National MS Society, Mid South Chapter

Rookie Rider Information

bike MS

Jack Daniel's Old No. 7 Brand

Bike to Jack & Back Ride

We would like to welcome the Bike MS cyclists who are riding in the Jack Daniel's "Bike to Jack & Back" for the first time. Whether you are a beginner cyclist, a veteran cyclist, or you have participated in other Bike MS events around the country, you are new to the Jack & Back and we want to make sure you have a great first experience!

Please review the information in this short document to get you started.

We are glad to have you!

Your Ride Contact:

Lauren Looser

Development Coordinator

615-690-5349

Lauren.looser@nmss.org

Remember to keep checking our website: **msmidsouth.org** and our ride Facebook page: **Facebook.com/JackandBack** for up to date information.

JOIN THE MOVEMENT®

Rookie Rider Information: The Essentials

Ride Dates: October 6-7, 2012

- **No riders under 21 are allowed on this ride. There are NO exceptions.**

- All cyclists must sign a **waiver** on the morning of the ride to participate.

- The "Bike to Jack & Back" requires a **minimum of $300** in fundraising pledges from each rider. Riders have until 7:29 am Saturday, October 6, to raise and turn in the $300 minimum for the ride. No rider will be able to participate without the $300 turned in.

- You must **wear a helmet at all times** on the route. You WILL NOT be permitted to ride without a helmet.

- Headphones, radios, iPods, or any such devices are not allowed on the route. This is for the safety of our participants. Volunteers are instructed to notify appropriate professional staff who will then speak to the individuals breaking this rule. It could result in expulsion from the ride.

- All cyclists will be assigned a number. You will be given a numbered rider bib, bike frame bib, and luggage tags . You must wear your numbered **rider bib** on the back of your jersey or shirt **at all times.** In order to retrieve your bike out of the bike compound on Sunday morning, you must show us that your rider bib number matches your bike frame number.

- You must wear a **ride wristband at all times** the weekend of the ride. You will receive your wristband when you check in on Saturday morning.

- You are allowed **2 pieces** of luggage. V.I.B.E.S (people raising $1,000 or more) are allowed 3 pieces of luggage.

- There are **3 mandatory check-ins** on this ride: Lunch on Saturday, Finish line on Saturday (Motlow) and Finish Line on Sunday (Page H.S.) If you cannot ride on Sunday, you **MUST** inform the staff member at the bike compound that you will not be on the route.

- Please arrive at Page High School for registration with a well-tuned bike, 2 full water bottles, and at least the minimum of $300 turned in before you can ride.

Rookie Rider Information: Helpful Tips

1. The Ride – You have options!

This Bike MS ride is **not a race.** It's a ride. And you have 2 different route options you can choose from each day.

- The Short Route – The short route will be approximately 57 miles each day. If you take the short route both days, your round trip mileage will be around 115 miles.
- The Long Route – The long route will be approximately 76 miles each day. If you take the long route both days, your round trip mileage will be around 152 miles. This option is the traditional "MS 150" route.

You can make a decision about your route options the day of the ride and there's no need to inform event staff. You can, for example, decide to take the long route option while riding on Saturday, and take the short route option on Sunday.

Route maps will be posted on the ride's website in August. You will also receive route maps on Saturday morning and Sunday morning of the ride.

2. The Equipment-It makes a difference!

First there's the bike itself. On the ride you will see all kinds of bikes. You can do this ride on a mountain bike. You will see people who do. However, the bike of choice is a road bike with skinny tires. The difference in weight and road friction between a mountain bike with fat knobby tires and a road bike with skinny tires is substantial, and makes a big difference in the difficulty of the ride. If you want the challenge of doing it on a mountain bike, go for it. However, a road bike will make this endeavor much easier.

The seat on the bike is another matter. For longer rides, most cyclists prefer the small skinny seat of a road bike.

You will want to invest in proper cycling clothes. Bike jerseys and shorts pull moisture away from your body, which helps regulate your body temperature. Bike shorts include padding right where you need it. You'll want all that.

Also, you will want to bring a few things with you. You'll want to bring some ID, some money, a cell phone and perhaps a flat tire repair kit.

- If you are new to cycling and need some jerseys, please contact Laruen Looser at lauren.looser@nmss.org or call 615-690-5349. The Mid South Chapter has several jerseys available for sale from all the rides we have done throughout the years. We have a variety of sizes that range from Small - 3XL. We sell these jerseys for only $25 each. This is a STEAL compared to what you will pay for a jersey in a store or online. And your money goes to a good cause!

Rookie Rider Information: Helpful Tips

3. Fundraising-It's easier than you think

Yes, the ride is a challenge, but fundraising is the real reason we do this! When you register, you will be given a web page on the National MS Society's website. This is a great tool to help you raise money. Take some time to personalize your webpage. People can go to this site and donate using a credit card. This is especially convenient for you! (PLEASE NOTE: FOR MORE INFORMATION ABOUT YOUR ONLINE FUNDRAISING SITE, PLEASE REFER TO THE PARTICIPANT CENTER GUIDE ON OUR WEBSITE AT WWW.MSMIDSOUTH.ORG.) As you get cash and checks, they will show up on your page when they are turned into the National MS Society. Again, the fundraising minimum is $300, but most people raise more than the minimum. You'll want to check out the prizes you can earn for raising more money. (see ***What is a VIBE*** below)

You can mail your cash and checks people give you to the National MS Society office at any time. Please make sure you mail the checks/cash to the appropriate chapter office! Our mailing address is: **214 Overlook Circle, Brentwood, TN 37027.** When you do this, enclose a note with **your name** so we know the checks/cash are from people sponsoring you. Checks can be made out to either the **National MS Society** or **NMSS**.

What is a VIBE (Very Important Biking Entrepreneur?) You will hear lots of talks about VIBES as we lead up to the ride. A VIBE is a cyclist who has raised $1,000 or more. VIBES will receive all kinds of exclusive perks and bonuses such as:

- An incredible V.I.B.E. appreciation package including a commemorative VIBE jersey, a customized multi-sport jersey tee, a VIBE bag, and more special goodies!
- A massage at the finish line both Saturday & Sunday
- Unique rest stop areas for V.I.B.E.S. with additional snack choices
- A VIBE lounge at Motlow State with great food, drinks, jersey laundry service
- A VIBE parking pass for easy parking at Page High School
- A special VIBE reserved area at the Saturday night party at Jack Daniel's Distillery

To be a member of this club your donation of $1,000 or more MUST be turned in by September 17 to ensure your V.I.B.E. package and sizes are available! (If you raise $1,000 after the deadline of September 17, you will not be guaranteed any VIBE goodies.)

Boundless Fundraising – Use your Facebook page to recruit riders and fundraise! Once you have registered for the ride, you are given the option in an email to add boundless fundraising to your Facebook page. Once you have added the application, your fundraising progress is displayed on your Facebook page where your friends can check your progress and donate to your efforts. The tool communicates with the Bike MS website regularly to provide up-to-date info on your fundraising progress. In addition, boundless fundraising provides automatic newsfeeds to go out to your friends to let them know about your progress. Our studies have shown that riders who use boundless fundraising typically raise 40% more than those that do not.

3. Fundraising, continued

Become of Fan of the Jack Daniel's "Bike to Jack & Back" on Facebook to learn more about fundraising ideas, see photos of the ride, and get up-to-the-minute ride details:

Facebook.com/JackandBack

4. Training – Do it NOW

Start training early and do it often. Training will make it possible for you to complete this journey. A good way to start training is to participate in regular training rides. Many local bike shops and clubs offer regular training rides and you can also find a list of training rides on our website that other Bike MS riders are participating in. These training rides give you a feel for the ride and help you meet other riders. Be sure to check the website and read your ride update emails for training ride details.

5. Early Packet Pick-Up (EPP) – Check-in for the ride early!

Early Packet Pick Up is tradition at the Mid South Chapter and it helps to kick-off the Bike MS season! Three weeks before the ride, we hold early packet pick-up at local sponsoring bike shops. This is where you can bring any last minute cash/checks that you have to turn in, and you'll get your rider number information along with your Bike MS t-shirt and any other prizes you are eligible for. Coming to an early packet pickup will significantly reduce your waiting time at registration on Saturday morning of the ride. EPP dates , times, and locations will be announced on the website, via cyclists newsletters, and through rider emails. Be on the lookout for this information.

6. The Morning of the Ride

Leave your home or hotel early. The start line will open at 6:00 a.m. There will be traffic on the road to Page High School! Once you arrive, get in line to get checked in. If you attended an EPP event, you will only have to wait in one line to receive your wristband and sign your waiver. If you did not attend EPP, your registration time will take longer. A FedEx tractor-trailer truck will be waiting for your overnight bag. Please put your luggage tag on your luggage, and drop it off to the volunteers waiting at the FedEx truck. There will be team photos –make sure to get your team together for this. You'll also find some Gatorade, water, and fruit at the start line. Then it's a matter of getting ready to go! The ride begins promptly at 7:30 a.m. The start is a slow, cautious exercise. Remember everyone is trying to get on the road at once. Ride defensively; at least until you get a few miles down the road and things will thin out. Don't be in a hurry. It's not a race. The object is not to get there first. It's to get there!

Rookie Rider Information: Helpful Tips

7. Route Support

- Bike Mechanics - There will be bike mechanics at each rest stop to help you pump up tires, do minor repairs, etc.
- SAG (Support & Gear) Vehicles - The mission of these vehicles is to pick you up if you need a ride to the next rest stop. They are also ensuring safety along the route , and all vehicles are supplied with a first aid kit.
- Rest Stops (aka Waterin' Holes) - There will be one approximately every 8-12 miles. There will be food, beverages and a group of volunteers to help cheer you on. First aid kits are also available at these stops. All the stops will have rest rooms. You aren't required to stop at any, but we strongly recommend it. Most stops will have fruit, energy bars, and other treats to help you refuel. You won't need to worry about being hungry on this ride!

8. Saturday Finish Line

A festive finish line will be waiting for you when you arrive on the first day of Bike MS! You'll be able to relax and enjoy the food and entertainment as you cheer in your fellow riders.

- Buses - Buses will be available to transport you from the Motlow State Community College finish line to the Jack Daniel's Distillery for a tour and to the Party on the Hill.
- Saturday Party on Jack Daniel's Hill- Join us for a casual dinner and celebrate your first day of riding. We'll have a short program to highlight top fundraisers and teams. There will be plenty of food and entertainment as well! Only cyclists and 2-day volunteers are allowed at the party. No friends or family members who did not participate in the ride are allowed. No one under the age of 18 is allowed on the hill.
- Overnight Accommodations - Your luggage will be waiting for you at the finish line. You will be able to camp out on the finish line property. Please visit the event website for more information: www.msmidsouth.org.

9. Coming Home on Sunday

You might be moving a little slower, but you have another great day of Bike MS ahead of you. We'll have breakfast in the morning and a chance for your bike to get tuned up by the bike mechanics. The ride begins again at 7:30 a.m. You'll have the same great support and rest stops just like the first day. There will be lunch and entertainment waiting for you at the Finish line. The feeling you get crossing the finish line will make everything you did to get ready for this moment well worth it!