



Leduc to Camrose



2022 CYCLIST HANDBOOK

Everything you need
to make your MS Bike
a memorable experience!

WELCOME TO MS BIKE

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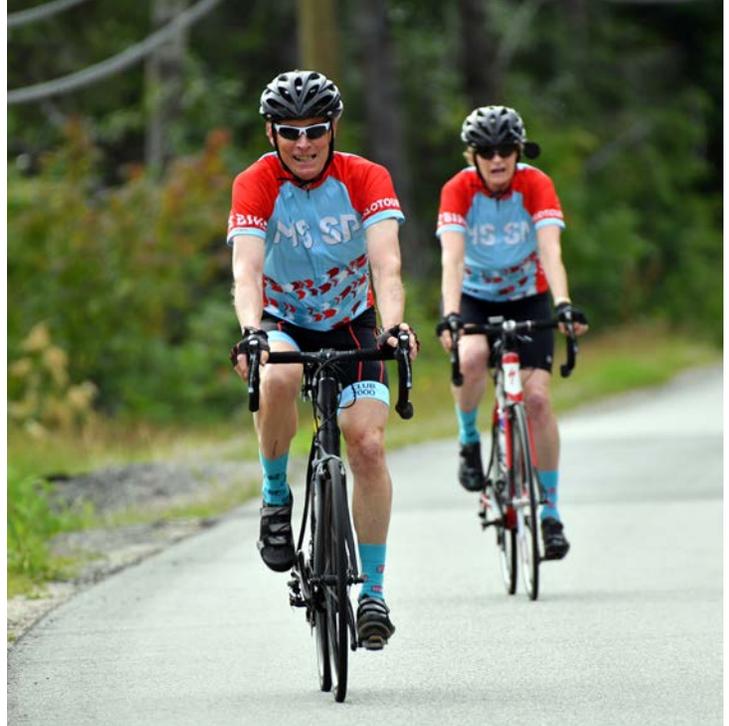
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YOUR IMPACT

A world free of MS is achievable but it will take more than one person. By participating in MS Bike, you join thousands of participants across the country, riding toward the same goal. No matter who you cycle for, your collective action and support for the MS community makes a difference. With your participation we can raise the funds needed to continue investing in fundamental MS research and supporting those living with the disease. We know our world looks different right now and things continue to change every day, but one thing that remains unchanged is our commitment to the MS community and to a world free of MS.



WHY \$500?

The minimum fundraising goal for MS Bike is \$500. MS can impact all Canadians and by fundraising for MS Bike, you will help support each of them through their MS journeys while funding research that could change their lives.



BECAUSE OF YOU, DR. VORONOVA IS CLOSER TO **A GROUNDBREAKING DISCOVERY**

With your support, promising new research by Dr. Anastassia Voronova (University of Alberta) and colleagues provide evidence for the role of an immunological molecule called fractalkine in instructing neural stem cells to become oligodendrocytes – the only cells in the brain with the ability to produce myelin.

Using cell-based assays and mice, researchers showed that fractalkine accelerates the differentiation of neural stem cells to oligodendrocytes in different brain regions. Additionally, inhibition of fractalkine signaling diminishes oligodendrocyte production and myelination.

Currently there are limited treatment options for progressive MS, particularly those that promote brain and spinal cord regeneration and restoration of damaged myelin (a process called remyelination). The present study suggests that fractalkine could act as a candidate molecule to engage neural stem cells to enhance the production of oligodendrocytes and potentially remyelination. **Further characterization of this molecule may inform the development of remyelination and regeneration treatments for MS.**



JANICE OWENS

20 YEARS AND COUNTING



This year marks the 20th year that Janice Owens will be riding in MS Bike. And in that time, Janice and the Just Soar team has raised over \$350,000 for MS!

Janice's story began in 2003 when a friend looking for an adventure approached her to take part in her first MS ride. Maybe it was the fact that Janice's aunt had been diagnosed with MS a few years prior, or the numerous friends and coworkers that had been impacted by MS, that encouraged them to commit to the challenge and participate in their first successful ride. Janice's husband Steve and sons Matt and Nathan cheered her on throughout the ride, and after experiencing the sense of satisfaction she got from the physical challenge and the comradery of hundreds of people with a common cause, she was hooked. And the following year, Team 'Just Sore' was formed – homage to the soreness to overcome in the days following each year's ride.

In the ultimate twist of ironical fate, Janice herself was diagnosed with MS in the summer of 2010. A bout of optic neuritis led to a quick diagnosis and year of uncertainty. Regardless, she was bound and determined to ride in 2011. That year, not knowing if she would be able to ride, the team captaincy was turned over to husband Steve whose first act was to change the team's name

to 'Just Soar'. The double entendre was a clear message to Janice and the family that positivity and determination would help overcome the hurdles ahead of them. That year their sons Matt and Nathan also rode, as well as Just Soar's growing team of 12 team. Janice didn't make it to the finish line that year but that didn't stop her from taking part each subsequent year.

By 2015, other than some asymmetrical strength and reflex issues, permanent tingling in her feet and ongoing fatigue, the MS was being held at bay and Janice has continued to ride. In May of 2021 Janice, with improving MRI results and no relapses, was told her MS was 'benign' and although it doesn't provide any guaranties, she's confident that with the support of innovation drug treatment and continued focus on diet and exercise she'll be riding for years to come.

Janice is overwhelmingly grateful for the commitment her colleagues, friends and family provide in support of Just Soar, the love they've shown over the past 20 years, and of the organizers and volunteers of the MS Bike events. Janice is excited to share her 20th year with many of her family and friends, who will be riding by her side and helping them along the way to raise another \$20,000 this year!

FUNDRAISING MADE EASY

WHAT'S NEXT? Joining MS Bike is the first step in the fight to end MS. Here are the other steps we suggest you take to make the most out of your MS Bike experience and help raise funds to improve the lives of those affected by MS.



MAKE A DONATION

Kick start your fundraising by showing your support by being the first to donate towards your fundraising goal.



UPDATE YOUR PERSONAL PAGE

Post a picture, include a story of why you joined MS Bike, and set a goal!



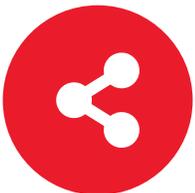
GO DIGITAL

Take advantage of the MS Bike app and use the tools to boost your fundraising and track your progress. Download the app today!



EMAIL YOUR DONORS

Reach out to your family and friends and ask them to help you reach your fundraising goal by making a donation.



ASK, ASK, ASK

Post on social media, send emails and ask your workplace about making a gift or matching your fundraising.



HOST A VIRTUAL EVENT

Get creative! Trivia night, Facebook fundraiser – it will be fun and help you raise money towards your goal.



GET READY FOR MS BIKE

Now it's time to ride! No matter how you are participating, we hope you have a great ride.



SAY THANK YOU!

Be sure to recognize everyone who donated or helped you by saying thank you after the event.

msbike.ca has a lot of advice and helpful resources but if you need support, reach out to the MS Bike team, they are very knowledgeable. (1-800-268-7582 ext 3038 | msbike@mssociety.ca)

REWARDS

Your hard work helps improve the lives of those affected by MS, and we want to recognize your accomplishments with these rewards*.



Our MS Bike cycling kit has a new design every year and gives you well-deserved recognition for your amazing fundraising. They are made of high-performance materials that will propel you forward as if you were lighter than air (results may vary). [Click here for more information on our reward structure.](#)

**The MS Society of Canada reserves the right to substitute prizes of equal or greater value. Rewards are based on funds submitted approximately four weeks after the event.*

PRIMAL

OFFICIAL APPAREL PARTNER OF

MS BIKE

GET YOUR CUSTOM TEAM JERSEYS THROUGH PRIMAL AND RECEIVE A DONATION TOWARDS YOUR TEAM'S FUNDRAISING.

As part of our commitment to ending MS, Primal will donate 15% of a team's total custom team jersey order to their team's fundraising through the Primal Gives Back program.

primalwear.com/msbike

2021 TOP FUNDRAISING LEADERS

TOP 10 PARTICIPANTS

Event	Cyclist	Fundraising Total
Quebec	Lynda Archambault	\$101 609.00
Grand Bend	Barry Travnicek	\$41 687.00
Grand Bend	Doug Meloche	\$31 202.25
Niagara	Scott Davis	\$28 740.02
Leduc to Camrose	Dawn Leder	\$25 765.00
Airdrie to Olds	Bryan Simister	\$23 892.55
Quebec	Christiane Thouin	\$22 670.07
Grand Bend	David Palmer	\$21 454.76
Grand Bend	John Bowman	\$20 878.84
Toronto	Marc Boyer	\$20 054.93

TOP FUNDRAISER EXPERIENCE

"It's an amazing experience to be on tour with other top MS Bike fundraisers from across the country. It's amazing to be part of a group of cyclists who are so deeply involved and connected to the cause."

— Doug Hansen, who rode in the Tour of Champions 12 times.



TOP 10 FUNDRAISING TEAMS

Event	Team	Team Captain	Fundraising Total
Quebec	Les Pédaliers de l'Avenir	Lynda Archambault	\$124 005.70
Leduc to Camrose	Happy Fillmores	Paul Paridaen	\$93 783.75
Grand Bend	Team Cowbell	Anita Trusler	\$43 873.18
Grand Bend	Alpine	David Hartley	\$42 768.67
Leduc to Camrose	Mighty Spinners	Brian Spence	\$42 652.84
Grand Bend	The Bowcycle Team	John Bowman	\$42 261.00
Quebec	Croix Bleue Medavie	Daniel Lanteigne	\$39 299.72
Grand Bend	Butt Ugly	Rachel Chandler	\$32 347.87
Airdrie to Olds	Pirate Ship	Luke Faubert	\$31 550.60
Leduc to Camrose	Flahr's with Flair	Sheila Wilson	\$29 733.75

Wondering where to mail in your donations?
Cheques can be mailed to:

MS Society of Canada
500-250 Dundas St. W.
Toronto, ON M5T 2Z5
Attn: MS Bike [Event Name]

Be sure to specify which MS Bike you are donating

to on the front of the envelope (i.e. Attn: MS Bike Airdrie to Olds). In order to ensure our records are accurate. Please make sure participant and donor details are clearly identified and legible on the [Donation Tracking Form](#).

For cash donations, please reach out to us at bike.finance@mssociety.ca and we will provide you with instruction on how to get your donations to us.

LEDUC TO CAMROSE SCHEDULE AT-A-GLANCE

SATURDAY JULY 9, 2022

RBA Start Line

6:00 am	Parking Lot opens
6:30 am	Grounds Open (Check-in, pledge drop-off, luggage drop off, T-shirt/jersey, shorts pick-up, coffee and light breakfast)
6:30 am – 7:30 am	Team Photos
7:30 am	Tour Starts

CRE Finish Line

10:00 am – 11:00 pm	Fillmore Construction Rider's Village
11:00 am – 6:00 pm	Bike Storage
11:00 am – 6:00 pm	Luggage Retrieval
11:00 am – 6:00 pm	Dorm Check-In
11:00 am – 10:00 pm	Showers
11:00 am – 11:00 pm	Outdoor Food Vendors (Bring Cash)
11:00 am – 11:00 pm	Alley Kat Beer Garden
11:00 am – 4:00 pm	Stretch Room
11:00 am – 12:00 am	Shuttle Service (Dorms & Select Hotels)
12:00 pm – 11:00 pm	First Aid
4:00 pm – 5:00 pm	VIP Cocktail Hour
5:30 pm – 7:30 pm	Dinner (CRE Arena Guest Tickets \$35)
6:30 pm	Program, CRE Arena
7:30 pm - 11:00 pm	After Party (live band)
12:00 am	Last Shuttle to Augustana
12:30 am	Augustana Dorms Locked

SUNDAY JULY 10, 2022

CRE Start Line

6:00 am – 8:30 am	Breakfast, CRE Arena
6:00 am – 8:00 am	Shuttle Service (Dorms and Select Hotels)
6:00 am – 7:30 am	Showers
6:30 am – 8:45 am	First Aid CRE
7:15 am	Bikes Unlocked
7:30 am	Tour Starts
9:00 am	Bikes Confiscated and taken to Ritchie Bros
9:00 am	ONLY Shuttle Bus to Ritchie Bros

RBA Finish Line

11:00 am – 4:00 pm	Finish Line BBQ (Guest Tickets \$5)
11:00 am – 4:00 pm	Team Photos
12:00 pm – 4:00 pm	First Aid at RBA
4:00 pm	Route Closes

Camrose Regional Exhibition (CRE) Grounds

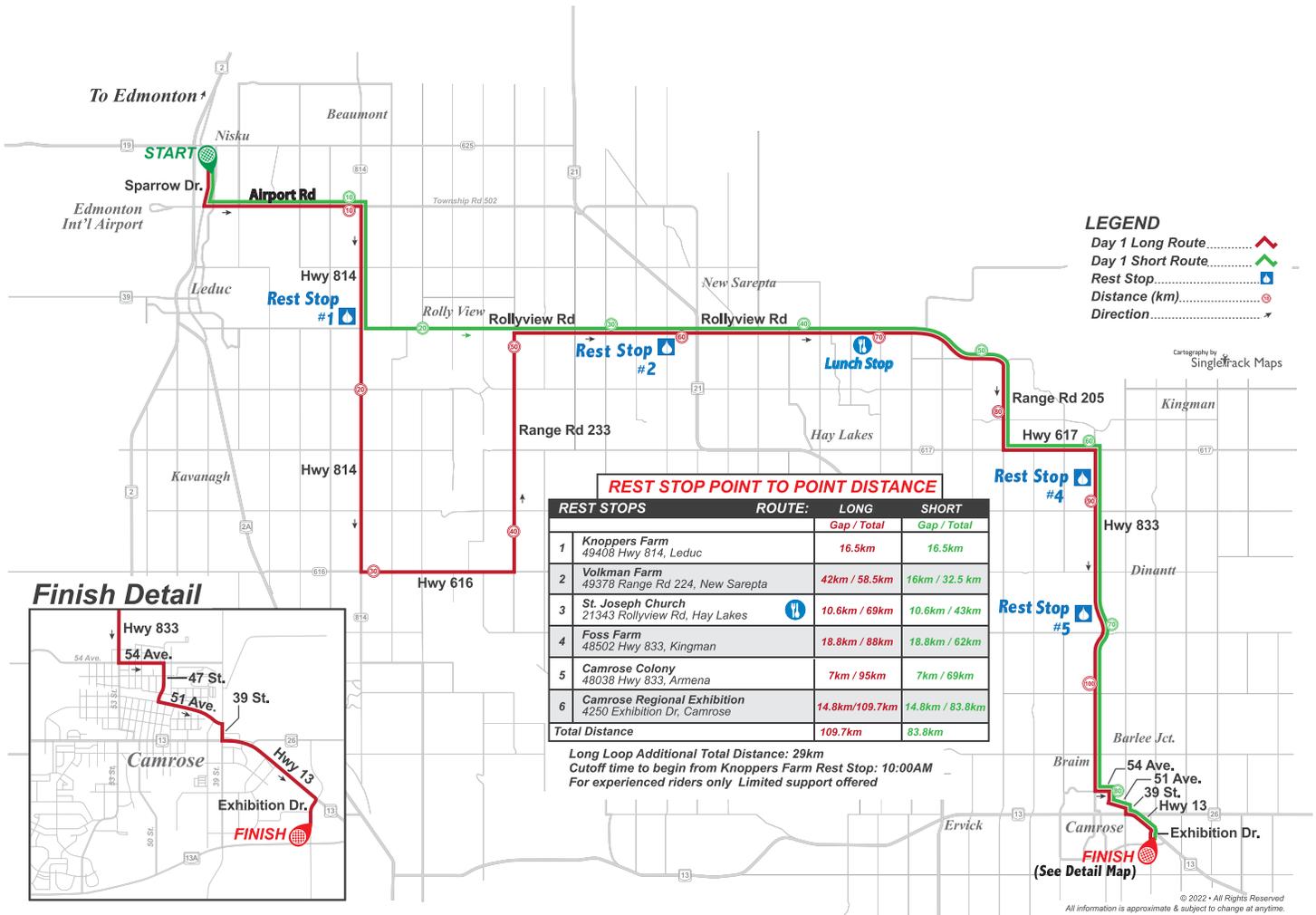
4250 Exhibition Drive
Camrose, AB
T4V 4K4

Ritchie Bros Auctioneers (RBA)

1500 Sparrow Drive
Nisku, AB
T9E 8H6

ROUTE MAP DAY 1

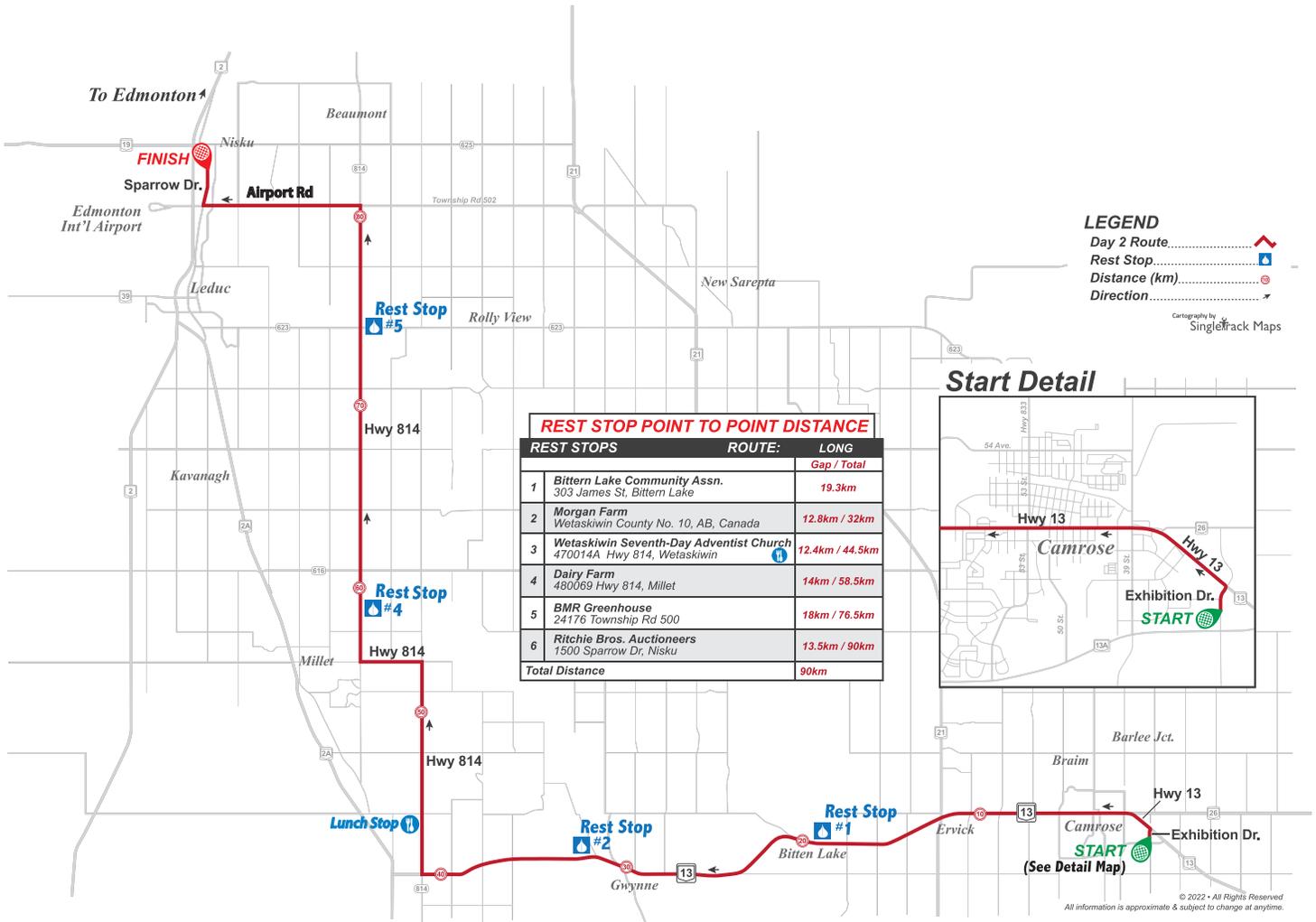
Saturday • July 9, 2022



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All information is approximate & subject to change at anytime.

ROUTE MAP DAY 1

Sunday • July 10, 2022



RULES FOR SAFE CYCLING

A properly fitted helmet is mandatory when cycling.

Follow the Highway Traffic Act since roads will remain open to motorists. You are required to obey all traffic signs and signals.

Cycle on the right side of the road and pass cyclists on their left. Make sure to say “on your left”.

Ride no more than two across; ideally cycle in single file.

Be respectful to fellow cyclists, drivers and the communities we ride through.

For more tips on safe group cycling visit msbike.ca/safecycling



TRAINING TIPS

Here are a few tips to get ready for MS Bike.

- **Visit your local bike shop to have your bike inspected.** Bike mechanics can inform you if a tune-up or adjustment is necessary.
- **Join a cycling club.** Ask the staff at your local bike store or search for one online. You can also speak with MS Society staff about joining a MS Bike team.
- **Go ride.** Start your training rides with shorter distances like 15 to 20 kilometres and gradually increase it up to 60 kilometres. We will let participants know about their local training rides by email and on our social media channels.
- **Visit cyclingmagazine.ca** to learn more training tips to achieve your fitness goals.





EXCLUSIVE FINISHER LINE MEDAL



We are excited to introduce this year's exclusive finisher line medal! You can look forward to receiving one of your very own after you cross your MS Bike finish line. If you're riding virtually, don't fret! Log 90km in one week from June until September on our [Ride With GPS Challenges page](#) and we'll send you a finisher line medal to celebrate your accomplishment, from wherever you are!



This summer PCL Construction employees are once again filling their water bottles, clipping in and cycling Canadian roads to change the future of Multiple Sclerosis. With offices and job sites from Vancouver to Halifax, PCL will be fielding teams across the country and raising funds to help support groundbreaking work into MS treatments and, ultimately, a cure.

As a construction leader with a vision for the future of our industry and our country, PCL focuses on solving problems and finding solutions. As a community-focused company motivated by health and wellness, PCL employees are excited to get out, have fun and give back to the community while getting fit.

Thank you to PCL Construction for your continued support for those affected by MS. With your involvement in MS Bike, we will move that much closer to a world free of MS!

CYCLING WITH A TEAM IS THE BEST WAY TO...

- Have more fun! Create great memories and bond with your friends, family and co-workers.
- Strengthen your impact. Teams raise more funds and increase awareness because they work together, leading to a greater impact on the cause.
- Ride in style. Order custom team jerseys from Primal with your own logos and colours, and they'll make a donation to your team's fundraising.
- Increase your corporate visibility. Enhance your company's exposure while enjoying a team building experience.
- Stay motivated. Having a team beside you keeps you motivated and your fundraising on track.

**Go the Distance. Make a Difference—
From Anywhere!**



GET THE APP

Update your fundraising page, ask for donations, thank your donors and monitor your progress by using the MS Bike app from your phone.

Download the app on your Apple or Android device today!



ONLINE COMMUNITY

Make a connection

Continue to build your MS Bike connections by joining our brand new [Strava club](#) and private [Facebook group](#). In these groups you can share your fundraising ideas and cycling tips, find out more information on our organized indoor and outdoor training ride series, and connect with members of the MS Bike community from across Canada, coast to coast.

[Join Strava Club](#) | [Join Facebook Group](#) | [Ride with GPS](#)

Fundraise on the Go with Social and Mobile

Boost your fundraising and go social by sending messages via Facebook, Twitter, LinkedIn and more. Get started now!

Manage and share your MS Bike experience on the go with our newly-updated MS Bike mobile and tablet application. This FREE app lets you fundraise and connect with others through social media and email, update your web pages and check your fundraising progress all from the palm of your hand. [iPhone/iPad](#) | [Android](#)



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CYCLING AND
TRAINING
QUESTIONS

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Stay up to date on all things cycling with an **exclusive discounted subscription to Canadian Cycling Magazine**. Get a special MS Bike rate of \$12.95 for a year's subscription (6 issues) and read expert reviews of bikes, gear, apparel, and electronics, as well as features on training, nutrition, destinations and Canadian events like MS Bike.



GO THE DISTANCE. MAKE A DIFFERENCE— FROM ANYWHERE.

- Log into your Participant Centre to access fundraising resources and track your progress.
- Get fundraising tips and learn about rewards.
- Visit your MS Bike event page for up-to-date event information.

DO YOU RECEIVE OUR EMAILS?

News updates are sent out regularly to keep you informed. If you haven't received information, contact us at msbike@mssociety.ca.

To ensure you receive the most up-to-date information about MS Bike, log into your Participant Centre and update your email address.



THANK YOU TO OUR SPONSORS

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