

THANK YOU TO OUR SPONSORS

PRESENTING



The Andersons Inc.
Charitable Foundation

OVERNIGHT



MEDICAL MUTUAL®

LUNCH



Sunnyside Audi

UPS Freight®



FINISH LINE



ms one to one®



genzyme
A SANOFI COMPANY

REST STOP



SHERWIN
WILLIAMS.

NATIONAL SPONSORS



ms one to one



genzyme
A SANOFI COMPANY



Bicycling



PRIMAL

VOLUNTEERS

Amateur Radio Operators of Northern Ohio

AT&T Telecom Pioneers

Gold Wing Radio Riders Association

Northeast Ohio Medical Reserves Corp.

Studies show that early and ongoing treatment with an FDA-approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. Talk to your health care professional and contact the National MS Society's Ohio Buckeye Chapter at www.MSohiobuckeye.org or 1-800-344-4867 to learn about ways to help manage multiple sclerosis and about current research that may one day reveal a cure.

BIKE MS PEDAL TO THE POINT 2014 RIDER HANDBOOK



bike
MS

Pedal to
the Point
Ride 2014

presented by
The Andersons
The Andersons Inc.
Charitable Foundation

SNAIL MAIL

The National MS Society
Ohio Buckeye Chapter
6155 Rockside Road, Ste. 202
Independence, OH 44131

GIVE US A CALL

» 216-503-4183
» Toll Free: 1-800-344-4867

ONLINE

» MSohiobike.org
» [Facebook.com/MSohiobike](https://www.facebook.com/MSohiobike)
» [Twitter.com/NMSSohiobuckeye](https://twitter.com/NMSSohiobuckeye)

EMAIL

» ohabikems@nmss.org

THANK YOU FOR REGISTERING FOR BIKE MS PEDAL TO THE POINT RIDE 2014!

This event helps raise funds that go a long way in the battle against multiple sclerosis, including comprehensive programs and services for 20,000 Ohioans living with MS. As a rider, you are making a significant and positive impact on the lives of men, women and children living with multiple sclerosis. Thank you for accepting the challenge.

DON'T JUST RIDE, BIKE MS.

NOW AVAILABLE!

The NEW Bike MS Halo Slim Sweatband is perfect for your cycling journey! The headband will fit any head comfortably to redirect sweat and moisture from your eyes and face. It features super cool SweatBlock technology and dryline fabric that absorbs sweat, wicks moisture and dries quickly. Even better, it will fit right under your helmet and stays in place! *The headband can be purchased online until [Monday, July 21](#).



*Please visit bit.ly/MSohiostore to purchase.



ROUTE OPTIONS

TWO DAYS » \$300 FUNDRAISING MINIMUM

- 150 Miles » Full two-day ride from Brunswick to Sandusky and back.
- 175 Miles » Full two-day ride from Brunswick to Sandusky and back with the addition of the Kent Clapp Extra Lap on Saturday.

ONE DAY, SATURDAY ONLY » \$300 FUNDRAISING MINIMUM

- 30 Miles » From Brunswick to the Lunch Stop in Oberlin.
- 75 Miles » From Brunswick to Sandusky High School.
- 100 Miles » From Brunswick to Sandusky High School with the addition of the Kent Clapp Extra Lap.

Riders who cycle 30 miles will ride with the rest of the cyclists until the Lunch Stop in Oberlin. There is no fee for cyclists being transported back to the Start Line by the National MS Society.

Riders who cycle 75 or 100 miles will travel to Sandusky with the two-day riders. In Sandusky, riders can stay for the pasta dinner before boarding a bus to return to Brunswick High School.

*All one-day riders needing a ride back to Brunswick High School on Saturday must make a reservation by July 27 for one of the time slots listed below. We will have a limited number of seats on the busses so reservations are required. If you are unsure of the time you reserved when you registered for Bike MS, you may call 216-503-4183 (select option 6) to confirm.

Busses will be available at 3:00 p.m., 5:30 p.m., and 8:00 p.m. to take riders back to Brunswick. Bikes will be individually packed with moving blankets and will also be transported back to Brunswick High School. There is no fee for cyclists being transported back to the Start Line by the National MS Society.

KENT CLAPP EXTRA LAP

Riders are given the option of riding an additional loop of 25 miles on Saturday. The Kent Clapp Extra Lap splits off at Rest Stop 1 and rejoins the route at the Lunch Stop. No pre-registration for the Kent Clapp Extra Lap is required.

The loop is named the Kent Clapp Extra Lap in honor of Kent Clapp, CEO of Medical Mutual of Ohio, who died in a chartered plane crash in December 2009, along with his fiancé. Medical Mutual is an Overnight Sponsor for Bike MS and their company has had a team since 1998. In 2013, Team Medical Mutual raised \$31,615 with 68 team members. Team Medical Mutual is lead by team captain, Leah Sharkey.

All riders completing the lap will receive an exclusive item to honor the extra effort. Please be sure to pick up the item at the Kent Clapp Extra Lap rest stop.



WE MOBILIZE PEOPLE AND RESOURCES TO DRIVE RESEARCH FOR A CURE AND TO ADDRESS THE CHALLENGES OF EVERYONE AFFECTED BY MS.

MS is thought to be an autoimmune disease. The body's own defense system attacks myelin, the protective insulation surrounding the nerve fibers of the brain and spinal cord (central nervous system). Myelin is destroyed and replaced by hardened patchy scar tissue (sclerosis). This destruction is comparable to the loss of insulation around an electrical wire, which interferes with the transmission of signals.

MS is the most common neurological disease leading to disability in young adults and is generally diagnosed between the ages of 20 and 50, though an estimated 8,000 - 10,000 children under the age of 18 are living with MS. There is still no known cause or cure.

For more information on MS, visit us online at MSohiobuckeye.org or call 800-344-4867.



Online registration for Bike MS closes at 12:00 a.m. on Sunday, July 27. If someone has not registered by this date they can register in person at Packet Pick-Up on Friday, August 1 at Brunswick High School. This will be the last opportunity to register for Bike MS. Registrations will not be accepted on Saturday, August 2, the day of the event.

If one chooses to register at Packet Pick-Up on Friday, August 1 they will be required to pay the full registration fee of \$80. In addition, if they have not met the \$300 fundraising minimum, they will be required to sign a Promise to Pay Form.

To switch your registration from an individual to a team, or vice versa, please contact us at 216-503-4183 or 1-800-344-4867 (select option 6).

BIKE MS CHAMPIONS

The Bike MS Champions Program helps unite riders who may not have a connection to someone living with MS. This is a wonderful way to promote education, awareness and friendship.

Champions and riders can get to know each other before the event via email or telephone and can even arrange to meet the day of the event. If you do not currently know someone with MS, here is your chance to make a real connection, one that will last well beyond your ride. Visit MSohiobike.org or contact Kasia Counts at 216-503-4177 or by email at kasia.counts@nmss.org for more information on this program.

PROMISE TO PAY GUIDELINES

All cyclists must fundraise a minimum of \$300 prior to the event to be eligible to participate. If you have not turned in the minimum prior to picking up your rider number, you will be asked to sign a Promise to Pay Form giving us a credit card number to secure the remainder of the amount owed. You will have until September 30, 2014 to continue fundraising and meet that goal. If your \$300 is not met by September 30, your card will be charged for the remaining balance. To download a copy of the Promise to Pay Form, visit the Bike MS Download Center at MSohiobike.org.

Please note: We do not store any personal credit card information. Our database does not record or store your credit card information if it was used during online registration and we shred all Promise to Pay Forms after the \$300 fundraising minimum has been met. Therefore, when filling out your Promise to Pay Form for the 2014 Ride you must provide all of your credit card information.

Please remember that Bike MS is a fundraising event for the Ohio Buckeye Chapter. Without the funds raised through this event, we cannot continue to provide the programs and services to the people who need it most—those living with MS, their families and caregivers. People living with MS depend on us. This is why we depend on you.



PACKET PICK-UP

***NEW THIS YEAR!** If for some reason you can not pick up your packet before the deadline, you may have it mailed to you. There will be a \$10 surcharge for each mailed packet. Keep an eye out for an email from us that will ask if you want your packet(s) mailed to you. You will be able to pay the \$10 surcharge online through our E-Commerce store at bit.ly/MSohiostore. Please contact us at 216-503-4183 for more information.

There will be **NO Saturday Check-In**. If you choose to pick up your packet, you must do so during the following scheduled times. **Absolutely no exceptions will be made.**

SATURDAY, JULY 19 - from 10:00 a.m. - 2:00 p.m.

Green Classroom at the Oak Clinic » 3838 Massillon Road, Uniontown, OH 44685

MONDAY - FRIDAY, JULY 21 - 25 - from 8:00 a.m. - 7:00 p.m.

National MS Society Office » 6155 Rockside Road, Ste. 303, Independence, OH 44131

FRIDAY, AUGUST 1 - from 12:00 p.m. - 7:00 p.m.

Brunswick High School » 3581 Center Road, Brunswick, OH 44212

*Note: Riders will not be able to pick up their packets between July 26 and July 31.

PACKET PICK-UP CONTINUED

ATTN: TEAM CAPTAINS

If you typically check in your entire team, each member of your team must have turned in the \$300 minimum or signed a Promise to Pay Form for you to bring. Otherwise we will not be able to issue you their rider number. If they've registered online, they're all set with a waiver. If not, a completed waiver will be required for those registering over the phone or by paper registration. We ask that you please touch base with any team members that you are picking up packets for to determine if a waiver is needed. Waivers can be found on our Bike MS Download Center at MSohiobike.org.

ATTN: ALL RIDERS

To be able to receive your rider number you must have turned in the minimum of \$300. If you have not met the minimum you must sign a Promise to Pay Form. If you've registered online, you're all set with a waiver. If not, a completed waiver will be required for those registering over the phone or by paper registration. Waivers can be found on our Bike MS Download Center at MSohiobike.org.

EVENT SHIRTS

The shirt size is determined by what you selected upon registration. If you would like to find a rider to exchange sizes with you may do so, however no size changes will be made at Packet Pick-Up.

PARKING INFORMATION

There is no assigned parking at Brunswick High School and you will not receive a parking pass unless you are a 2013 Elite VIP Club member. We ask that you please carpool if possible.

Please follow the parking directions given by the National MS Society staff and parking attendants on Saturday morning and be respectful of their directions. Parking along the street or in the grass is not permitted and we are not responsible for any parking fines acquired by doing so. Once you park, please proceed to the luggage trucks if necessary and the Start Line.

PARKING FOR 2013 ELITE VIP CLUB MEMBERS

Elite VIP Club members from 2013 will receive priority parking and will be directed to the Elite VIP Club Lot. Only Elite VIP Club members will receive a parking pass in the mail prior to the event.

DROP-OFF LOCATION

If you are being dropped off please alert the parking attendant and they will direct you to the drop-off location.

To stay up-to-date on all parking information, please regularly check MSohiobike.org and [Facebook.com/MSohiobike](https://www.facebook.com/MSohiobike).



LUGGAGE DROP-OFF, SATURDAY AT BRUNSWICK HIGH SCHOOL

Luggage will be in three UPS trucks which will be numbered according to rider numbers. You will receive your numbered luggage tags at Packet Pick-Up.

TRUCK 1 » RIDER #1 - #999

TRUCK 2 » RIDER #1,000 - #1,999

TRUCK 3 » RIDER #2,000 AND ABOVE

No luggage will be accepted after 8:00 a.m. the morning of the ride. Please plan accordingly and arrive to the event with enough time to drop off your luggage.

LUGGAGE PICK-UP, SATURDAY AT SANDUSKY HIGH SCHOOL

Luggage will be stored inside the auxiliary gym at Sandusky High School.

LUGGAGE PICK-UP, SUNDAY AT BRUNSWICK HIGH SCHOOL

Luggage will be stored inside Brunswick High School.

BIKE RETRIEVAL

SUNDAY MORNING

Bike retrieval at Sandusky High School on Sunday morning will begin at 6:00 a.m. No riders will be permitted access to their bike prior to 6:00 a.m.

PLEASE TAKE NOTE

We strive to make Pedal to the Point an extraordinary ride that you'll never forget—a memory that lasts a lifetime. You participate in Bike MS to raise awareness and the critical funds needed for those living with and affected by multiple sclerosis. We ask you to please take note of this very important information so we can work together to keep the wonderful memories of the weekend in the forefront.

- We provide all riders with a variety of food options from fruit, pasta, energy bars, sandwiches and snacks to Gatorade, water and much more. **If you have special dietary needs or allergies please pack any additional food that you may need for the weekend as we cannot accommodate for dietary restrictions.*
- You may encounter areas of the route that are more challenging than others. We aim to provide you with the safest route possible by avoiding as many busy roads and intersections as possible. This may mean a steeper hill or tougher route.
- *While a cold beer might be just the thing to top off a great day of riding, please understand that alcohol is not permitted on Brunswick High School and Sandusky High School property—this includes sleeping quarters in the gym, the camping area, and parking lots. You are welcome to enjoy adult beverages at the Eagles Club. Please see page 22 for more details about Overnight activities.*



SET UP YOUR TEAM PAGE

Your team page is your invitation to the world to become involved in the MS movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a team page, you are setting up your team for success. Here are a few hints to help you make your page one to remember:

- **Make it personal »** Put in a picture of you or your team. Write the story of your team and how you are moving together toward a world free of MS. While there is sample text available, nothing is more compelling than your own words.
- **Change it often »** Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- **Create your team page URL shortcut »** By doing this you will be able to easily direct people to your team page. Put a link to your fundraising page in the signature of your email.

RECRUIT MEMBERS ONLINE

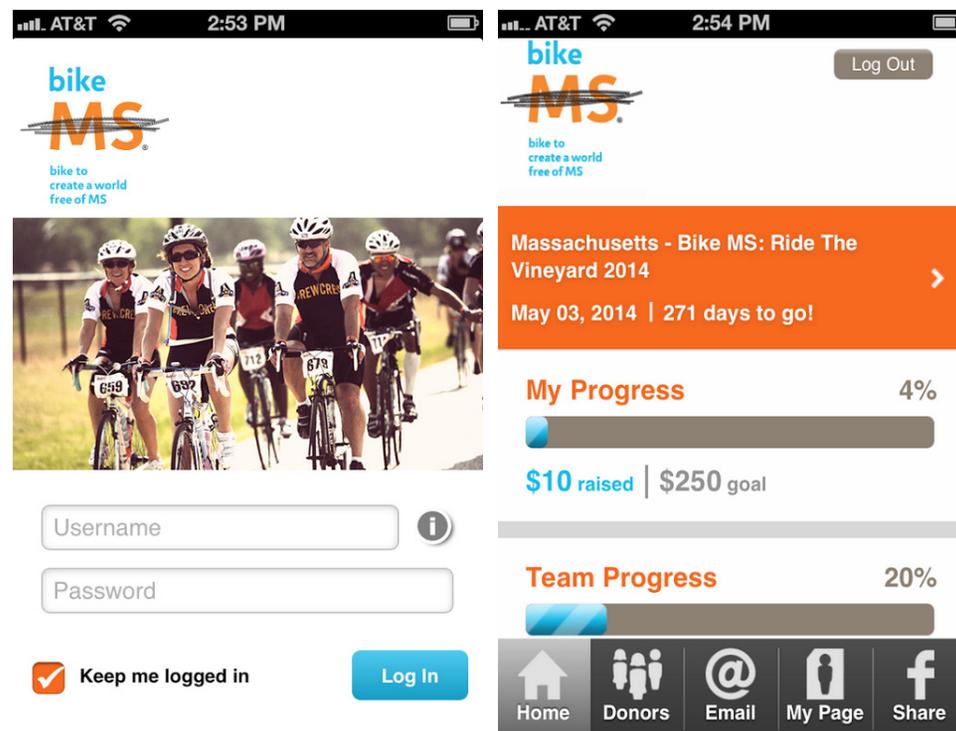
No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page, or use the Participant Center tools to send a team registration link via email. You can also download your Outlook contact list. (This tool can also help you to track when emails have been opened by a recipient).

Dont forget - New riders can register for FREE until Sunday, July 27, by using the code [NEWRIDER2014](#).

HAVE A SMARTPHONE OR TABLET?

Manage and share your Bike MS experience on the go with our new Bike MS mobile application. Fundraise and connect with others through social media and email, update your web pages, check your progress, and much more - all from the palm of your hand!

Please note: The Bike MS mobile application is only available to 2014 Bike MS registrants.



The Bike MS mobile application is available for FREE on iTunes for iPhone, iPad, and iPod touch and on Google Play for Android. Please note: requires iOS 4.3 or later and 2.2 and up for Android.

WHAT TO BRING

Each rider is limited to two pieces of luggage including your tent (three for Elite VIP Club members). Please help us conserve space by limiting your bags to no more than 25lbs each. Thank you!

ON THE RIDE

- Helmet (required)
- Water bottle
- Sunglasses
- Sunscreen
- Personal ID and medical insurance cards
- Money
- Tool-kit (not required)

FOR OVERNIGHT IF STAYING IN SANDUSKY

- Toiletries, towel and washcloth
- Pillow and sleeping bag and/or tent for those camping outside at Sandusky High School or in the gym



WHERE TO STAY

FRIDAY, AUGUST 1

For those riders wishing to stay overnight on Friday, the following hotels are located near Brunswick High School. Please call ahead for reservations.

Comfort Inn » 440-234-3131

17550 Rosbough Drive, Middleburg Heights, OH 44130

- A special rate for Friday, August 1 is reserved for \$70.00 plus tax at the Comfort Inn. Mention that you are with the National MS Society Riders block to take advantage of this rate. **Availability is limited and only applies to the Comfort Inn.*

Quality Inn » 330-273-1112

1435 South Carpenter Road, Brunswick, OH 44212

Quality Inn » 330-723-4994

2850 Medina Road, Medina, OH 44256

Super 8 Strongsville » 440-238-0170

15385 Royalton Road, Strongsville, OH 44136

Kings Inn Cleveland » 440-234-8801

9197 Pearl Road, Strongsville, OH 44136

Holiday Inn Cleveland-Strongsville » 800-351-2621

15471 Royalton Road, Strongsville, OH 44136

La Siesta Inn » 440-234-4488

8300 Pearl Road, Cleveland, OH 44136

Hampton Inn & Suites » 440-234-0206

7074 Engle Road, Middleburg Heights, OH 44130

FRIDAY, AUGUST 1 CONTINUED

Red Roof Inn » 440-243-2441
17555 Bagley Road, Middleburg Heights, OH 44130

Sheraton Cleveland Airport » 216-265-6000
5300 Riverside Drive, Cleveland, OH 44135

SATURDAY, AUGUST 2

Riders who choose not to overnight at Sandusky High School can stay at an area hotel at an added expense. *Because of the summer peak season availability may be limited and restrictions may apply. This list of hotels is only a suggestion. The National MS Society does not have any control over room rates or availability.*

We will be providing a shuttle service to and from the following hotels:

Best Western Plus » 419-627-9595
6011 Milan Road, Sandusky, OH 44870

Comfort Inn Sandusky » 419-621-0200
5909 Milan Road, Sandusky, OH 44870

Econo Lodge North » 419-627-8000
1904 Cleveland Road, Sandusky, OH 44870

Fairfield Inn & Suites » 419-621-9500
6220 Milan Road, Sandusky, OH 44870

Great Wolf Lodge » 800-641-9653
4600 Milan Road, Sandusky, OH 44870

SATURDAY, AUGUST 2 CONTINUED

Hampton Inn » 419-609-9000
6100 Milan Road, Sandusky, OH 44870

Rodeway Inn South » 419-625-1291
2905 Milan Road, Sandusky, OH 44870

Sandusky Inn & Suites » 419-625-9234
1530 Cleveland Road, Sandusky, OH 44870

South Shore Inn » 419-626-4436
2047 Cleveland Road, Sandusky, OH 44870

Super 8 North » 419-625-7070
5410 Milan Road, Sandusky, OH 44870

Travelodge » 419-627-8971
5906 Milan Road, Sandusky, OH 44870



WEEKEND RIDE SCHEDULE

SATURDAY, AUGUST 2

5:30 a.m.	Express breakfast Team Photos
5:45 a.m.	Top Fundraiser Photo
6:00 - 8:00 a.m.	Pre-ride program
6:30 a.m.	Route officially opens Top Fundraisers off first
NO RIDERS WILL BE PERMITTED ON THE ROUTE PRIOR TO 6:30 A.M. RIDERS WHO START EARLY WILL NOT BE SUPPORTED BY SAG VEHICLES, MEDICAL STAFF OR REST STOPS.	
7:30 a.m.	Lunch Stop opens
8:00 a.m.	All riders who are not on the route will be transported to the first rest stop
11:00 a.m.	Cedar Point, Soak City and meal ticket sales for non-riders opens at Sandusky High School
1:00 p.m.	Kent Clapp Extra Lap closes
1:00 - 7:00 p.m.	Dinner at Sandusky High School

WEEKEND RIDE SCHEDULE

SATURDAY, AUGUST 2 CONTINUED

5:00 p.m.	Overnight Party begins at the Eagles Club Route closes - SAG vehicles will transport remaining riders to Sandusky High School
-----------	--

PLEASE BE AWARE THAT THERE WILL NOT BE ANY SUPPORT ON THE ROUTE AFTER 5:00 P.M. WHICH IS WHY RIDERS MUST BE TRANSPORTED TO SANDUSKY HIGH SCHOOL AT THIS TIME.

6:00 p.m.	Cedar Point, Soak City and meal ticket sales for non-riders closes Raffle begins
9:15 p.m.	Final bus leaves from Soak City to return to Sandusky High School
10:45 p.m.	Final bus leaves from Cedar Point to return to Sandusky High School

IMPORTANT ADDRESSES

START / FINISH
Brunswick High School
3581 Center Rd.
Brunswick, OH 44212

OVERNIGHT
Sandusky High School
2130 Hayes Ave.
Sandusky, OH 44870

LUNCH
Lorain County Joint Vocational School
15181 Ohio 58
Oberlin, OH 44074

EAGLES CLUB
1235 W. Perkins Ave.
Sandusky, OH 44870

SUNDAY, AUGUST 3

5:00 - 7:30 a.m.	Bus pick-ups at the hotels
5:30 a.m.	Doors open for pancake breakfast inside Express breakfast begins outside
6:00 - 8:00 a.m.	Bike retrieval from tennis courts (You must show either your wristband or bib number to retrieve your bike from lock-up)
6:30 a.m.	Route officially opens
NO RIDERS WILL BE PERMITTED ON THE ROUTE PRIOR TO 6:30 A.M. RIDERS WHO START THE RETURN EARLY WILL NOT BE SUPPORTED BY SAG VEHICLES, MEDICAL STAFF OR REST STOPS.	
7:30 a.m.	Lunch Stop opens
8:00 a.m.	<u>All riders must be on the route</u> - Those riders who do not begin by 8:00 a.m. will be SAGed to the first rest stop
12:00 - 6:00 p.m.	Celebratory picnic at Brunswick High School
5:00 p.m.	<u>Route closes</u> - SAGs must transport remaining riders to Brunswick High School

Upon arrival in Sandusky on Saturday all riders will have the opportunity to choose one of the following Overnight activities:

1 CEDAR POINT TICKET - VALID FOR 8/2 ONLY

- Shuttles will be provided to Cedar Point from Sandusky High School, but NOT from Cedar Point to Brunswick High School.
- Additional tickets are available to purchase at a discounted price at Sandusky High School.

1 SOAK CITY TICKET - VALID FOR 8/2 ONLY

- Shuttle will be provided to Soak City from Sandusky High School, but NOT from Soak City to Brunswick High School.
- Additional tickets are available to purchase at a discounted price at Sandusky High School.

BIKE MS OVERNIGHT PARTY

PRESENTED BY MEDICAL MUTUAL AT EAGLES CLUB

- Party will be open from 5:00 - 9:00 p.m.
- Two beer tickets and appetizers will be provided.

EXTRA RAFFLE TICKETS

- Riders choosing this option will receive five extra raffle tickets.
- Special thanks to Eddy's Bike Shop for their donation of a Trek Hybrid bicycle to the raffle.

PLEASE NOTE:

There is NO pre-arranged transportation from Cedar Point/Soak City back to Brunswick High School. Riders are responsible for their own transportation back to Brunswick High School for themselves and their bikes. The last bus from Sandusky High School to Brunswick High School will leave at 8:00 p.m. (requires pre-reservation).

ROAD MARKINGS

There will be one arrow painted on the road with “MS” under the arrow when a turn is coming up. After the turn another single arrow will be painted on the road to reassure you are on the right path.



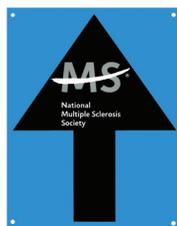
ROUTE SIGNS

We have signs along the route helping to encourage you along and provide guidance with turns and rest stops. Please pay attention to those signs. They are there for your safety and assistance. Please note: These signs are placed out the Friday before the event.

We will have brightly colored 8.5 x 11 signs hung on telephone poles along the route and at every turn to help guide you in the right direction. Each day will have a different color. If you go more than a couple of miles without seeing a road sign, you may be off the route. Please note: These signs are placed out the Monday before the event.

We will also have route maps available at the start in Brunswick High School on Saturday and at Sandusky High School on Sunday to help you along the way.

SIGNS TO LOOK FOR ON
TELEPHONE POLES



In case of an emergency during the Ride dial 1-888-MS150ER (this number can also be found on the route map given to you on August 2-3). Dialing this number will notify both Volunteer Amateur Radio (HAM) Operators and medical staff.

REST STOPS

Throughout the route there will be rest stops every 10 - 15 miles that will offer water, energy drinks, fruit and snacks. Sandwiches, salads and dessert snacks will be available at the Lunch Stop.

BIKE MECHANICS

Our Official Bike Shops will be on hand throughout the event for those in need of assistance. Repairs will be free of charge, but you will need to cover the cost of parts.

RADIO COMMUNICATION

Volunteer Amateur Radio (HAM) Operators will be working to keep the staff and volunteers informed of any emergencies and situations that may develop along the route. In case of an emergency, please find the nearest HAM radio operator.

MEDICAL STAFF

First responders, EMTs, paramedics, nurses and doctors will be on hand at rest stops and along the route for any medical needs.

SAG VEHICLES & GOLD WINGS

*For the safety of all riders, we ask that groups not have anyone following them in cars along the route. Support and Gear (SAG) vehicles and Gold Wing motorcycle riders will be continually driving the route to check on the cyclists. SAGs are available to transport riders and their bikes to the next rest stop should a rider need medical or mechanical assistance. SAGs will be identifiable by door decals and drivers will be wearing orange vests.

JOIN THE CLUB

Bike MS Top Fundraisers are an exclusive group of cyclists who go the extra mile to create a world free of MS. Any outstanding contributions and/or matching gifts must be received by October 31, 2014 in order to qualify. Those riders qualifying as a Top Fundraiser in 2014 will be awarded their perks for the 2015 Ride. Top Fundraisers are broken down into two distinct groups:

THE \$1,000 CLUB » \$1,000 - \$1,999

- Exclusive Club shirt
- Commemorative Top Fundraiser patch (Dec/Jan)
- Exclusive rider bib number for 2015 Ride
- Invitation to Top Fundraiser receptions throughout 2015

ELITE VIP CLUB » \$2,000+

\$2,000 - \$4,999

- All \$1,000 Club benefits
- Complimentary registration for 2015 Ride
- Commemorative jersey mailed in Spring 2015
- VIP Parking Pass for 2015 Ride
- VIP bike parking
- Three pieces of luggage for 2015 Ride

\$5,000 - \$9,999

- All perks listed above and qualify for Bike MS Passport Program

\$10,000 - \$13,999

- All perks listed above and section of 2015 route named in your honor
- Elite VIP Commemorative item

\$14,000+

- All perks listed above and Mission Possible Award given at Annual Meeting
- Free hotel stay at Bike MS Overnight (Saturday) of the 2015 ride
- Biographical article in MS Connection newsletter

MISSION FIRST CLUB

All riders who are eligible for prizes have the option to donate their prize back to the Society and join the Mission First Club.

The Mission First Club provides an opportunity for you to direct funds that would be spent on prizes back to our important mission of bettering the lives of those living with MS. By generously donating your Bike MS prize back to the Society your gift will help us continue to deliver quality programs and services to Ohioans affected by MS.

Club members are also given the option to purchase a Mission First jersey for \$40 to honor and show their dedication to the cause. Additional information regarding the jersey and joining the Mission First Club will be sent along with your prize information.

NATIONAL PASSPORT PROGRAM

The Bike MS Passport Program is a unique and exciting opportunity for our top Bike MS participants to ride in other Bike MS events throughout the country. Any Bike MS participant that raises over \$5,000 for Bike MS Pedal to the Point automatically qualifies for this program. With over 100 extraordinary rides across the country, which one will you choose?



If you are a \$5,000+ fundraiser and you would like to participate in the Passport Program, please visit MSohiobike.org for more information.

PRIZES

You qualify for a fundraising prize based on the amount of money you raise by October 31, 2014. You can select your choice of Bike MS prizes or you can donate your prize back to the Society and join the Mission First Club. You can only select items from the fundraising level you qualify for. For the complete list of Bike MS prizes, please visit the Bike MS prize page at <http://bikems.summitmg.com/nmssbike14/link.asp?chapter=0B>.

\$500 - \$799.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- 15 oz. Vacuum Insulated Tumbler
- Tri-Pocket Sport Duffel Bag
- \$25 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

\$800 - \$1,299.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- Apple iPod Shuffle - 2GB
- iTwist HD Digital Video Camera
- \$50 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

\$1,300 - \$2,499.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- Waterproof Binoculars
- 2-Piece Luggage Set
- \$75 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

PRIZES CONTINUED

\$2,500 - \$4,999.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- Apple iPod Nano - 16GB
- Fitbit Flex Wireless Activity Wristband
- \$150 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

\$5,000 - \$7,499.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- Beats by Dr. Dre Headphones
- Topeak Dual-Touch Bike Stand
- \$200 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

\$7,500 - \$9,999.99

Choose from a variety of Bike MS prizes that include but are not limited to:

- 17-Piece Cookware Set
- Cocktail Table Fire Pit
- \$300 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

\$10,000+

Choose from a variety of Bike MS prizes that include but are not limited to:

- Apple iPad Mini - 16GB Wi-Fi
- Samsung 29" LED HDTV
- \$400 gift certificate to our Bike Shop Sponsors (or)
- Donate your prize back to the National MS Society and join the Mission First Club

BIKE SHOP SPONSORS

BIKE SHOP COUPONS

Staff from the Official Bike Shops will be available the weekend of the Ride for rider support. You may also redeem your gift certificates and coupons at these bike shops:

OFFICIAL BIKE SHOP SPONSORS

GOLD

CENTURY CYCLES

centurycycles.com

1059 N. Court Street, Medina, OH 44256 » 330-722-7119

1621 Main Street, Peninsula, OH 44264 » 330-657-2209

19955 Detroit Road, Rocky River, OH 44116 » 440-356-5705

EDDY'S BIKE SHOP

eddys.com

3707 Darrow Road, Stow, OH 44224 » 330-688-5521

3991 Medina Road, Montrose, OH 44333 » 330-666-2453

25140 Lorain Road, North Olmsted, OH 44070 » 440-779-1096

2830 Bishop Road, Willoughby Hills, OH 44092 » 440-943-2933



SILVER

MOUNTAIN ROAD CYCLES

mtnroadcycles.com

100 Industrial Parkway, Chagrin Falls, OH 44022 » 440-247-7662

109 South Street, Chardon, OH 44024 » 440-279-0374

109 Front Street, Berea, OH 44017 » 440-243-2900

SOLON BICYCLE

solonbicycle.com

6291 SOM Center Road, Solon, OH 44139 » 440-349-5225

The Bike Shop Sponsors are giving all 2014 riders 10% off purchased merchandise and a FREE bike inspection. Take the coupon below to any of the Bike Shops to redeem your discount.

Bike MS: Pedal to the Point Ride 2014

DISCOUNT CARD

Redeem this coupon at any Bike MS Official Bike Shop to receive a 10% discount on bike shop merchandise and a FREE bike inspection.

(Any repair, labor or parts charges incurred as a result of the inspection are the responsibility of the rider.)

Offer valid through August 3, 2014

Not valid on sale merchandise or bicycles.



Bike MS: Pedal to the Point Ride 2014

DISCOUNT CARD

Redeem this coupon at any Bike MS Official Bike Shop to receive a 10% discount on bike shop merchandise and a FREE bike inspection.

(Any repair, labor or parts charges incurred as a result of the inspection are the responsibility of the rider.)

Offer valid through August 3, 2014

Not valid on sale merchandise or bicycles.



SIMPLE CYCLING STRETCHES

1. CALVES

Standing with your feet pointed straight ahead, step forward with your right leg and bend your knee, keeping your foot firmly planted on the ground behind you. Keep your upper-body erect and drop your hips forward until you feel the stretch in your calf (don't bend over at the waist - use your hips to move). Hold for 15-30 seconds, then rotate.

2. QUADRICEPS

Standing, reach back with your right hand and grab your right foot at the top of the ankle, and pull up towards your rear-end. The quads are the biggest cycling muscle, and deserve a very slow stretch, careful not to pull too hard or too fast. Hold for 15-30 seconds, then rotate legs.

3. IT BAND

The IT Band runs down the side of your leg and helps in balance and control; the section of this band that affects cyclists is between the hip and knee. Stretch from a sitting position: cross the left leg across the right knee and gently push down on the left knee. You should feel the stretch on the outside of your leg. Hold for 15-30 seconds, then rotate.

4. HAMSTRINGS

The pedaling motion develops short and powerful hamstrings, and cyclists are prone to tightness in these muscles. This makes it very important to stretch hamstrings slowly and carefully. Standing, bend over at the waist and let your arms dangle toward the ground, letting the knees bend slightly outward. This stretch benefits greatly from deep, steady breathing.

5. NECK AND SHOULDERS

Checking for traffic and other riders behind you is where the neck muscles come into play. Standing, gently roll your head in a circle several times, then rotate directions. Shrug your shoulders upwards and hold for 5 seconds. Repeat several times.



eddy's bike shop
stow willoughby hills ohio montrose north olmsted

Northeast Ohio's Finest Bicycle Stores!

Clothing & Accessories Lifetime Adjustments
Professional Fitting Trained Technicians

Stow 330.688.5521	Montrose 330.666.2453	North Olmsted 440.779.1096	Willoughby Hills 440.943.2453
-----------------------------	---------------------------------	--------------------------------------	---

AMERICA'S BEST BIKE SHOPS
2013
RATED BY **NBA**

www.eddys.com