

Shifting Gears

bike to
create a world
free of MS

Bike MS Myths Debunked!

Fun & support along the route

Medical support, encouragement & well-stocked rest stops every 8-12 miles will keep you hydrated & fueled the whole way.

1 or 2 days & mileage options

Multiple scenic & supported routes available for cyclists of all riding levels, including a special short route for beginners.

Customized training tools

Training tools, like TrainingPeaks, local bike shop training rides & info can help you climb any pesky hills.

Encouragement & excitement

We, along with volunteers, family & friends, will cheer you on the whole way. After all, we are your biggest fans!

Fun for the whole family

Invite everyone you know for a family-friendly party at the finish line. Board and beer to celebrate!

Bike shop support

Support & maintenance from Bike Shop partners will keep your bike running throughout the weekend.

Easy fundraising tools & incentives

Personal fundraising webpage & online tools, prizes & an updated fundraising list make fundraising easier than ever!

Free delicious food

Lunch & dinner options on Saturday. If you stay for Day 2, we provide a free breakfast & meal at the finish line.

Think you know all about Bike MS? Intimidated by the challenge? Concerned about meeting the \$200 fundraising minimum? No worries! We've got some common myths to debunk as we give you a sneak peek into what's to come this year.

We're committed to providing the same high standards you've come to expect for over 30 years: Same constant support, same top-quality experience and same mission to end MS forever. Join us for celebration, camaraderie and the knowledge that you're changing lives through Bike MS.

Bike MS: Ozarks Ride Details

SEPTEMBER 7-8, 2013 » START/FINISH: CLEVER HIGH SCHOOL, 6800 STATE HWY 14 W., CLEVER, MO, 65631 »

OVERNIGHT: SCHIFFERDECKER PARK, 3301 W. 1ST ST., JOPLIN, MO, 64801

DAY ONE ROUTE OPTIONS: You may choose the Short Route (40 miles), Regular Route (75 miles) or the Century Route (100 miles).

ACCOMMODATIONS: Free outdoor camping and indoor sleeping arrangements are available.

DAY TWO ROUTE OPTIONS: On Sunday, you may choose the Regular Route (75 miles) or another Century Route (100 miles) as you ride to the finish line at Clever.

SHUTTLES: Purchase a \$5 ticket and receive shuttle service to your hotel on Saturday and back to the start line on Sunday. Bicycles are not transported. If you plan on using the shuttle service, you MUST book your room at one of the designated hotels.

DOUBLE CENTURY LOOP: This could be the physical challenge some of you are looking for! Century routes are optional on each day. We want you to enjoy the ride while raising money to fight MS in the Ozarks!

HOTELS: There are many local hotels, including, but not limited to:
Baymont Inn: 3510 S. Rangeline Rd., 417-623-0000
Best Western: 3508 S. Rangeline Rd., 417-781-9595
Comfort Inn: 3400 S. Rangeline Rd., 417-627-0400
Quality Inn: 3325 S. Arizona Ave., 417-627-0440

START/FINISH: Start will be open from 7 to 7:30 a.m. and is staggered to alleviate congestion during the first 10 miles of the ride. Top fundraisers are first in line. Cyclists will be taken to rest stop #1 if they start after 7:45 am. The second day begins at 7 a.m. in Joplin. Cross the finish line in Clever on Sunday and receive a finish medallion, claim your luggage, grab food and listen to music.

THE VILLAGE: Enjoy the family-friendly atmosphere of live music, great food, free Boulevard beer and more. Invite your friends and family to join the celebration. Gather your team and stake out a tent at the Village. Not on a team? Join us at the Broken Spoke tent to put your feet up and take it easy.

Become a Sponsor: Gain Exposure

Partnering with Bike MS can help your company build employee morale, provide community exposure for your business and show your dedication to making our community a better place. The emphasis with our sponsors is building long-term partnerships that assist our organization's effort to maximize fundraising donations while offering businesses a platform to

showcase their dedication to helping our community. Corporate partners continue to receive unique benefits beyond the direct return for their donation. If you or your company are interested in finding out more about sponsorship opportunities, please contact ASHLEY.LEVERING@NMSS.ORG or call 417-268-9010.



Bike Safety

BIKE SAFETY STARTS WITH YOU » MAY IS BIKE SAFETY MONTH

Cyclists need to possess basic bike-handling skills and safety knowledge in order to keep themselves and others around them safe, especially while participating in group cycling activities, like the Bike MS Ride. Our focus is to provide a high quality, safe and fun bicycling experience.

For this reason, the National MS Society has partnered with the League of American Bicyclists to provide our cyclists with the knowledge and resources to cycle safely. [Headphones, cell phones, radios and similar radio devices are not permitted while riding.](#)

THE BASICS OF RIDING IN A GROUP

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others know of your anxiety — they may also be new at this.

YOUR RESPONSIBILITY IN A PACK INCLUDES:

- Be aware of others around you.
- Communicate well in advance: Use gestures in combination with verbal commands.
- Ride with your head up: Look down the road; not at the person in front of you.

- Maintain control & speed of your bike, even going downhill.
- Know your limits: Crashes can occur when inexperienced riders do not have bike-handling skills to make quick decisions in a pack.
- Safety starts with you: Group mentality is not always safe. Expect to stop at all red lights and stop signs — it is the law! Each cyclist is responsible for verifying that the intersection is clear.
- Adjust your safety zone to fit the conditions of the road, weather & traffic — Always plan an escape route.
- Never overlap your wheels with another cyclist.
- Do not use aerobars in a pack.

HELPFUL TIPS

At Bike MS events, our active route support team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride:

- Thumbs down for help: SAG vehicles and motorcycle escorts will stop for you if you are off the road, off your bike, and giving a "thumbs down" sign or holding your helmet in the air.
- Rest stop etiquette: All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.

- Passing: Passing others and being passed occurs continuously during the ride. Call out "passing on your left" and allow time for the cyclist being overtaken to move to the right — then pass safely.
- Mechanical problems: Examine mechanical problems and change flats completely off the road. If you have a problem you cannot fix yourself, flag down a SAG van and seek a mechanic at the next rest stop.
- Be courteous: Bike MS cyclists are privileged to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block the flow of other users.

Get the Latest Bike MS Buzz

Haven't heard from us recently? You may have accidentally opted out of our emails and you're probably missing out on important Bike MS updates. Don't miss out on any of the latest and greatest Bike MS buzz.

You could even win great prizes! To opt back into e-mail, please contact us at MIDAMERICCHAPTER@NMSS.ORG or 417-268-9010.

Calendar of Events

MAY (BIKE SAFETY MONTH)

- 13-17 Recruitment Week
- 29 World MS Day
- 31 LAST DAY FOR "EARLY BIRD" REGISTRATION

JUNE

- Training rides throughout the month
- 17-21 Team Week
- 22 Tour de Monett

JULY

- Training rides throughout the month
- 13 MuckFest MS
- 22-26 Fundraising Week
- 27 Pancake Ride

AUGUST

- Training rides throughout the month
- 19-23 Fundraising Week
- 23 Last day to reserve a spot in the Village
- 27 Volunteer Orientation

SEPTEMBER

- 7-8 Bike MS Nebraska Ride
- 7-8 Bike MS Ozarks Ride
- 7-8 Bike MS Wichita Ride
- 14-15 Bike MS Kansas City Ride

OCTOBER

- 31 Prize Deadline

NOVEMBER

- 30 Tread Setter deadline

Start or Join a Team

AS A PART OF THE MS MOVEMENT, YOU AND YOUR TEAM ARE COMMITTED TO A WORLD FREE OF MS. » WE'RE COMMITTED TO YOU AND THE SUCCESS OF YOUR TEAM.

RECRUITING

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register as cyclists online. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

RAISING MONEY

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much

progress we've made in treating the disease. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

REALLY HAVING FUN

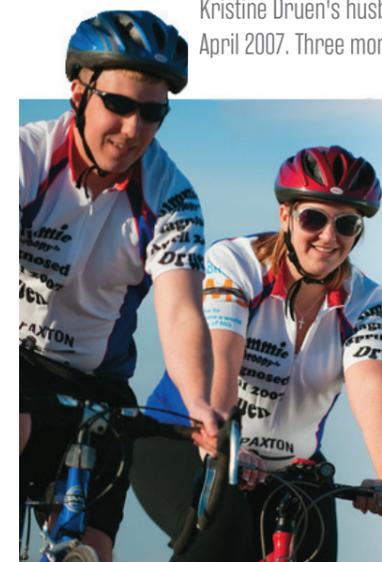
Being a team captain is an opportunity to share a great experience with others — a community coming together for a common goal and the accomplishment of a unique personal challenge! As a leader, it's up to you to remind your teammates of why they registered. Bike MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!

SHOW YOUR TEAM PRIDE » DISCOUNTED RESOURCES FOR YOUR TEAM

TEAM JERSEYS - Primal Wear is the official apparel sponsor of Bike MS. As part of their ongoing commitment to the National MS Society, Primal will donate 15% of your team's custom jersey order back to your team's fundraising account. You can also buy Bike MS branded cycling apparel and accessories- and Primal will donate 25% of your order total back to Bike MS! Visit PRIMALWEAR.COM for more information.

TEAM T-SHIRTS - Through our national partnership with Pure Protein, we're getting access to their team t-shirt site and the opportunity to purchase team t-shirts at cost — that means no markups! Simply go to TEAMPUREPROTEIN.COM and you can buy team t-shirts, customized with your team logo and/or photo, and share your team pride with everyone. T-shirts cost \$6.95 per shirt plus a one-time set up fee and shipping.

How We Grew Our Team



Kristine Druen's husband, Jimmie, was diagnosed in April 2007. Three months later, while on a camping trip, she decided to form a Bike MS team with a group of friends and coworkers. Six months later there she was, on the longest ride of her life.

"We so just winged it," Kristine, who lives in Kansas, said. "We showed up that first morning thinking, what have we gotten ourselves into? None of us had ridden more than 20 or 30 miles straight. And that first day, we rode 87."

CUSHIONING THE BUMPS

Now, if Kristine were to start over again, she would train first.* But not for the reason you might think. "The hardest part wasn't the bicycling," she remembered, "but the sitting. Getting on the bike that second day was really, really difficult." She advises novice riders to wear padded bike shorts as she now does. "They definitely help."

Kristine's dad has ridden Bike MS for over 20 years in Springfield, Mo. So he lent Kristine and her team support. "My dad was as close as we got to professional training," she laughed. The last three years, he's ridden with Kristine's team, and in 2010, father and daughter rode on a tandem bicycle. "It was different, but fun!" she said.

"My dad rode originally for exercise, but the more he did it, the more he learned about MS and the movement," she recalled. "It became very important to him." And in April 2007, it became very important to Kristine, too. "I

saw what my husband was going through. I very quickly got motivated to help. I needed to do it for him."

GROWING THE TEAM

From the original six friends who gathered around a campfire and resolved to ride for Jimmie's sake, Team Droopy has grown every year. They now include fellow police officers (Jimmie is a police officer), Kristine's coworkers, childhood friends and friends of friends.

"The first thing I tell new people is it's not a race—it's for fun," said Kristine. "Then I tell people to make a list of everyone they know—from church, family, work, neighborhood—and go to those people. Just ask—if you don't, they won't sponsor you."

The team also designs and sells jerseys to raise funds. "Jimmie has an orange Cheetos T-shirt that he wears religiously, and we usually have the color orange somewhere in the design. We take things that are meaningful to him and tie them in." As for the team's name, it comes from Jimmie's high school nickname. "They thought he looked like the cartoon character Droopy Dog," she laughed.

JIMMIE JOINS IN

Jimmie and Kristine have done Walk MS together. And this summer, Jimmie is doing Bike MS, too. He has found a disease-modifying medicine that works for him. "He had lost feeling in his feet and legs, but he feels he's gotten a lot of that back. He's ready to ride," said Kristine.

During the cold months, Jimmie trained on a stationary bicycle, using Training Peaks' online help. As soon as the weather warmed up, he started riding outdoors. "He's very positive," said Kristine. "And honestly, seeing how well he's doing, I just want to do anything I can for him and all the people with MS out there." Jimmie is ready to ride again in 2013 for his third year of Bike MS.

Join the Elite: TreadSetters Club

The Tread Setters Club is a group of elite fundraisers who strive year after year to raise the fundraising bar. The Tread Setters 50 Club is made up of the top 50 fundraisers from the previous year. To reward these special individuals, each member receives benefits before, during and after the ride that are exclusive to the Tread Setters 50 Club.

SOME OF THESE BENEFITS INCLUDE:

- Yellow Rider Number— this number corresponds with your previous year's fundraising rank

- Unique MS logo item exclusive to Tread Setters 50 Club members.
- VIP Parking Pass
- Premier start line position
- Wall of Fame
- Access to the VIP breakfast on Saturday morning of the ride.
- Free massages

To be a member in 2014, you must rank in the top 50 fundraisers in 2013. Start fundraising now to secure your membership in Tread Setters 50 next year.

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Bike MS

THE OFFICIAL BIKE MS NEWSLETTER
SPRING 2013

Shifting Gears

Early Bird Discount Ends May 31

THE EARLY BIRD GETS THE WORM » AND ONLY PAYS \$20 FOR BIKE MS! THIS OFFER ENDS MAY 31. » REGISTRATION THEN JUMPS TO \$30.

Bike MS Wants Your Brainssss

Every year a group of people debate questions such as: Should we have grape or strawberry jelly at the rest stops? How much pickle juice is too much? Everything from where the route goes to what food we have and how we recruit cyclists.

You can still ride AND help plan Bike MS. Even if you can't attend the meetings, you can still be part of the ride. Come meet once a month to discuss everything about Bike MS 2013. Contact us at 1-800-432-4867 or MIDAMERICACHAPTER@NMSS.ORG.

Coming to Kansas City July 13, 2013
MuckFestMS.org



muckfest^{MS}

Rise to the dirty challenge

Gearks Ride

Bike MS: 2013

ADDRESS SERVICE REQUESTED

National
Multiple Sclerosis
Society
Mid America Chapter
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Kansas City, MO 64114

