The Official Newsletter of Bike MS

January 2013
Volume 7 Issue 1

SHIFTING GEARS

Inside this issue:

Why we Ride	2
Promotion Team	2
Rock –N-Roll Changes	3
2013 changes	3
2013 Calendar	4

BLITZ DAYS

Watch your emails & Facebook ! We will have monthly Blitz Days & Team Weeks!

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 check-in 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 request.

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Bike MS: FedEx "Rock-N-Roll" Ride: September 7-8, 2013

Bike MS: Jack Daniel's "Bike to Jack & Back": October 5-6, 2013

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 Bike MS FedEx "Rock-n-Roll" and the Jack Daniel's "Bike to Jack & Back" Rides continue to grow each year! In 2012, our rides raised more than $1,000,000!

The money you raise to participate in these rides helps support the 9,000 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.

BBQ IS BACK AT JACK!

You talked, we listened.
BAR-B-QUE IS BACK!

We are proud to announce that this year we will be bringing the Southern Bar-B-Que you all know and love back to the **Party on the Hill!**

We are thrilled to announce that at this year's Bike to Jack and Back we will continue to host 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 BEFORE Sept. 16th:

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** to specify your time slot.*

Why we Ride

A few years ago my buddies and I were riding the first day of the Jack and Back when we came upon a young lady stopped on the side of the road hunched over her handlebars. As we got closer we saw that she was sobbing. We were worried she was hurt. She hadn't fallen and her bike looked unscathed. Other than noticing she was riding a mountain bike, everything seemed okay.

She finally stopped crying long enough to explain that her best friend had just been diagnosed with MS. She had quickly raised the money to ride, and bought this new bike just a few weeks before so she could support her friend. She was crying because she was exhausted but was insistent that she had to finish the ride for her friend. We gave her some gels made sure she had water, and called the number on our wrist bands to get her a SAG. Now up to this point, we had been goofing around and had the attitude this was just a fun thing to do on a nice fall weekend. Meeting this woman made us realize that what we were doing genuinely affected many people. She was truly an inspiration to us. We still ride the Jack and Back every year, but no longer do we under-estimate the impact we have. ———Jim , Jack and Back Cyclist

PROMOTIONS TEAM

JOIN OUR PROMOTIONS TEAM AND HELP PROMOTE BIKE MS TO THE CYCLING COMMUNITY

Join the Promotion 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! Contact Lauren Looser today at 615-690-5349 and she will send you all the materials you need to get the word out on the street!

FRIEND US ON FACEBOOK!

Right now our official "Jack & Back" Facebook Page has 786 fans. Our FedEx Rock N Roll page has 394 fans. If your entire team has not liked us yet– please get them to do so today!

Rock-N-Roll Returning to Gold Strike!

Gold Strike Casino is proudly returning as our presenting sponsor for Bike MS 2013! Participants will once again be responsible for booking their own hotel rooms through the Gold Strike reservation system. We would like to thank Gold Strike for their continued partnership and support of the National MS Society.

Top Fundraisers

Congratulations to our top 3 fundraisers from 2012, **Andy Cates, Terry Lawrence and Larry Myers**! Each will be given a complimentary suite for Bike MS 2013!

$20 for 20 days

Don't miss out on the lowest registration fee of the year!

$20 for 20 days!
February 1st-20th
Register online at www.bikems.org

Registration will increase to $35 on February 21st.

2013 Changes

RIDE JERSEYS

This year we will be offering a Ride Jersey to anyone that fundraises $600 or MORE!

VIBE JERSEYS

VIBE Jerseys will continue to be available for those cyclists that raise $1,000 or more. However, these will be given **AFTER** the ride this year.

FREE HOTELS

There will be 5 Free Hotel Rooms given out to 5 lucky fundraisers who make VIBE status! Keep your eyes peeled for the contests!

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Suite 2
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JOIN THE MOVEMENT

National Multiple Sclerosis Society

2013 Calendar of Events

JANUARY

- **15th**– Blitz Day

FEBRUARY

- **$20 for 20 days**– Register your team!
- **20th**– Registration Contest! Have to be registered to win!

MARCH

- **11th-15th** MS AWARENESS WEEK (Team Week)
- Posters, Rack Cards & Yard Signs available at the NMSS office

APRIL

- **15th**-Blitz Day

MAY

- **15th–** Blitz Day

JUNE

- **1st– REGISTRATION INCREASES to $45**
- **6th-10th–** Tent Village Team Week

JULY

- **15th–** Blitz Day

AUGUST

- **8th-12th– Fundraising Extravaganza**

SEPTEMBER

- **ROCK N ROLL: 7th & 8th**
- **16th**-Blitz Day (Jack only)

OCTOBER

- **JACK & BACK: 5th & 6th**

MARK YOUR CALENDARS!