

bike  
**MS**

bike to  
create a world  
free of MS

# SHIFTING GEARS

the official newsletter for Bike MS  
cyclists, volunteers and sponsors

AUGUST 2012



## EVERYTHING YOU NEED TO KNOW FOR BIKE MS 2012

### RIDER CHECK-IN

The Rider Check-Ins will be held on the following dates:

#### TUESDAY, AUGUST 28

Bike Rack - Omaha  
4 p.m. – 7 p.m.  
14510 Eagle Run Dr., Omaha, NE 68116

#### WEDNESDAY, AUGUST 29

Bike Rack – Lincoln  
4 p.m. – 7 p.m.  
3321 Pioneers Blvd Lincoln, NE 68506

#### SATURDAY, SEPTEMBER 1

MS Society Office  
10 a.m. – 1 p.m.  
328 S 72nd St., Omaha, NE 68114

### CHECK-IN FAQs

#### WHAT TO BRING?

- **YOUR FUNDRAISING DOLLARS:** Remember, our riders averaged more than \$766 per person in 2011. 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, 2012.
- **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 need 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.

figure **8** ride

short  
route  
options

new,  
themed  
rest stops

30, 53, 75 or 100 miles day 1  
& 25, 50 miles day 2

start/finish  
in Bellevue

unforgettable  
overnight with  
live music, food  
& family fun!

## THE WEEKEND OF THE EVENT

### START LINE

- **BELLEVUE UNIVERSITY:** 1000 Galvin Road South, Bellevue, NE 68005. Look for signs that will direct you to parking and the start line. Enter Bellevue on Harvell Drive, not Galvin Road.
- **CHECK-IN:** 6:00 – 6:45 a.m. Saturday at Bellevue University in the Margre H. Durham Student Center.
- **BREAKFAST:** Coffee and a light continental breakfast will be at 6 a.m.
- **DIRECTIONS:** to Bellevue University and a site map are available on our web-site under the About the Ride section.
- **START:** Begins at 7 a.m. All riders must start by 8 a.m. The start line will be staged according to the following: Top 3 fundraising teams in order, all remaining teams.

### ROUTE

- **DAY ONE: 30, 53, 75 & 100 miles.** The new route options allow for riders of all skill levels to participate. Day One will start at Bellevue University heading southwest. Enjoy snacks provided by HyVee at the "Grooving for a Cure" rest stop in Springfield, marking the turn-around for the 30-mile short route. Continue on to Schramm Park and cruise along the Platte River, loop back to Springfield for 53 miles or turn south at Louisville for the 75 and roll into Syracuse for the 100 (returning to Bellevue University).
- **DAY TWO OPTIONS: 26 & 50 miles.** Day Two heads north from the University then east into Pottawattamie County. Enjoy a scenic ride south on Wabash Ave before curving west back to campus for a 26-mile route. Or, continue south on Wabash Ave to Bella Terre Vineyard and rehydrate at a rest stop with a breathtaking view. This 50-mile route continues down to historic Pacific Junction before returning to Bellevue University.
- **COLORED ARROWS:** All routes will be marked with different colored arrows. Day one the short route will be yellow, the 53 will be green, 75 will be orange, and century route will be blue. Day two, the short route will be yellow, the 50 will be green.

### ACCOMMODATIONS

- **CAMPING:** Free outdoor camping on the green space in campus along Harvell Drive. Free indoor camping will be available in the Gordon Lozier Athletic Center.
- **HOTELS:** There are also many hotels available within 1 mile of campus. All hotel arrangements are your individual responsibility. The MS Society will NOT be responsible for any room blocks, fees, reservations or cancellations fees. Please confirm each hotel's cancellation policy prior to reserving.

**RODEWAY INN**  
1110 Fort Crook Rd S.  
402-291-0804

**ROYAL INN MOTEL**  
105 Fort Crook Rd S.  
402-291-4990

**SUPER 8**  
303 Fort Crook Rd S.  
402-291-1518

**CANDLEWOOD SUITES**  
10902 S. 15th St.  
402-932-8144

**BEST WESTERN WHITE HOUSE INN**  
305 Fort Crook Rd N.  
402-293-1600

**SETTLE INN & SUITES**  
2105 Pratt Ave.  
402-292-1155

\*offering a \$65 reduced rate if you mention Bike MS.

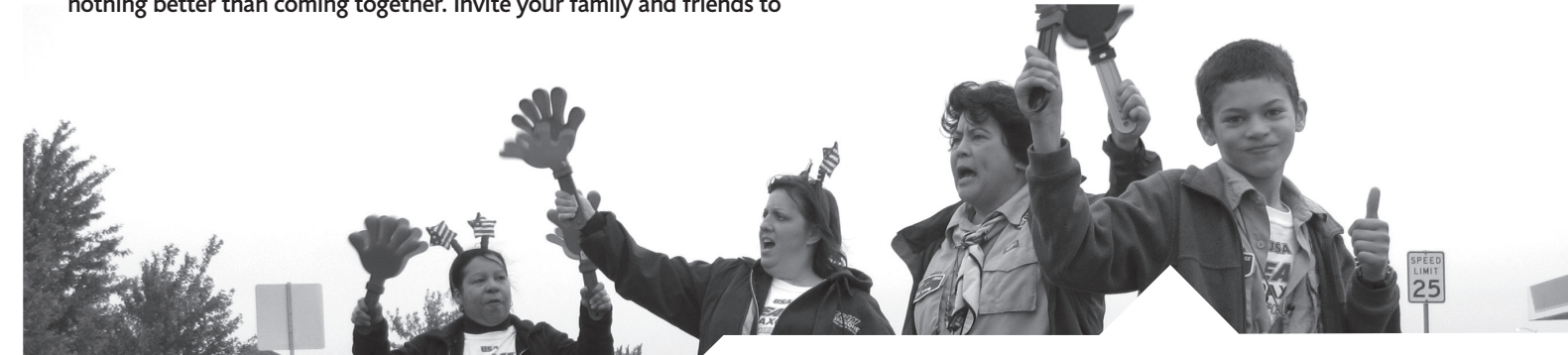
### OVERNIGHT

- **TENTS:** The Boulevard Hospitality Tent is a great place for cyclists to gather, enjoy a cold beer and unwind. Riders can sit down to enjoy snacks and rest their legs. The Information/EMS tent will provide detailed info about the Village activities, schedule, site map, and first aid.
- **SHOWERS:** Showers in the locker rooms at the Gordon Lozier Athletic Center will be available from 10 a.m. on Saturday - 1p.m. on Sunday.
- **MS VILLAGE:** The University Campus will be transformed into the Bike MS Village! Invite your family and friends to enjoy the festivities! Enjoy the family-friendly atmosphere with live music, a kid zone, vendor booths and the welcoming Boulevard Hospitality Tent.
- **TEAMS:** Treat your team right with your own hospitality tent at the MS Village. Space is reserved for Team Tents along the East side of the R. Joe Dennis Learning Center. If you would like to rent a team tent through our vendor or bring your own pop-up, please let us know at [vanessa.dobles@nmss.org](mailto:vanessa.dobles@nmss.org) or (402)390-6293.
- **ACTIVITIES:** Invite your family to enjoy the festivities including a bounce house, kid friendly snacks, face painters, balloon animals and many other fun things!
- **DINNER:** We'll be firing up the grill at 5:30 p.m. and cooking Omaha Steak Burgers. Burgers, sides and drinks will be served outdoors with your choice to eat outside and enjoy the music or claim your spot indoors in the Husker Zone (game starts at 6:30 p.m.).

## THE WEEKEND OF THE EVENT

### FINISH LINE

- **THE FINISH:** Get your finish medallion, shower, grab food and listen to music. Don't forget to take your bicycle home!
- **TIME TO PARTY:** After two days and approximately 150 miles, there's nothing better than coming together. Invite your family and friends to celebrate the exciting end to your adventure, Bike MS: Nebraska.
- **FINISH LINE LUNCH:** We'll have a DJ, ride wrap up and RUNZA on hand with a very Nebraska lunch to celebrate your success!



### VOLUNTEER

- **DID YOU KNOW IT TAKES OVER 150 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. Call 402-390-6290.
- **WE NEED VOLUNTEERS BEFORE AND AFTER THE RIDE** Come help us at Rider Check-in or come in before or after the ride to 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 Amy Kruse at 402-390-6290 or [amy.kruse@nmss.org](mailto:amy.kruse@nmss.org).
- **VOLUNTEER ORIENTATION:** Sept. 4 from 6 p.m. at the MS Society Office, 328 S. 72nd St., Omaha, NE 68114. Mark your calendars and come hungry, we'll provide dinner!
- **TO VOLUNTEER:** call our office at 402-390-6290 or email [midamericachapter@nmss.org](mailto:midamericachapter@nmss.org).

### MISSION POSSIBLE CLUB MEMBERSHIPS AVAILABLE

**MISSION POSSIBLE CLUB:** Our Mission Possible members go above and beyond the call by raising \$8,000 or more. 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. 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.

raise \$8,000 or more for Bike MS 2012 can be a guest cyclist at any participating MS Chapter's Bike MS events until November 2013. No additional fundraising necessary. Just pay a \$50 registration fee and ride! You coordinate and cover your travel, accommodations, and incidental expenses.

**PASSPORT TO THE NATION:** Want to experience riding in a new and exciting city? Our Passport Program can get you there! Individuals who

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

**WORLD  
FREE OF MS  
AHEAD**

## BIKE INSPECTIONS

All official Bike MS stores give free, professional inspections.



### BIKE RACK - OMAHA

14510 Eagle Run Dr  
Omaha, NE 68116  
(402) 333-1031

3321 Pioneers Blvd  
Lincoln, NE 68506  
(402) 488-2101  
bike-rack.com



### THE BIKE WAY

15115 Industrial Road  
Omaha, NE 68144  
(402) 392-2390  
thebikeway.com



### OLYMPIA CYCLE

4910 S. 135th Street  
Omaha, Nebraska 68137  
(402) 895-5300

1324 North 40th Street  
Omaha, Nebraska 68131  
(402) 554-1940  
olympiacycleomaha.com

## TXT4MS

We've partnered with Handmark to allow users to donate just by texting! With each use, the MS Society receives revenue that goes towards finding a cure. **DOWNLOAD THE FREE APP** on Google Play to spread the mission, via text of course!

MS txt4MS

Take a rest and download txt4 MS for your Android device to raise money by texting!

<http://bit.ly/txt4MS>

## CALENDAR

### AUGUST

- 28 Packet Pick-Up, Bike Rack Omaha 4-7 p.m.
- 29 Packet Pick-Up, Bike Rack Lincoln 4-7 p.m.

### September

- 1 Packet Pick-Up at MS Society Office, 10:00a.m.-1:00p.m.
- 4 Volunteer Orientation at MS Society Office, 6 p.m.

8-9 Bike MS Ozarks, Wichita and Nebraska

22-23 Bike MS: Kansas City Ride 2012

### OCTOBER

- 31 Prize Deadline

### DECEMBER

- 31 Deadline to turn in prize form

## 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. 31**, 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 for a paper prize redemption certificate at 913-432-3926 or [midamericachapter@nmss.org](mailto:midamericachapter@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 (i.e., delayed start due to fog, or emergency closure, etc.) directly to your mobile device.

Text the keyword (as follows) to 877877.

Riders: OMAHA  
Volunteers: NEBRASKA

Stay up-to-date! Follow us on Facebook:  
[FACEBOOK.COM/MSMIDAMERICA](https://www.facebook.com/msmidamerica) or [@BIKEMSNE](https://www.facebook.com/bikemsne)



**DON'T FORGET:** Raise \$800 and you can receive an official Bike MS jersey. Feel free to contact us for help on how to maximize your fundraising efforts.



**NEWTTHISYEAR:** Any Bike MS participant who is living with MS is eligible to receive a free I Ride With MS jersey. Contact us at [midamericachapter@nmss.org](mailto:midamericachapter@nmss.org) or 402-390-6290 for more info.

## WHAT TO BRING

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.

**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. For more information visit [bike.msmidamerica.org](http://bike.msmidamerica.org).

## 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!
- **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 2012 BIKE MS SPONSORS



National  
Multiple Sclerosis  
Society

328 S. 72nd St.  
Omaha, NE 68114

ADDRESS SERVICE REQUESTED

BIKE MS: NEBRASKA RIDE 2012  
FINAL EVENT DETAILS INSIDE!