

# bike MS

bike to  
create a world  
free of MS

# SHIFTING GEARS

the official newsletter for Bike MS  
cyclists, volunteers and sponsors

AUGUST 2011



## EVERYTHING YOU NEED TO KNOW FOR BIKE MS 2011

### RIDER CHECK-IN

All cyclists must check-in and turn in the minimum \$200 fundraising requirement at one of the locations below.

#### MONDAY, AUG. 29

Bike Source, 4-7:30 p.m.  
3701 W 95th Street  
Leawood, KS 66206

#### THURSDAY, SEPT. 1

Trek store of KC, 4-7:30 p.m.  
10412 Shawnee Mission Parkway  
Shawnee, KS 66203

#### TUESDAY, SEPT. 6

Bike Stop, 4-7:30 p.m.  
248 NW Oldham Pkwy  
Lee's Summit, MO 64081

#### MONDAY & TUESDAY SEPT. 12-13

MS Society Office, 10 a.m. - 4 p.m.  
7611 State Line Rd., Ste. 100  
Kansas City, MO 64114

#### FRIDAY, SEPT. 16

Shawnee Heights Middle School  
5:30-7:30 p.m.  
4335 SE Shawnee Heights Rd  
Tecumseh, KS 66542

#### SATURDAY, SEPT. 17

Shawnee Heights Middle School  
5:30 a.m. - 7 a.m. (until ride begins)  
4335 SE Shawnee Heights Road  
Tecumseh, KS 66542

#### SATURDAY, SEPT. 17

Garmin Headquarters  
5:30 a.m. - 7 a.m. (until ride begins)  
1200 E 151st St,  
Olathe, KS 66062

### CHECK-IN FAQs

#### WHAT TO BRING?

- **YOUR FUNDRAISING DOLLARS:** Remember, our riders averaged more than \$766 per person in 2010. And it only takes \$800 to receive an official Bike MS jersey!
- **THE \$200 MINIMUM:** Don't forget each rider must collect and turn in the minimum by the time you check in.
- **PRIZES:** To qualify for prizes, all of your funds must be in by Oct. 31, 2011.
- **WAIVER FORMS:** If you're under 18, a parent or guardian will need to sign and have your yellow waiver notarized at check-in. Notaries will be available. All participants to be at least 12 years old, no exceptions.
- **LEAVE CONTRIBUTION FORM AT HOME:** You do NOT need to bring your completed contribution form – feel free to keep this for your records.
- **RIDER PACKETS:** Pick up your rider numbers, luggage tags, participant t-shirts, maps, last minute information and more.
- **GOODIE BAG:** Don't forget to grab one full of fun goodies from local organizations and sponsors.

## REMINDERS FOR 2011

**ONE DAY BUS** If you plan to take the One Day Bus home Saturday from South Park in Lawrence, you must sign up before the event. The bus will leave at 7 p.m. sharp and costs \$10. If you have not yet reserved a spot, contact Bonnie Jameson by Sept. 10 at 913-432-3926. Participants who do not sign up in advance can sign up to be placed on the waiting list in the parking lot on the eastside of the Village festival. The bus will then be first come first serve while seats last.

**TOPEKA DAY TWO RIDERS** The MS Society will not provide shuttles back to Topeka from Olathe. However, those who need a ride to Topeka on Sunday can share their need by connecting with others through a Google Group: Bike MS-Topeka Ride Share (<http://groups.google.com/group/bike-ms-topeka-ride-share>) or ([bike-ms-topeka-ride-share@googlegroups.com](mailto:bike-ms-topeka-ride-share@googlegroups.com)). If the demand for rides from Olathe to Topeka outstrip the supply of rides, other accommodations may be arranged.

## THE WEEKEND OF THE EVENT

### START LINE

- **GARMIN:** 1200 E. 151st St., Olathe, KS 66062. Look for yellow arrows that will direct you to parking and the start line. Enter Garmin on 151st not on Ridgeview.
- **SHAWNEE HEIGHTS MIDDLE SCHOOL:** 335 SE Shawnee Heights Rd., Tecumseh, KS 66542
- **FINAL CHECK-IN:** 5:30-7 a.m. Saturday at Garmin and Shawnee Heights Middle School.
- **BREAKFAST:** Chris Cakes will be available for \$5 starting at 5:30 a.m.
- **DIRECTIONS:** to Garmin and a site map are available on our website under the About the Ride section.
- **START:** Begins at 7 a.m. (or sunrise). Short route will start at 8 a.m. The start line will be staged according to the following:
  1. Tread Setters 150 Club
  2. Spin Energy, our top fundraising team from 2010.
  3. Teams of 50+ members will be released in waves alternating with general staged riders.

### ROUTE

- **DAY ONE KC START OPTIONS:** 38, 71 & 109 miles. Five miles may be eliminated from the KC and Topeka Century routes, depending on construction. Route towns include Olathe, Spring Hill, Edgerton, DeSoto (lunch stop), Basehor, Tonganoxie, Eudora and Lawrence.
- **DAY ONE TOPEKA START OPTIONS:** 38, 71 & 114 miles. The decision to take the 71-mile versus the 114-mile route occurs at the lunch rest stop (#5) at approximately Mile 59 in DeSoto. All routes end in Lawrence on Day One. There will be a one-day bus back to each respective startline for one-day riders.
- **DAY TWO OPTIONS:** 38 & 71 miles. Both routes will begin at South Park in Lawrence and will finish at the starting line at Garmin's Headquarters in Olathe.
- **DOWNLOAD THE ROUTE:** Visit [bike.MSmidamerica.org](http://bike.MSmidamerica.org) to download the Bike MS 2011 route directly onto your Garmin device.
- **COLORED ARROWS:** All routes will be marked with different colored arrows. The short route will be marked with green arrows. The traditional route will be marked with orange arrows. The century will be marked with blue arrows.

### THE VILLAGE

#### GEARS & GROOVES FOR MS FESTIVAL

- **THE VILLAGE IS HOPPING!** All along South Park (11th to 12th Street), Massachusetts Street will be closed for Bike MS and open to the public for celebration.
- **NEW THIS YEAR! GEARS & GROOVES FOR MS FESTIVAL:** In addition to our Overnight Village, (in·grē·di·ent) will host the Gears & Grooves for MS Festival featuring live music, local food and drinks and family friendly activities on the East side of South Park. Starting at noon Saturday, listen to eight live bands on two separate stages featuring Sellout, Abbey Road, Blue Print, SUNU and BRC. Enjoy tastes of Lawrence from local food and drink vendors including Ingredient, Biggs BBQ, Zen Zero and Boulevard Brewery. The MS Society will not have a free pasta dinner, but meals will be available for purchase through vendors, with a portion of the proceeds benefiting the MS Society.
- **ACTIVITIES:** Invite your family to enjoy the festivities including a playground, bounce house, 22-foot slide, face painters, a balloon man and many other fun activities!



### OVERNIGHT

- **TENTS:** The Boulevard Hospitality Tent will serve beer and feature live music and general info about the weekend; The Research Medical VIP Tent will be available for TreadSetters with a special spread of food and drink; The Ameriprise Information Tent will provide detailed info about the Village activities, including tent maps, the music line-up and vendors.
- **ACCOMMODATIONS:** Free outdoor camping in South Park is on a first-come, first-served basis. Limited indoor camping will be available in the Lawrence Recreation Center. There are also many hotels.
- **SHUTTLES:** Purchase a \$5 ticket and receive shuttle service to your hotel on Saturday and back to the start line on Sunday. Schedules will be in the Ameriprise Info Tent.
- **ONE DAY ONLY RIDERS:** A shuttle back to the Olathe start from Lawrence will be available for those only participating on Saturday. If you have not yet reserved a spot, call the MS Society.
- **SHOWERS:** Portable showers will be available at South Park. Our contracted vendor has successfully provided clean, private, warm shower services to many other Bike MS rides across the country.
- **TEAMS:** From the Vermont St. side, teams will be able to bring supplies into the Village by vehicle, but vehicles cannot be parked on the grass. All supplies need to be delivered to tents by 10 a.m. to ensure the safety of all people involved. No vehicles will be allowed in the park after.
- **BEST DRESSED TENT:** Who will take home the Golden Spokes Award for the best dressed tent? In 2010, Cerner won. Stake out your tent and gather your decorations, you could be the next Golden Spokes winner!
- **OTHER CONTESTS:** Many more fun contests will also be available!
- **DINNER:** The MS Society will not be hosting a free pasta dinner this year. Instead, enjoy many tasty food options during the Gears & Grooves for MS Festival featuring Ingredient, Biggs BBQ and Zen Zero. A portion of the proceeds will be donated to the MS Society.

## THE WEEKEND OF THE EVENT

### FINISH LINE

- **GARMIN'S HEADQUARTERS:** 1200 E. 151st St., Olathe, KS 66062.
- **THE FINISH:** Get your finish medallion, claim your luggage, grab food and listen to music. Don't forget to take your bicycle home!
- **TIME TO PARTY:** After two days and approximately 180 miles, there's nothing better than a big party in Olathe! Invite your family and friends to celebrate the exciting end to your journey and Bike MS: Kansas City.
- **FINISH LINE DINNER:** We'll have live entertainment and a tasty dinner from Texas Roadhouse to celebrate your success! Tickets for friends and family members are \$5 and will be available at the finish line.
- **BICYCLE RODEO:** Bring your kiddos for a bicycle rodeo and helmet fitting at the finish line from 11 a.m.-1 p.m., sponsored by Headstrong for Jake ([headstrongforjake.org](http://headstrongforjake.org)). Enjoy the festivities and cheer in the finishers!



### VOLUNTEER!

- **DID YOU KNOW IT TAKES OVER 500 VOLUNTEERS TO HOST BIKE MS?** Volunteers do everything from staffing rest stops to setting up the sites to keeping you safe as you ride. Volunteers are an integral element to Bike MS and without them we couldn't host this ride!
- **UNABLE TO RIDE THIS YEAR, BUT STILL WANT TO HELP?** Invite friends and family to join you in volunteering. We have many opportunities available for all ages and groups.
- **WE NEED VOLUNTEERS BEFORE AND AFTER THE RIDE** Come help us at Rider Check-in the week of Sept. 12 or come in before or after the ride to help with data entry. Or help us load/unload trucks.
- **SHARE INFO ON FACEBOOK** You never know who might want to support your fundraising effort or volunteer. For more info, contact Paige Weber at 913-432-3927 or [Paige.Weber@nmss.org](mailto:Paige.Weber@nmss.org).
- **VOLUNTEER ORIENTATION:** Aug. 29 from 6-8 p.m. at South Park: 1141 Mass. St., Lawrence, KS. Or Aug. 30 from 6-8 p.m. at Rockhurst High School: 9301 State Line Road; Kansas City, MO. Mark your calendars and come hungry, we'll provide dinner!
- **TO VOLUNTEER CALL OUR OFFICE: AT 913-432-3926**

### MISSION POSSIBLE CLUB MEMBERSHIPS AVAILABLE

**MISSION POSSIBLE CLUB:** Our Mission Possible members go above and beyond the call by raising \$8,000 or more. Why is 8,000 the magic number? 8,000 represented the number of people in 2010 in the Mid America Chapter who were living with MS. Join the Mission Possible Club in 2011 by raising a minimum of \$8,000.

The Mid America Chapter continues to provide programs and services for people living with MS in our area. MS is not slowing down and neither are we. In 2011, we challenge everyone to raise \$8,000 to be part of the Mission Possible Club. As always, this money goes towards programs, services and research to find an end to MS.

**PASSPORT TO THE NATION:** Want to experience riding in a new and exciting city? Our Passport Program can get you there! Individuals who raise \$8,000 or more for Bike MS 2011 can be a guest cyclist at any participating MS Chapter's Bike MS events until November 2012. No additional fundraising necessary. Just pay a \$50 registration fee and ride! You coordinate and cover your travel, accommodations, and incidental expenses.

If you have any questions or concerns regarding the Mission Possible Club or Passport to the Nation please contact Mary Kreimer at [Mary.Kreimer@nmss.org](mailto:Mary.Kreimer@nmss.org) or at 913-432-3926 to find out more about the Exclusive Mission Possible Club.

**WORLD  
FREE OF MS  
AHEAD**

## THE WEEKEND OF THE EVENT

### WHAT TO BRING

#### LUGGAGE:

The MS Society will take care of getting your luggage and camping gear from Olathe/Topeka to Lawrence on Saturday and back to Olathe on Sunday. Luggage tags will help you to locate and identify your belongings.

**ALL OF YOUR BELONGINGS MUST FIT INTO TWO BAGS**, including your camping gear. Try not to pack anything that is breakable and keep your bags as light as possible (for you and the volunteers). You will receive two luggage tags imprinted with your rider number. Please attach these tags securely to your luggage. Limit two tags/two bags per cyclist, including bed-roll or tent. Weight limit per bag is 50 lbs. Below is a list of items you won't want to forget for the weekend of the event:

#### RIDING GEAR/STUFF TO CARRY WITH YOU ON YOUR BIKE

- Personal ID and Bike MS wristband
- Emergency cash or credit card
- Car keys
- Rider and bike number (receive at rider check-in)
- Comfortable cycling shoes and socks
- Cycling jersey/t-shirt and padded bike shorts
- Helmet (REQUIRED TO RIDE)
- Sunglasses & sunscreen
- Lip balm
- Water bottle(s) or Camelbak
- Tire pump, patch kit, spare tube
- Rain poncho and/or wind-breaker (weather permitting)
- Medications you need

#### OVERNIGHT GEAR FOR CAMPERS

- Towel and wash cloth in a baggie
- Tent (if sleeping outside)
- Sleeping bag, pillow, pad or air mattress

#### OTHER OVERNIGHT GEAR

- Change of street clothes for both days
- Comfortable shoes or sandals
- Toiletries
- Riding clothes for Sunday

#### OTHER MISCELLANEOUS ITEMS

- Ben Gay or other sports cream
- Insect repellent
- Over the counter pain medication

### VETERAN RIDERS

Many of our cyclists have been creating a world free of MS for years. They've traveled thousands of miles and eaten countless PB&J sandwiches. We invite all our veteran riders to take a group picture at 6:15 a.m. Saturday. Our veteran riders can be recognized by the rider sticker on their bib:

- **WHITE:** 10-14 years
- **BLUE:** 15-19 years
- **ORANGE:** over 20 years!

A huge THANK YOU goes out to all these people and those of you who continue to show support year after year.

### WHAT TO WEAR

You must wear an approved bicycling helmet at all times while riding the route. In addition to a helmet, we also suggest that riders wear cycling clothing for their own comfort. In picking items to wear, look for clothing that:

- **IS CLOSE-FITTING TO REDUCE CHAFING & WIND INTERFERENCE**
- **WICKS PERSPIRATION AWAY FROM THE BODY**

Most important are the places where the rider's body meets the bike: **CYCLING GLOVES:** Designed to keep hands dry and protect palms from handlebar vibration and the occasional spill.

**CYCLING SHORTS:** Padded in the seat and are generally close-fitting to eliminate wind resistance and chafing.

**CYCLING SHOES:** Have stiff soles to reduce foot fatigue and lock into pedals to increase pedaling efficiency.

Other good ideas are cycling jerseys, tights, rain jackets, and hydration systems. Jerseys are close-fitting, wick perspiration and generally have several handy pockets in the lower back.

### CALENDAR

#### AUGUST

- 29 Rider Check-in at Bike Source
- 29 Volunteer Orientation at South Park in Lawrence
- 30 Volunteer Orientation at Rockhurst High School

#### SEPTEMBER

- 1 Rider Check-in at Trek Bicycle Store
- 6 Rider Check-in at Bike Stop
- 12 Rider Check-in at National MS Office
- 13 Rider Check-in at National MS Office
- 16 Rider Check-in at Shawnee Heights Middle School
- 17-18 Bike MS: Kansas City Ride 2011

#### OCTOBER

- 31 Prize Deadline

#### DECEMBER

- 31 Deadline to turn in prize form

### TEAM PHOTOS

- **REMEMBER:** Don't miss out on your team photo. Get your team photos taken at the start line.
- **WHERE:** Be sure to look for signs once you arrive at Garmin or Shawnee Heights Middle School on Saturday morning.
- **TIMES:** From 5:30 a.m. to 6:45 a.m.
- **SIGN UP:** Please sign your team up for a time slot, this will help make the team photos run smoothly and accommodate all of our teams.
- **CONTACT:** Mary Kreimer by Sept. 12 to sign up for a time slot at 913-432-3927 or at [Mary.Kreimer@nmss.org](mailto:Mary.Kreimer@nmss.org).

## FUNDRAISING

### PRIZES

You can earn great prizes while helping people living with multiple sclerosis! Turn in \$500 or more by Oct. 31 and you will be eligible for a prize. Once you have turned in your money you will need to fill out a prize selection form, which are available at [bike.msmidamerica.org](http://bike.msmidamerica.org). **ALL FUNDRAISING MONEY IS DUE BY OCT. 30**, you will then have until Dec. 31 to turn in the prize form.

#### IF YOU RAISE \$800 OR MORE YOU QUALIFY FOR A PRIZE JERSEY!

Pick up your prize jersey at one of the rider check-ins. Remember if you chose to receive a prize jersey you must claim a prize from the level below where you qualified. (Example: If you are at the second prize level and decide to receive a prize jersey you will then receive a level one prize.) All prizes, excluding the prize jersey, can be ordered online. We'll e-mail you a prize redemption certificate only after receiving your prize selection form. Certificates will reach e-mail inboxes during November. Then you can order your prize online and have it shipped directly to you. If you do not have e-mail, contact Mary Kreimer for a paper prize redemption certificate at (913) 432-3926 or [Mary.Kreimer@nmss.org](mailto:Mary.Kreimer@nmss.org).

### STAY UP TO DATE



- **TEXT INFO LINE:** Get the latest updates during the weekend of the ride and sign up for our text info line. Depending on the group you sign up for, you'll receive informative updates (ie, delayed start due to fog, or emergency closure, etc.) directly to your phone. Text the keyword (as below) to 877877.
  - Riders: **LAWRENCE**
  - Volunteers: **KANSAS**



### INSPECTIONS

A bike will work well whenever you take it out with just a little maintenance. We recommend a complete overhaul annually, or every 2,000 miles. **ALL OFFICIAL BIKE MS STORES GIVE FREE, PROFESSIONAL INSPECTIONS** and estimates on routine maintenance or repairs to your bike. More than anything else, listen to your bike. ANY unusual sounds such as squeaks, popping, grinding, creaking or rattling are warning signals of a problem.

## THANK YOU TO ALL OUR VOLUNTEERS & PLANNING COMMITTEE MEMBERS!

### FUNDRAISING IDEAS

- **HOLD A GARAGE SALE** Ask friends and family to donate items. Ask area artists or creative friends to donate art or jewelry that you can sell.
- **UTILIZE BOUNDLESS FUNDRAISING** Facebook app. This app allows you to reach out to all your Facebook friends. One participant raised \$3,000 on Facebook alone in 2010!
- **SELL SPIRIT BEADS OR LEIS AT A LOCAL SPORTING EVENT.** You can find beads and leis at a local store then sell them at the game for a higher price, keep the proceeds to go towards your fundraising!
- **CHANGE E-MAIL SIGNATURE** to mention your involvement. You can even have it link to your participant page.
- **CONTACT THE MS SOCIETY** for brochures, booklets and videos about MS. Take pamphlets to your sponsors to educate them on MS.



# OUR 2011 BIKE MS SPONSORS & OFFICIAL BIKE STORES



**National  
Multiple Sclerosis  
Society**  
Mid America  
Chapter

7611 State Line Rd., Ste. 100  
Kansas City, MO 64114

ADDRESS SERVICE REQUESTED

**BIKE MS: KANSAS CITY RIDE 2011  
FINAL EVENT DETAILS INSIDE!**