

YOUR GUIDE TO
**THE RIDE OF
YOUR LIFE**

bike
MS[®]

Don't just ride, Bike MS

THANK YOU

FOR REGISTERING

Bike MS® is more than a ride. It's an extraordinary experience driven by camaraderie and marked by passion, inspiration, determination and fun. In addition, you'll find the support we provide to be nothing short of remarkable. From food and drink to fuel everyone's journey to mechanical and medical assistance whenever needed, we're all in it together. With volunteers cheering for you along the way, the atmosphere is truly electric.

Together we build lifelong connections, achieve individual and collective milestones, and help people living with MS move their lives forward. Every mile we ride, every dollar we raise makes a difference for everyone affected by MS.

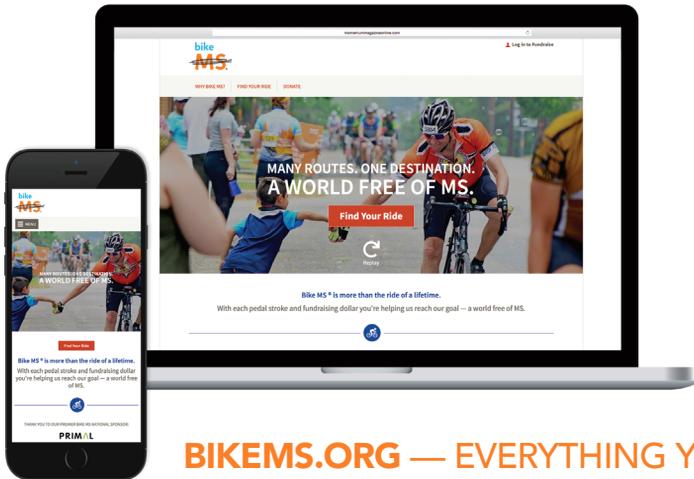
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GETTING READY

Bike MS offers an extraordinary experience with more than 85 destinations, from the sunny rolling hills of Sonoma County to the bridges of New York City. Whatever your journey, everything you need to ensure the ride of your life is provided at **bikeMS.org**. Once logged in, find your ride to get the most up-to-date information about your ride including:

- Day-of-the-ride information
- Routes and maps
- Lodging and transportation
- Important deadlines
- Training
- What to wear
- First-time rider information
- Safety
- Volunteer opportunities
- Fundraising materials and support
- Team resources



**BIKEMS.ORG — EVERYTHING YOU
NEED TO KNOW ABOUT YOUR RIDE!**

If you have opted out of email, call 1-800-344-4867 to begin receiving important updates and information.



TRAINING FOR THE RIDE

The adventure of the Bike MS experience begins the moment you begin training for it. The training process is a journey unto itself that will reward you with better health and fitness, greater calmness and energy in your daily life, more self-confidence, and more fun in the ride itself.

TIPS TO PREPARE FOR BIKE MS:

- **Visit an official Bike MS shop:** Talk to the experts while you get your bike tuned and check out the latest cycling gear! Also ask about training rides you could attend in the area.
- **Keep track of your mileage:** Track your start and stop times to help you determine your optimal overall speed.
- **Start with short rides:** Don't worry about speed or distance; get comfortable and gain basic cardiovascular fitness.
- **Add in longer rides:** Gradually work up to weekly rides of two hours or longer. Try to maintain the pace established during your shorter rides.
- **Challenge yourself with a climb:** Find a hill you can climb in 10–20 minutes without exhausting yourself. Recover on the way down, and then climb again. Don't forget to do a 20-minute warm-up first!

Visit bikeMS.org to download the **official Bike MS training guide** and your free training plan through TrainingPeaks.com. With the training plan, you can log your daily progress and analyze ride data that you upload from your cycling computer, GPS watch or TrainingPeaks iPhone GPS app.

BE SAFE

and have a great ride!

KNOW THE RULES OF THE ROAD

The safety of our cyclists is the number one priority at Bike MS. To help ensure that everyone has a great ride and arrives safely at the finish line, we work hard to create a proactive approach to safety. Help us by knowing the rules of the road and following safe riding practices.



KNOW AND OBEY ALL TRAFFIC LAWS

The golden rule of bicycling in a group is be predictable!



OBEY ALL TRAFFIC SIGNS & SIGNALS

Avoid "following the leader" through traffic signs and signals.



STAY RIGHT!

Ride in the right portion of the rightmost lane in the direction you are traveling. Leave at least 4 feet between your handlebars and parked cars, other hazards or riders.



LOOK & SIGNAL

Avoid "following the leader" through traffic signs and signals.



UNPLUG

Headphones or ear buds are **NOT permitted**. This is so you can hear traffic and safety warnings.

2 AT A TIME

Ride no more than two abreast and do not impede traffic.



BE VERBAL!

Communicate during the ride to let others know about hazards or your movements.



"ON YOUR LEFT"

Call this out before you pass someone. If you hear it, a rider is approaching your left side. Allow them room to pass.



"SLOWING"

The cyclist in front of you is slowing down. Use caution and prepare to stop. Use the palm of your hand toward riders behind you to indicate slowing and stopping.



"STOPPING"

This indicates that a rider ahead is stopping. Do not forget to unclip from your pedals.



"CAR BACK"

This means a car is approaching from the rear. All riders make an effort to move to the right of the road in a single file until the car passes.



"GRAVEL / POTHOLE / SAND / TRACKS"

Each of these messages is to alert the rider behind you of hazardous road conditions. The words are combined with the gesture of pointing to the hazard well in advance.

RIDE SAFELY AND HAVE FUN because there's nothing like crossing the finish line and celebrating with your team!

FUNDRAISING

Every dollar your team raises helps fund critical research and services for people affected by MS — **YOU** can be a fundraising powerhouse.

- **Use your Fundraising Center to fuel your fundraising.** Visit your Fundraising Center to manage your account information, edit your personal fundraising page, email donors and more! The Fundraising Center is also where you can track a team's fundraising progress and your personal fundraising progress.
- **Increase your fundraising total with matching gifts.** Many companies have matching gift and volunteer incentive programs that will match their employees' donations, increasing your fundraising total and bringing us closer to a world free of MS. Ask your team members and donors to visit nationalMSSociety.org/EmployerMatch or contact their company's human resources department to learn about their company's matching gift policies and procedures.
- **Fundraising in high gear.** Download the Bike MS® app for the iPhone or Android to fundraise on the go! Visit the iOS App Store or Google Play.
- **Connect your fundraising with a linked Facebook Fundraiser when you visit your Fundraising Center.** Click the "My Bike MS" button and then "Connect Fundraiser to Facebook." **Remember, only linked Facebook fundraisers set up through your Fundraising Center count toward Bike MS fundraising.** Facebook and Instagram Fundraising tools launched through those social media platforms are also available to support the Society's mission. However, fundraisers initiated on Facebook or Instagram will not count toward your event fundraising total.



PEOPLE WHO FUNDRAISE
ONLINE **RAISE THREE**
TIMES AS MUCH AS
THOSE WHO DON'T.

If you itemize on your tax return, cash contributions to the National MS Society (where no goods or services were received) are fully deductible to the extent of the law. Contributions to your local office qualify for the charitable contributions deduction to the extent provided by Section 170 of the Internal Revenue Code. Copies or canceled checks are sufficient IRS proof for donations less than \$250. Visit your Fundraising Center for your downloadable copy of donation receipts for gifts made online. For donations greater than \$250, a tax receipt will be provided to the donor. Tax ID: 13-5661935

GET REWARDED BY BECOMING A

VIF (VERY IMPORTANT FUNDRAISER)!

We know you ride to help create a world free of MS, but that doesn't mean you shouldn't earn an awesome prize along the way.

Reach **Fundraising Club status** and earn VIP perks at this year's event plus awesome Bike MS branded apparel, including an exclusive Bike MS jersey. The more you raise the better the prizes get, and the bigger your impact is on the lives of people affected by MS.

\$500: Bike MS socks

\$1,000: Discounted registration for next year's event, VIP perks and choice of an American Apparel® hoodie or Bike MS baseball cap

\$2,500: Our High Rollers receive discounted registration for next year's event, VIP perks and your choice of a Fort Knox® backpack or Stormtech® baseline fleece

\$5,000: Passport-eligible cyclists can ride in any additional Bike MS event with no registration fee and no obligation to meet the fundraising requirement. They also receive VIP perks, an exclusive Passport jersey* plus your choice of a 4 Seasons® speaker or North Face® vest

\$10,000: VIP perks, Passport cyclist status; plus, you can choose between a Yeti® Hopper cooler or Yamaska® 3-in-1 jacket



Passport Jersey*

Visit bikeMS.org for more information on prizes and National Fundraising Clubs plus information on our local Top Fundraiser Club and how you can qualify.

*Awarded when participants register for their guest-event

Approximately 7 weeks after your Bike MS event, winners will receive an email with the following subject line: "Your 2020 Bike MS Fundraising Certificate is here!" If you do not receive a certificate after 8 weeks, please contact 1-855-372-1331 or bikeMS@halo.com.

RIDING WITH MS?

LET US KNOW. WE'VE GOT A SPECIAL BENEFITS PROGRAM FOR YOU!

Our **I Ride with MS** program recognizes cyclists who are living with multiple sclerosis. Participants enjoy special day-of-event benefits and receive a complimentary **I Ride with MS** jersey. Primal is a proud supporter of the **I Ride with MS** program.



FRONT

SIDE PANELS



BACK

bike

MS[®]

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