



SHIFTING GEARS

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BLITZ DAYS

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

SIGN UP FOR TEAM PHOTOS

We will be scheduling team photo time slots beginning at 6:20 am until 7:15 am on Saturday, October 5th.

Email Abby Mullen at abby.mullen@nmss.org to reserve your time slot.



Bike MS: Bike to Jack & Back October 5-6, 2013



The big event is only 6 months away! Now is the time to register fellow cyclists, begin fundraising, and get excited!

We want the 2013 Bike to

Jack and Back to be the best ride yet! We are so happy to have you participate in this extraordinary ride.

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 this meaningful weekend! Once again, thank you for Joining the Movement to end MS.

We encourage you to visit our website often to learn more about this and our other extraordinary rides! www.msouth.org

Fundraising Levels and PRIZES

- **\$300**—required minimum for participation. Receives ride t-shirt
- **\$600**—will receive a Ride Jersey
- **\$1,000**—VIBE Status: weekend perks (massage at finish, goodie bag, unique rest stop areas, parking pass) and VIBE jersey to be distributed **AFTER** the ride
- **\$5,000**—Eligible for Bike MS Passport Program
- **\$7,000**—Eligible for Tour of Champions
- **\$10,000**—Eligible for Tour of Champions WITH a guest

What is the Bike MS Passport Program?

When you raise \$5,000 or more at your local ride you qualify to participate in any of our 100 unique rides across the country without needing to meet the fundraising requirement. Only a \$50 registration fee is required.

What is the Tour of Champions?

An all expense paid trip to a pre-determined destination. We celebrate your success along with other top fundraisers. Past destinations include Amelia Island, Savannah, Austin, and New Orleans.



Why We Ride

When I began my reflection on “why we ride”, I realized that for me there are many, many, reasons and there is no one reason or right answer. I have been riding for the past nine Jack and Backs along with my teammates the URSLOWRIDERS. Like many of the riders I have met, for me it all started with a challenge by a co-worker that got the ball rolling. I thought it sounded fun and it was a good excuse to pull my old downtube shifter bike off the wall and clean it up instead of giving it away to Goodwill. The next thing I knew I was training and recruiting friends and anyone I met to join me. Another personal motivation I had was that my wife, Shaun, had been diagnosed with MS about six years earlier. I had travelled back and forth with Shaun on her visits to Vanderbilt MS Clinic and I saw firsthand how quick MS could change people’s lives. I recall meeting another patient while in the waiting room one day who had trouble walking and was using a cane and by the time we returned for our next appointment, the same patient was there again, only this time completely immobilized.

So for me it was easy to see why I rode that first year, my only question was -- *why did I wait so long to accept the challenge?* But after that first year, one of our own teammates was diagnosed with MS, and other strange things started happening---- our team began to grow, strangers, other family members, other friends, other coworkers, and so on began to join the team. As the years passed, the rides began to take on an even larger place and meaning in my life. I began to see that the bicycling community is really a unique group of people that enjoy pushing themselves to try to conquer all things in life, not only the hills. The bike riders I have met share many of the same experiences, pains or sorrows for having family or friends with MS. There is a camaraderie that exists that you can feel along the rides. As you ride along and talk to other riders, on the road or at the rest stops, you soon realize that you are surrounded by really good and caring people. I have made lifelong friends because of the journey that started with being challenged to just do that first ride.

So if you are thinking of doing that first ride, remember- we all ride for many, many reasons, and they are all the right reasons, whether it is to make us feel better, for someone you love, to sacrifice a weekend for a great fundraising event, or if it is just because you took a dare to see how far you can ride your bike, all the reasons are the right reason to ride. Whatever the reason is that you chose to ride, you may just find that by the end of the ride, you have many, many other reasons to do it again the next year. - Craig, URSlowRiders

Share the Jack and Back Love

Spread the Bike to Jack and Back love with others in the cycling community!

Join the Jack 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.

Like us on Facebook! Our official Bike to Jack and Back Facebook page has 816 likes. If your entire team has not liked us yet—please encourage them to do so today!

Follow us on Twitter! We have recently joined the world of Twitter. Here we hope to provide you easy access to all things ride related. Follow us, retweet us, and share with friends. [@BiketoJackNBack](#)

Your help will allow us to continually spread the word about Bike MS: Bike to Jack and Back and encourage as many people as possible to get involved in this excellent event!

Contact Abby Mullen today at 615-690-5343 to get all the materials you need to get the word out on the street!



Introducing Jack's New Coordinator

Hello 2013 Jack Cyclists!! My name is Abby Mullen and I have recently joined the National MS Society. I will be this year's Jack Coordinator. I can't begin to tell you how excited I am to be a part of this team. This ride has long-standing traditions that I hope to build on.

I'm looking forward to meeting with as many teams as possible! I am here to help your team recruit, reach fundraising goals, and have a great time! Feel free to contact me with any questions or just drop in to say hello. My email is abby.mullen@nmss.org and my direct number is 615-690-5343.



Book Your Hotels



After a long day of riding what is better than a hot shower and comfortable bed?

Don't forget to book your hotel rooms for Saturday evening! We have partnered with T3 Travel to make this process simple for you. Visit the Bike MS: Bike to Jack and Back homepage and follow the designated links, or visit www.T3Travel.com and search for the Bike to Jack and Back event. T3 Travel has blocked a number of rooms for us at four hotels in Tullahoma: Holiday Inn Express, Baymont Inn and Suites, Executive Inn, and the Quality Inn. Contact Abby Mullen with questions 615-690-5343.

Planning Ahead: Distillery Tours and Dinner Time Slots

When choosing your route, and dinner time slots there are a few things to keep in mind. If you would like to participate in a tour of the Jack Daniel's Distillery please note that **tours last 1 hour and 15 minutes**. **Wait time for the tour can be up to 1 hour prior to the tour**. If you would like to go on a tour please be on a bus bound for Jack Daniel's **NO LATER THAN 3:30**.

This year we will continue to host two dinner sessions on the hill. The early session will be from 5:00—6:30. The late dinner session will be held from 7:00—8:30. BOTH sessions will have Bar-B-Que!

The hill will be cleared in between slots and will close at 9:00 pm.

Please plan your route, tour participation, and dinner time slots accordingly.

Contact Abby Mullen with any questions regarding tours or dinner time slots. Email Abby Mullen with your team's desired time slot, early or late, as soon as possible. Slots will be filled on a first come, first serve basis.



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JOIN THE MOVEMENT



2013 Calendar of Events

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

- 16th-Blitz Day

OCTOBER

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



MARK YOUR CALENDARS!

Corporate Sponsorship Opportunities

Bike MS sponsors are **visible, recognized and celebrated** for their partnership and commitment to achieving a world free of Multiple Sclerosis. As a sponsor, you show support for your community, are a good neighbor and join the National MS Society in its relentless fight against Multiple Sclerosis.

Cash sponsorships range from \$1,500 to \$25,000 and are the key to any of our events, putting more of the money raised toward our goal of achieving a world free of MS. In-kind product and service donations also allow us to keep event costs low. We will provide sponsorship benefits to in-kind sponsors as well as cash sponsors. Contact Abby Mullen for information on sponsorship opportunities 615-690-5343.

Volunteers Needed

We can't do this without you. Sign up to volunteer today! The success of the MS Bike Ride is directly related to the wonderful volunteers who help make the event go off without a hitch. We welcome volunteers with a wide range of talents and skills. There is only one requirement: to want to do something about MS NOW. There are many jobs to choose from including registration, rest stop help, route marking, and cheering at the finish line! To register to volunteer, please contact Abby Mullen at abby.mullen@nmss.org or 615-690-5343.

