



# SHIFTING GEARS

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**REGISTER AND RAISE \$300 by May 31st and you will be entered to win an IPAD!**

### Special points of interest:

- Our Bike MS Rides require a minimum of \$300 in pledges from each rider. Prize qualification begins at \$600, and all riders are encouraged to raise this amount. Riders have until 7:29 am on the Saturday of the ride to raise and turn in the \$300 minimum.
- We will be emailing Ride Manuals this year, but will send via mail upon

## FedEx "Rock-N-Roll" Bike MS Ride: September 8-9, 2012

## Jack Daniel's "Bike to Jack & Back" Bike MS Ride: October 6-7, 2012



Thank you for deciding to take part in one of the Mid South Chapter's outstanding Bike MS rides!

You're up for the challenge as a Bike MS participant — and ready for the ride of your life! Moving forward, these Shifting Gears newsletters will help keep you and/or your team get

organized and motivated, as well as provide some great tips for having fun while fundraising.

The FedEx "Rock-n-Roll" and the Jack Daniel's "Bike to Jack & Back" Bike MS Rides continue to grow each year! In 2011, our rides raised more than \$1,000,000!

The money you raise to participate in these rides helps support the 8,800 people living with MS in Tennessee, northern Georgia, northern Mississippi

and eastern Arkansas.

We look forward to helping you gear up for these meaningful weekends! Once again, thank you for Joining the Movement to end MS.

We encourage you to visit our website often to learn more about the rides.



## Become a VIBE in 10 days



Time is ticking - Set up a 10 day plan and stick to it. By raising \$1,000 you become a member of the prestigious VIBE Club!

**Day 1:** Sponsor yourself for \$50.

**Day 2:** Ask two family members for \$50.

**Day 3:** Ask 10 friends to contribute \$20.

**Day 4:** Ask five co-workers to contribute \$20.

**Day 5:** Ask five neighbors to contribute \$20.

**Day 6:** Ask 10 people from your church/temple to contribute \$10.

**Day 7:** Ask your boss for a company contribution of \$50.

**Day 8:** Ask five businesses or companies

to sponsor you for \$40.

**Day 9:** Ask four businesses that you frequent to personally contribute \$25.

**Day 10:** Send out personal thank you notes.

Visit [www.msouth.org](http://www.msouth.org) for:

"101 Fundraising Ideas", sample fundraising letters, pledge forms, deposit slips, receipts, and more!

## Why we Ride

"My journey on the road to MS started longer than I can remember. I was tired, depressed and wanted to sleep so much. I went from praying not to have anything to praying that they would finally find out what was wrong after about 15 years. Dr. Cushman from Nashville put me in the hospital when my children were young for four days and told me that some time the future my diagnosis would be MS.

I tried to keep up with life and for the most part succeeded. I believe that this disease was the reason for my relationships; it was difficult to deal with on a daily basis. You will find that many people will give you a diagnosis of being a hypochondriac, which is very frustrating. After a line of doctors, I went to see Dr. Samuel Hunter and he gave me the diagnosis that I had searched for. During the years I have not been able to tolerate injections and also tried Tysabri. Now due to insurance issues I am changing doctors again. I'm sure it will be the usual trial and error marriage of patient and physician again.

People wouldn't normally be able to tell that I have MS unless I am in an episode or you know me well. I feel very blessed to have made it this far and not need a wheelchair. I am 55 years old. My prayer is that we will find a cure soon; I would love to live my life pain free before I die. I want to thank the MS Society for all they do for us. Please hang in there with those of us who have loved ones who have MS or we who have this disease. It takes patience and the grace of God." —Modena Barton

## TEAM SHOUT OUTS

### Jack & Back

Congratulations and thank you to team **xpedx!**

They really kick started their team recruitment with 5 team members registered.

They are also currently the 1st place team in the Corporate Team category and have already surpassed their team goal!

**GO Team XPEDX!!**

### Rock-N-Roll

A big thank you to the IP Cycling Team!

They already have 49 team members registered for this year's ride and have kick started their team fundraising!

**Go IP CYCLING TEAM!**



### FRIEND US ON FACEBOOK!

Right now our official "Jack & Back" Facebook Page has 662 fans. If your entire team has not liked us yet— please get then to do so today!

## Rock-N-Roll 2012 Changes

The National MS Society and the FedEx "Rock-N-Roll" Bike MS event are excited to announce that the **2012 event will be moving to Tunica's Gold Strike Casino and Resort**. As a new premier sponsor, The Gold Strike Casino and Resort, will allow us to provide an exceptional experience for our participants and most importantly offer additional resources to better serve people living with and affected by Multiple Sclerosis.



Participants will now have the **opportunity to book their own hotel accommodations** prior to the event weekend in order to best serve special requests and needs. With this change, the National MS Society will be lowering registration fees offset the cost of cyclists booking and paying for their own hotel rooms. Rooms at the Gold Strike Casino will be \$109 with double occupancy being \$55.

The hotel room change and sponsorship from the Gold Strike Casino and Resort will reduce the National MS Society's operating expenses by over 20%. This equates to over \$60,000 that will go directly to serving MS clients in the Mid South.

2011 VIBES will be entered into a drawing once a month to win a free hotel room. A total of 10 rooms will be won throughout the year. As VIBES reach \$1,000 in fundraising for the 2012 FedEx "Rock-N-Roll" Bike MS ride, their chances will be doubled with an extra entry each month. First time VIBES will be entered in the month they have reached the \$1,000 fundraising mark. Additional hotel rooms will be used as incentives throughout the year during team weeks and blitz days.

## Jack & Back 2012 Changes

We are thrilled to announce that at this year's Bike to Jack and Back we will be hosting two different time slots for Dinner on BBQ Hill on Saturday night. You **MUST** sign up for a time slot. Please choose from the following time slots:

- 1) 5:00pm-6:30pm
- 2) 7:00pm-8:30pm



**Please keep in mind your route selection and your Level of expertise when selecting a time slot.**

Please email Lauren Looser at [lauren.looser@nmss.org](mailto:lauren.looser@nmss.org) to specify your time slot. Time slots are on a first come, first serve basis.

## The Official Newsletter of Bike MS

National MS Society Nashville:  
214 Overlook Circle  
Suite 153  
Brentwood, TN 37027

National MS Society Memphis:  
5341 Estate Office Park Dr.  
Suite 2  
Memphis, TN 38119

Phone: 1-800-FIGHT MS  
Fax: 615-269-9470

JOIN THE MOVEMENT



## Training Rides

The adventure of the Bike MS experience begins not on the first day of the event but the moment you begin training for it. The training process is a journey unto itself that will reward you with better health and fitness, greater calmness and energy in your daily life, and more fun in the ride itself.



FedEx "Rock-N-Roll" cyclists will ride 42,68,75 or 100 miles each day and it is essential to correctly train for it.

Bikes Plus is the official "Rock-N-Roll"

Bike Sponsor and for your convenience, registered "Rock-N-Roll" cyclists are welcome to attend Bikes Plus training rides. Please check their website for ride information at:

[www.bikesplus.net](http://www.bikesplus.net).

Also check out the following websites for bike rides that the National MS Society is helping to cross promote this year:

[www.therouteguys.webs.com](http://www.therouteguys.webs.com)

[www.facebook.com/rocknrollbikems](http://www.facebook.com/rocknrollbikems)

Jack Daniel's "Bike to Jack & Back" cyclists will ride either 57 or 75 miles each day and it is essential to correctly train for it.

Trace Bikes will be the official "Jack & Back" training ride sponsor. All registered



"Jack & Back" cyclists are welcome to join them as they start off the training ride series in August. Please check out their website for more information:

[www.tracebikes.com](http://www.tracebikes.com).

Also, check out our Facebook pages for more information:

[www.facebook.com/jackandback](http://www.facebook.com/jackandback)  
[www.facebook.com/rocknrollbikems](http://www.facebook.com/rocknrollbikems)