm/Steelcase Ride. Co-workers, friends and family can support your team by volunteering. For more information about volunteer opportunities, visit us online at www.bikeMSconnecticut.org.

Team Captain Check List

- o I have registered my team for the event.
- o I have set my team recruiting goal (if I am a returning Team Captain my goal is at least 10% more than my team size in 2008).
- o I have selected a co-captain and team committee to help me motivate my team.
- o I have made a list of possible team members and personally asked each individual to join my team.
- o As team members have registered, I have thanked them for registering and welcomed them to the team.
- o I have encouraged every team member to recruit at least one new team member and one new volunteer to join our team.
- o I set a date for our recruitment event and asked a bike ride staff member to attend my event.
- o If I am a corporate team, I have secured support from my company's top executives.
- o I have publicized my team with posters, newsletters and by word of mouth.

Make your team the top recruiter of 2009!

Since its inception in 1947, the Society has invested $600 million into finding the cause, cure, and improved treatments for the disease.

Fundraise

Many riders successfully turn their fundraising efforts into creative outlets for their dedication to the cause. Setting a goal for your team can propel your fundraising efforts to new heights as we pedal to end the devastating effects of MS. Keep in mind that the money you raise helps over 6,000 Connecticut residents living with MS.

My Team will raise $ _____

The average rider goes far above and beyond the $125 minimum pledge. In 2008 the average funds raised per cyclist was $508! It is helpful to set a fundraising goal and break your target amount into smaller, more manageable increments. To get you started, here is a simple, yet eye-opening strategy for raising $1,000 in only nine days. Share this with your team members so you can all meet your goal for 2009!

Day 1 - Start by sponsoring yourself for $50

Day 2 - Ask two family members to sponsor you for $50

Day 3 - Ask 10 friends to each contribute $20

Day 4 - Ask five co-workers to each contribute $20

Day 5 - Ask five neighbors to each contribute $20

Day 6 - Ask 10 people from your place of worship to each donate $10

Day 7 - Ask your boss for a company contribution of $50 (or find out if your company will match what you raise)

Day 8 - Ask five businesses with which your company works to sponsor you for $40

Day 9 - Ask four businesses you frequent (for example, your barber/hair stylist, dry cleaner, veterinarian, restaurants, etc.) to contribute $25

Need help? Contact:
Carrie Levitt (Westport) at clevitt@ctfightsms.org
Jessica Tedford (Windsor) at jtedford@ctfightsms.org

Top Ten Fundraising Teams in 2008

1. Louis Dreyfus
   $53,015
2. The Crushers
   $35,236
3. PricewaterhouseCoopers
   $31,055
4. Maag Wheels
   $30,677
5. Pitney Bowes
   $18,236
6. Team Mitchell Saab
   $15,721
7. GE
   $13,116
8. Alstom Cycling Club
   $8,494
9. Team Saint Francis Care
   $8,456
10. Team Murtha
    $8,314

Fundraising Check List

- o I have informed my team of our team fundraising goal.
- o I have asked if my company has a matching gifts program.
- o I have asked my company to make a donation.
- o I have scheduled my own fundraising event for our team.
- o I have set up a team t-shirt or jersey design contest open to all employees for a small entry fee. I have displayed all the entries in a public place and let everyone vote on the winner.
- o I have promoted my team by e-mailing fellow co-workers.
- o I have contacted the Bike Ride staff to order fundraising products to give to potential donors in order to raise money for my team.
- o I have informed NMSS bike ride staff of our fundraising event.
- o I have encouraged all of my team members to utilize their employers' matching gifts program in order to double their fundraising dollars.

Make Letter/E-mail Writing the Centerpiece of Your Fundraising Plan

Utilize Online Tools

Speaking face to face is still one of the most compelling methods of fundraising, but few things can compare to the speed, efficiency and ease of online donations. Gifts can be solicited via e-mail, e-card, or even the forwarding of a link. With a credit card and a few clicks, your donors can sponsor you.

One of the best tools for soliciting donations online is a team page. With your team page, you can tell potential sponsors the inspiring story of why you ride, or encourage others to "ride along" in the fight against MS.

Sending E-mails = Success

# E-mails Sent	$ Raised (avg.)
0	$170
1-49	$399
100+	$4,500

How to Write a Great Letter or E-mail

- If you are writing to people you know well, it is best to address them by name.
- Tell potential donors why you are participating in the bike MS: bkm/Steelcase Ride. The more personal you make the letter the better.
- Remind your potential donors of your challenge. It is helpful to have MS facts to emphasize the importance of our mission.
- Let potential sponsors know their contribution will play a significant role in finding the cause, treatments, and cure for MS.
- State your fundraising goal and ask for a specific amount.
- Remind potential donors about matching gifts—your sponsors can double, and in some cases triple, their contribution toward our mission.
- Send letters/e-mails to anyone and everyone. Friends, family, co-workers, business associates, etc.
- Are you a member of an online social network? This is a great way to promote your hard work and dedication to the mission.
- Review your checkbook for businesses where you regularly shop and have spent a large sum of money. Ask them to donate!
- If you send holiday cards or recently had a party or wedding in the family, use those mailing lists.
- Carry copies of your letter at all times to give to people you may see unexpectedly.

Need help? Contact:
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National
Multiple Sclerosis
Society
Connecticut
Chapter

bike MS
bkm Steelcase
Ride 2009

Pledge Sheet

Keep a copy for your records

Sponsor's Name**	Donation	Sponsor's Name	Donation
My Contribution	$20		

Your e-pledges	$	Total Cash and Checks Enclosed	$
Total Amount Outstanding	$		

(pledges to be turned in later)

You can mail your donations to:

National MS Society, Connecticut Chapter
Attn: bike MS: bkm/Steelcase Ride
659 Tower Avenue, First Floor
Hartford, CT 06112-1269

Please include your name and team name of the rider you are sponsoring on all donations mailed in

Imagine not knowing whether you'll be able to pick up your child today.

That's MS.

860.714.2300

Multiple Sclerosis. Once you know what it is, you'll want to help.
www.ctfightsMS.org

PROMISING TREATMENTS FOR MS
Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people diagnosed with MS. Talk to your health care professional or contact the National Multiple Sclerosis Society, Connecticut Chapter at www.ctfightsMS.org or 800.FIGHT MS (800.344.4867) to learn about ways to help manage MS and about current research that may one day reveal a cure.

Help for today. Hope for tomorrow.

Motivate

Motivate to Care

Wouldn't it be great if everyone who participated in the bike MS: bkm/Steelcase could understand the effects of multiple sclerosis? Would your team like to put even more meaning behind every mile you ride on event day?

When you register for the event, you may request to participate in the *Champions Against MS* program. Perhaps you or your team would like to ride in honor of someone. Either way, we will pair you up with a *Champions Against MS* volunteer who has MS.

Before and after the event, a *Champions Against MS* volunteer will contact you and give you a personal connection to MS. You will be in touch with someone who lives with the disease day in and day out - your partner for the event! When the ride comes around, you and/or your team can pick up an "I'm riding for" bib or bring your own handmade signs to honor your Champion(s). You may also invite them to share in the event celebration and greet you at the finish line.

Motivate to Train

Team Bike Rides

Each of your teammates should be training for the bike MS: bkm/Steelcase Ride. Why not train together? Set up locations and times to meet as a team and train for the event. The Connecticut Chapter will also be hosting training rides. We will be scheduling them in March at convenient locations throughout the state. They will require pre-registration, however, participation is FREE!

For more information visit us online at www.bikeMSconnecticut.org or call 860.714.2300.

Need help? Contact:
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Motivate to Fundraise

Be Goal-Oriented
Set a team goal and remind your team members about it whenever you talk to them.
Divide your overall goal into 10 weeks and set weekly goals as well.

Encourage A Little Friendly Competition
Have contests among your team with a "jersey" competition. Who gets the largest donation? Who meets their fundraising goal first? Who attends the most training rides? Give out points for each contest that a team member wins. You can award the winner a jersey that they can show off at the ride!

Recruit Your Company's Support
Ask your company to support your team's fundraising goals by providing company incentives. Some examples include: lunch with the company president, a reserved parking spot for a month or a day off from work.

Sacrifice Yourself For Your Team
If your team raises a selected goal within a certain timeframe, as the Team Captain, you can offer to shave your head, give up chocolate or another crazy stunt! Just keep reminding yourself that it is all for a good cause.

Motivate to Win

You deserve a little recognition for all of your hard work! The following awards will be announced at the annual All Stars Celebration Party:

Most Money Raised by a Friends and Family Team
Most Money Raised by a Corporate Team
Best Team Spirit
Best Rookie Team
Best Team Average
Largest Friends and Family Team
Largest Corporate Team
Top 10 Fundraising Individuals

Along with an award plaque and recognition in various printed materials, your team may be eligible for VIP benefits at the following year's event! Please contact Carrie Levitt (Westport) at clevitt@ctfightsMS.org or Jessica Tedford (Windsor) at jtedford@ctfightsMS.org or call 860.714.2300 for more information on VIP eligibility and benefits.

Need help? Contact:
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Get Creative

Involve

Getting Your Co-workers Involved

There are several ways to get your co-workers excited about the bike MS: bkm/Steelcase Ride. Hosting special events or activities at the office can inspire others to support your team. Possible activities and themes include:

Dress Down Day: This is a great promotion for all work environments. For a donation (such as $5 or more), an employee has the company's approval to dress down for a specific workday. For added exposure, you can create buttons or stickers that advertise your team's participation in the bkm/Steelcase MS Ride. Employees can wear the buttons as their "official passes" for dressing down.

Root Beer Float Party: Host a root beer float party in the break room. Invite everyone to attend as a way of thanking those who are supporting you and as an invitation to those who haven't had the chance yet to make a donation. This is an effective way to promote your team and recruit sponsors and riders. Be sure to invite senior management.

Potluck Lunch: Ask co-workers to bring in a dish for a lunch party. Charge a small fee (typically what they would pay for lunch at a local restaurant) as a donation to your team.

Office Competition: Does your office have a competitive spirit? If so challenge another office or department to a fundraising contest.

Raffle a Day Off or Parking Spot: Ask the boss to donate a paid vacation day to the winner of a raffle. Sell the tickets for $5 - $10 each. For larger companies, you might stage a raffle for a covered parking space next to the door for the day.

Paper Spoke Sale: Sell paper spoke cutouts to fellow employees. Post these with the employees' names on your office wall to show who has been supportive. This is a great way to get everyone's involvement. Contact the Bike Ride staff to order your paper spokes. (See samples below)

Need help? Contact:
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Jessica Tedford (Windsor) at jtedford@ctfightsms.org

We are celebrating 28 years of pedaling for a cure!

Celebrate

Team Captain Week

Celebrate Team Captain Week with us! This year Team Captain Week will be January 12 - 16. This year the team that recruits the most cyclists will receive a Team Tent on the day of the ride. Not only will your team have a central place to meet and celebrate but the tent also comes staffed with a personal team massage therapist and volunteer for the day!

Team Week

We will also be having a Team Week Competition March 2-6. This will feature prizes for raising the most funds for all cyclists! Prizes will feature iPods and commemorative bkm/Steelcase "mini jerseys."

Look for more news about the Team Weeks and our other contests online and through e-blasts.

Starting Line Festivities for Down to the Sound Ride, Westport Conn.

	62 Mile	30 Mile	12 Mile	Kiddie Ride
Registration	8:00 a.m.	8:30 a.m.	9:00 a.m.	11:30 a.m.
Starting Line Ceremony	8:30 a.m.	9:00 a.m.	9:30 a.m.	12:00 p.m.

Starting Line Festivities for Windsor, Conn.

	100 Mile	50 Mile	25 Mile	10 Mile	2 Mile
Registration	6:30 a.m.	8:30 a.m.	9:30 a.m.	10:30 a.m.	11:30 a.m.
Starting Line Ceremony	7:00 a.m.	9:00 a.m.	10:00 a.m.	11:00 a.m.	12:00 p.m.

Finish Line Celebration

Come join us at the Ride Finish Line Celebration. We will have a fabulous lunch with plenty of food, live music, massage therapy, and more at both ride locations. This year is sure to be bigger and better than ever!

Need help? Contact:
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Jessica Tedford (Windsor) at jtedford@ctfightsms.org

Accidents hurt, safety doesn't.

Safety

Safety is always our first priority when it comes to our cyclists, and with more riders participating this year, we are taking additional steps to ensure the safety of you and your teammates.
Please share safety tips with your new riders and remind your veterans as well.

5 Easy Things to Remember

Bicycles are treated the same as automobiles.
Remember that bicycles are treated the same as automobiles in the state of Connecticut. This means you need to obey all signs, especially stop signs!

Rider Etiquette.
Having riding etiquette is more than just friendly cycling. It is common courtesy to both your fellow cyclists and the drivers with whom you share the road. Never ride more than two cyclists abreast and stay out of the traffic lanes.

Check it out.
Have your bike checked by any one of our official bike shops to make sure everything is working properly. Something as simple as a safety check can prevent many accidents that may occur later on. Plan a group bike "check-up" with your team!

Use your head.
Helmets are mandatory! Please leave your headphones at home. Wearing headphones impairs your ability to react to your surroundings, to hear fellow cyclists' potential warnings and to hear the traffic around you. You need all your senses to ride as safely as possible.

Train, train, train.
The more you and your team train, the better prepared you will be for the bike tour route as well as the ability to diminish the chance that an injury will occur. Make sure that your new riders are getting out a couple times a week. Whether they are by themselves or with a group it is very important for them to get on their bike and ride! By working up to your team's selected ride distance you will be less prone to injury and better equipped to have a great day of riding. Be sure to check our website, www.bikeMSconnecticut.org, for information on our group training rides.

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Know the Lingo

Group cycling has its own form of communication. The presence of road hazards, directions and "need to know" information is relayed through the pack of riders by gestures and words. Below you will find the most common terms heard during group-sponsored rides and tours.

"On your left" or "On your right" -- This means a rider is approaching on your left or right side. Allow room for them to pass.

"Car back" -- This means a car is approaching from the rear. All riders should make an effort to move to the right of the road in a single file line until the car passes. Riders should not ride more than two abreast. This ensures that the traffic will not be impeded and will make passing easier and safer for fellow cyclists.

"Gravel," "Pothole," "Sand," or "Tracks" -- Each of these messages is to alert the riders behind you of hazardous road conditions. The words are combined with the gesture of pointing to the hazard well in advance.

"Flat" -- This indicates that a rider has suffered a flat tire. Allow enough room for the rider to slow down and move to the right side of the road for repair.

"Slowing" -- The cyclist in front of you is slowing down. Use caution and prepare to stop.

"Stopping" -- This indicates that a rider ahead is stopping.

Remember to pass all communication on to the other cyclists in the group. Speak loudly and clearly.

The Cyclist's Safety Check List

- Check for worn tires, loose spokes, warped rims and proper tire inflation.
- Check your handlebar for looseness at the headset and stem.
- Check the brakes for cable tightness, worn pads and alignment of the pads with rims.
- Check your saddle for seat post bolt tightness and proper fit.
- Check for loose chains and band links and clean regularly. Lubricate with bicycle chain lube.
- Check the derailer for worn cogs and make needed adjustments. Check that your gears change smoothly.
- Check your pedals and cranks for tightness.
- Check your shoes for tight cleats. Ensure that straps and buckles are in good condition.
- Check your helmet for proper fit and worn straps.

If you need help with any of the above items, please take your bike to one of our official bike shops. They will be able to do a complete safety check of your bike for you. More information to come regarding the official bike shops of 2009.

WAIVER AND RELEASE FROM LIABILITY
(Adults)

With respect to the **Bike MS** event to be held on _____through _____ with the National Multiple Sclerosis Society ("NMSS"), _____ chapter, for consideration of participation, I freely accept and voluntarily assume the risks of personal injury or property damage that may result from this potentially hazardous activity.

I further agree to waive and release from all claims and liabilities of any kind arising out of my participation and agree to hold harmless the National MS Society, corporate sponsors, cooperating organizations and all parties connected with this event from any liability as a result of my participation.

I will permit emergency treatment in the event of injury or illness while participating and give permission to use my image and photo taken during the event in any promotional material, publication, or on the website.

I do agree and accept full responsibility to obey the traffic and rules of safety for the event and understand that the National Multiple Sclerosis Society withholds the right to dismiss anyone that may cause disturbance during this event or disregard the rules with respect to safety.

I certify that I have read and understand the intent of this waiver and release.

Participant Name: _____ Participant Signature: _____
(please print)

Date**:** _____

WAIVER AND RELEASE FROM LIABILITY
(Minors)
(Participants between the ages of 12-17)

With respect to the **Bike MS** to be held on _____through _____ with the National Multiple Sclerosis Society ("NMSS"), _____ chapter, I hereby grant my child _____, permission to participate in this event.

For consideration of participation in the **Bike MS**, I freely accept and voluntarily assume the risks of personal injury or property damage that may result from this potentially hazardous activity on behalf of my child.

I further agree to waive and release from all claims and liabilities of any kind arising out of my child's participation and agree to hold harmless the National MS Society, corporate sponsors, cooperating organizations and all parties connected with this event from any liability as a result of my child's participation. **I understand that it is the Society's policy that every child must be accompanied by a responsible adult over the age of 21 at all times.**

I will permit emergency treatment in the event of injury or illness while participating and give permission to use my child's first name only and photo taken during the event in any promotional material, publication, or on the website.

I accept responsibility to inform my child that the National Multiple Sclerosis Society withholds the right to dismiss anyone that may cause disturbance during this event. I also understand that it is my responsibility to ensure proper training has occurred and that he/she has been instructed on the event and traffic rules. I agree to accept any responsibility for disregarding these rules.

I certify that I have read and understand the intent of this waiver and release.

Participant Name: _____ Age of Participant: _____

Signature is required by Parent or Legal Guardian for all participants between the ages of 12 to 17. Witness of signature provided by Notary Public is also required.

_____ _____
Parent/Legal Guardian Name (please print) Parent/Legal Guardian Signature

Date: _____

Notary Public: _____ Date: _____ Seal:

WAIVER AND RELEASE FROM LIABILITY
(Participants that do not meet NMSS age requirement – age: under 12)

With respect to the **Bike MS** to be held on _____through _____ with the National Multiple Sclerosis Society ("NMSS"), _____ chapter, I hereby grant my child **_____, who is under the minimum age requirement (12 years of age) permission to participate in Bike MS.**

For consideration of participation in the **Bike MS**, I freely accept and voluntarily assume the risks of personal injury or property damage that may result from this potentially hazardous activity on behalf of my child.

I further agree to waive and release from all claims and liabilities of any kind arising out of my child's participation and agree to hold harmless the National MS Society, corporate sponsors, cooperating organizations and all parties connected with this event from any liability as a result of my child's participation. **I understand that it is the Society's policy that every child must be accompanied by a responsible adult over the age of 21 at all times.**

I will permit emergency treatment in the event of injury or illness while participating and give permission to use my child's first name only and photo taken during the event in any promotional material, publication, or on the website.

I accept responsibility to inform my child that the National Multiple Sclerosis Society withholds the right to dismiss anyone that may cause disturbance during this event. I also understand that it is my responsibility to ensure proper training has occurred and that he/she has been instructed on the event and traffic rules. I agree to accept any responsibility for disregarding these rules.

I certify that I have read and understand the intent of this waiver and release.

Participant Name: _____ Age of Participant: _____

Signature is required by Parent or Legal Guardian for all participants under the age of 18. Witness of signature provided by Notary Public is also required.

_____ _____
Parent/Legal Guardian Name (please print) Parent/Legal Guardian Signature

Date: _____

Notary Public: _____ Date: _____

Seal: