

an unforgettable ride.
an unbeatable destination.

**a world
free of MS**



August 28-29, 2010
YMCA Camp Kern
fightMStoday.org

2010 rider guide
JOIN THE MOVEMENT

Welcome

Kelly Knox is an amazing woman who has experienced great opportunities and tremendous challenges in her life. After spending nearly 20 years serving her country in the US Air Force, Kelly faced her toughest challenge when she was diagnosed with multiple sclerosis and was forced to retire early at the young age of 37. Although it took Kelly time to adjust to a slower-paced civilian life, she did not let MS stop her from building a new career in which she uses her skills to help other veterans.

Since her diagnosis, Kelly has been very active in fundraising for the National MS Society special events. No longer able to walk long distances, Kelly chose to try Bike MS. Because she hadn't ridden a bike regularly in many years, it was difficult for her to get started. One morning she took her bike to work with her on the bus and rode the eight miles home in the evening. She soon worked her way up to riding it both directions three days a week. In 2009, Kelly marked the 10th anniversary of her diagnosis by celebrating the positives in her life and formed a small team of family and friends for Bike MS: venture the valley.

Kelly found that Bike MS allowed her to continue to raise money for the National MS Society while also providing her with a challenging, new goal and a way to improve her fitness and balance. To make it even better, Kelly met her personal fundraising goal of \$5,000. She knows that events like Bike MS help fund the research that is crucial to finding a cure and better treatments for MS, as well as funding the direct services that improve the daily lives of people living with MS and their families. And, as Kelly puts it - "its fun!"

Kelly's message to others is: "MS does not define the person who has it; we are the same people we were before we knew we had the illness, with the same dreams and talents. We are not 'broken' by our MS, we just sometimes have to use our talents a little differently and be open to new opportunities and goals for a continued good life."

Thank You

We would like to thank our dedicated Bike MS volunteer committee for their hard work and efforts. We couldn't do it without you.

**Judy Bauer
Chris Goetz
Joe Grisham
Carl Hauser
Eric Josvanger
Anita Kendrick
Tim Kendrick
Steve Lewis
Jen Mayer
Tracy Mayer
Randy Miller
Karen Nessler
Steve O'Neill
Mike Rathsack
Dawn Russell
Jennifer Seitlik
Emily Toebbe
Richard Turner**

Table of Contents

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MS[®]

30th Anniversary



KROGER BRAND

Venture the Valley 2010



Kelly Knox

Bike MS 2010 Ambassador

Our Mission	4
General Information	5
Frequently Asked Questions.....	6
Packing List	8
Early Bird Packet Pick-Up	8
About Your Rider Packet	9
Directions to the Event.....	10
Event Parking	10
Event Details	11
Venue Accomodations.....	12
Overnight Accommodations.....	13
Bike MS Rules and Regulations	14
Rider Safety.....	15
Rider Support.....	16
Bike MS Route.....	17
Handling Emergencies	17
Training.....	18
Volunteers.....	19
Teams & Top Fundraisers	20
2010 Official Bike Shops.....	21
Official Bike Shop Coupon.....	22
Contact Information	22
Sponsors	23

Our Mission

Join the Movement

The National Multiple Sclerosis Society believes that moving is not just something you can or can't do, but rather is who you are. This is why we host events like Bike MS – to raise funds for research, as well as comprehensive

To meet these needs, we provide over 30 programs, along with other direct client services, such as financial assistance, physical therapy home evaluations, loan of durable medical equipment and advocacy on local, state and federal issues important to people with MS.



Bike MS: Venture the Valley

Bike MS is the largest organized cycling event in the United States, consisting of nearly 100 rides in 48 states. In 2009 alone, 100,000 participants raised over \$84 million to bring us closer to a world free of MS.

Help us raise \$695,000 in 2010!

The sense of accomplishment that you'll feel as you cross

programs and services for people with MS – moving closer to a world free of MS.

The commitment you've made to ride and fundraise makes a profound difference in the lives of more than 6,000 people living with MS who are served by the Ohio Valley Chapter. We're excited to welcome you to the collective of passionate individuals who want to do something about MS now.

The Ohio Valley Chapter

Founded in 1952, the Ohio Valley Chapter serves 24 Ohio counties and three northern Kentucky counties. We are committed to ensuring that people living with MS across our chapter territory have the information and quality care they need to live healthy, productive and independent lives.

the finish line can only be matched by the difference you'll be making in the lives of people affected by MS. And, we'll be here every mile of the way with tools to help you train and fundraise, so you can enjoy a fully supported, fun and truly inspirational experience. Now is the time to make your move and help create a world free of MS.



General Information

Bike MS: Venture the Valley 2010

Date: August 28 & 29, 2010

Location

YMCA Camp Kern
5291 State Route 350
Oregonia, Ohio 45054

Event Description

Bike MS: Venture the Valley 2010 is a fully supported, two-day bicycle ride through some of the most scenic countryside and quaint small towns in Southwest Ohio. The figure eight route will start, finish and overnight at Camp Kern in Oregonia, Ohio. At Camp Kern you'll enjoy great food, music, a beer garden, camaraderie, fun, friendship and a weekend full of memories.

Riders have the option of air conditioned cabin lodging, camping or hotel accommodations. Riders can enjoy a festive team tent village, olympic size pool and 465 beautiful acres at Camp Kern. Talk about an adventure!

Special Needs Request/Medical/Food/Accommodations

We understand that some cyclists may have special needs during the ride. If you are one of them, please alert the Chapter Staff prior to the ride to make arrangements that may be necessary. Additionally, if you have special medication requiring refrigeration, please let us know. If you require other special needs or request please contact chapter staff as soon as possible.

Fundraising

Bike MS is a fundraising event. Our purpose is to raise money to support MS research and client programs and services for more than 6,000 people living with MS in the Ohio Valley Chapter area. **Each rider is required to raise the minimum pledge of \$300 to receive a rider packet and must turn in these donations by the day of the event to participate.**

Prize Deadline

Donations collected above the \$300 minimum are due by **Thursday, September 30, 2010 to be eligible for fundraising prizes.** 2010 fundraising prize forms can be found on our website and sent via email. Forms are due by October 8, 2010 for processing.

Inclement Weather/Severe Weather Note

Just like MS, weather is unpredictable. The ride rolls on, rain or shine. Be prepared for any type of weather and please pack and dress appropriately. The ride may be temporarily delayed due to a weather watch. Please obey all instructions for your safety.

Route Options

Riders will have the option to choose from a 25-mile, 50-mile or 75-mile route each day.

Frequently Asked Questions

Are cyclists required to wear a helmet?

YES! You MUST wear a helmet! Riders will be asked to leave the ride if found not wearing a helmet. It makes safe sense!

How much does it cost to participate?

There is an individual registration fee and all riders are required to raise minimum donations of \$300.

Example: 1 Rider = Cost of Registration fee + \$300 minimum fundraising
Registration fees are non-refundable and non-transferable.

Is my child able to ride?

The minimum age to ride is 12 years old. Regardless of age, all children under 18 years old must be accompanied by an adult at all times.. A notarized waiver is required. No trailers or carriers are permitted. Anyone under 12 years old who wishes to participate in Bike MS is always welcome to volunteer.

What if it rains?

Bike MS takes place rain or shine. Pack appropriate gear!

What is my username and password?

When you register online, you will create a username and password to continue with the registration process. Each person has a unique username and password. If you are a past participant, please login with your existing information and then register. The system will recognize you and provide a much easier registration experience!

What if I forget my username and password?

Remember that your username and password are case sensitive. The

link to click to find your password = "Forgot Your Password"; you will receive an e-mail with your username and password. If you still have problems, please contact us at 513-769-4400 or email at bikems@ohg.nmss.org.

How do I change my username and/or password?

First, log in to the site using your current username and password. Once logged in, you will see a link called "Edit My Profile." Once in your profile, you will be able to change your contact information, e-mail address and username. All changes will be made to your account immediately; there is no need to sign in again. To change your password, please contact us at 513-769-4400 and we will help you.

Where does the money go?

Your money helps fund national research for finding the cause and cure for multiple sclerosis, and supports programs and services offered to the more than 6,000 people living with MS in the Ohio Valley area.

Who donates to me?

ANYONE can donate to you. Participants can donate to themselves or ask co-workers, friends, neighbors, local businesses and family members to contribute. Many companies support their employees-be sure to ask your employer if they offer a matching gift program.

What if I don't want to mail my donations?

You may drop off your donations at the National Multiple Sclerosis Society at 4440 Lake Forest Dr., Suite 120, Cincinnati, OH 45242.

Frequently Asked Questions (continued)

You can turn in checks when you pick up your packet either the morning of the ride or at early packet pick-up. It's recommended that you turn in the money early or as you receive it so it can be entered quickly and reflected in your personal fundraising total.

I have received donations, but am unable to participate in Bike MS.

You can turn in donations and be eligible for prizes as if you were there the day of the ride. Simply mail your donations to the National Multiple Sclerosis Society and you will then receive information about how to receive prizes.

If you are unable to ride please contact the chapter office to inactivate your participation.

May I transfer or move my funds to another rider?

Donations will not be moved/transferred from participant to participant once the donations have been received and posted. When team donations are received, the donation will be applied to the team total, unless otherwise noted.

Will there be information and/or route marking signs?

Bike MS provides cue sheets, route maps and information centers. Directional signs are placed at every turn along the route. Signage is a key tool for us to guide you along the route. Please see details on cue sheets and maps. If at anytime you get off the route and need assistance please refer to the route map for Emergency Assistance Numbers. Cue sheets and route maps will be available in your event packets.

Will there be medical support?

Medical personnel will be available throughout the event weekend including the overnight stay and finish line. In the case of minor roadside situations, SAG drivers may transport riders to the next rest stop for assistance.

Can my child, infant or dog ride with me?

Children can ride only if they register, are of the required 12 years of age, present a notarized waiver and be accompanied by an adult throughout event weekend. But we ask that you keep infants and dogs off the route for everyone's safety.

How long does it take a rider to finish in a day?

It all depends. The average cyclist rides from 8 to 12 miles per hour. Please remember that Bike MS is not a race and everyone should ride at their own pace.

Can my family come for the weekend and support me?

Family, friends and team support are welcome to join us at the start/finish area and the overnight. For families and friends who are not volunteering who wish to have dinner and/or breakfast please visit the Welcome/Information booth to purchase meal tickets.

Where will my bike be kept overnight?

There will be a designated area for bike storage. This area will not be locked or enclosed. Please bring your own personal lock to secure your bike in this area. Bike Shops will have locks available for sale. Bikes are not permitted in cabins due to fire hazards.

Packing List

What to Bring to the Ride

- Bicycle
- Helmet (REQUIRED)
- T-Shirt/Jersey
- Bike Shorts
- Sunglasses
- Sunscreen
- Cycling Shoes
- Cycling Gloves
- Water Bottle
- Lip Balm
- Spare Tubes
- Patch Kit
- Rain Gear
- Emergency ID & medical information
- Money/Credit Card (bike repairs, beer garden, massage, etc.)

What to Bring If You Stay at Camp Kern

- Clothes/Shoes
- Money for Massages
- Toiletries
- Alarm Clock
- Sleeping Bag/Pillow
- Flashlight
- Money for Drinks
- Insect Repellent
- Medications
- Bath Towels
- Shower Shoes
- Tent (for outdoor camping)
- Bathing Suit
- Comfortable clothes for evening activities
- Pain reliever-First Aid will not disburse

Early Bird Packet Pick-Up

Sponsored by Morgan Stanley - www.morganstanley.com

Thanks to Morgan Stanley, we are once again able to offer you the opportunity to check in or register new participants early for this year's event. You can also drop off your donations and pick up your rider packet, saving you time on Saturday morning. The following are the dates, times and locations for early bird packet pick-ups. **You must have met the \$300 fundraising minimum at the time you pick-up your rider packet.**

Centerville, OH

Morgan Stanley
The Greene
1800 Lyons Rd.
Mon., Aug 23
5:30 – 7:30 p.m.

Edgewood, KY

Morgan Stanley
155 Barnwood Dr.
Tue., Aug 24
5:30 – 7:30 p.m.

Cincinnati, OH

NMSS Office Ste 120
4440 Lake Forest Dr.
Thu., Aug 26
5:30 – 7:30 p.m.

Oregonia, OH

Camp Kern
5291 State Route 350
Fri., Aug 27
5:00 – 8:00 p.m.

Riders that plan on picking up other riders packets **must submit a waiver signed by the participant whose packet they are picking up. Those riders must also have met the \$300 fundraising minimum.**

Morgan Stanley

About Your Rider Packet

Everyone who participates in Bike MS will get a rider packet at check-in with complete weekend information.

Frame Number and Ties - Attach the frame number to your bike for identification after you arrive.

Meal Tickets- Meal tickets provide you access to the dining hall for breakfast and dinner.

Venue Maps & Information- Locate dining hall, mechanics, beer garden, guest information etc.

Helmet Number - Please wear for identification and safety procedures.

Bib Number - This identifies you for the weekend and helps the support team keep track of you. Bib numbers are to be worn only on your back and must be visible at all times. It will be your responsibility to check in when you return from the ride at the information booth. If you do not check in, we will assume you are lost! Please eliminate any unnecessary stress by checking in with a volunteer.

Weekend Itinerary-Complete schedule of activities and celebrations.

If you leave the ride for any reason, please turn in your bib number to a Chapter Staff person or lead volunteer.



Directions to the Event

Camp Kern is located between Cincinnati and Columbus on I-71.

From Columbus:

Take I-71 South to Exit 32.

Turn Left off of exit.

Make first left onto St. Rt. 350

(Landmarks: BP station, Clark Station and the Famous Country Kitchen)

Camp Kern entrance is 2 ½ miles on the right.

(Do not go down the large hill and cross the river... if you do, you went too far!)

Approx. time from downtown Columbus:

1hr 20 mins.

From Cincinnati:

Take I-71 North to Exit 32.

Turn Right off of exit.

Make first left onto St. Rt. 350

(Landmarks: BP station, Clark Station and the Famous Country Kitchen)

Camp Kern entrance is 2 ½ miles on the right.

(Do not go down the large hill and cross the river... if you do, you went too far!)

Approx. time from downtown Cincinnati:

35 mins.

From Dayton:

Take I-75 South to the St. Rt. 123 Lebanon exit.

Follow St. Rt. 123 through Lebanon and follow signs to I-71.

Cross over I-71 Make first left onto St. Rt. 350.

(Landmarks: BP station, Clark Station and the Famous Country Kitchen)

Camp Kern entrance is 2 ½ miles on the right.

(Do not go down the large hill and cross the river... if you do, you went too far!)

Approx. time from downtown Dayton:

50 mins.

Parking

Plenty of parking will be available. Please follow directional signs for overnight stay parking and day parking. Volunteers, family and friends will need to watch for special parking areas.

Volunteers, family and friends coming to the start/finish should look for signs to off-site parking near Camp Kern. It will be a short walk or a shuttle will be provided.

Please note: The National MS Society is not responsible for any theft, loss or damage, so please use care when securing your vehicle.

Event Details

A schedule of a detailed activities will be provided in your rider packet.

FRIDAY EVENING

Packet pick-up and registration will be from 5-8 p.m. at Camp Kern. Designated camping and Tent Village areas will be available beginning at 5 p.m. for set-up. *Overnight camping/lodging will be available for anyone who is interested. No meal service Friday evening. Vendors will be on hand to purchase food and drinks.*

SATURDAY (DAY 1)

Start and Finish Camp Kern
Registration/Check-In 6 a.m.-7:00 a.m.
Program 7:15 a.m.
Start Time 7:30 a.m.
75 Mile Loop Closes 12:30 p.m.
Route Closes 4 p.m.

Riders are not permitted to start earlier than 7:30 a.m. to ensure the safety of all participants.

A pre-ride celebration will kick-off the event, followed by a staggered start of riders based on average cycling speed (in miles per hour). Participants starting after 8 a.m. will be transported to the first rest stop where they will begin the ride.

After completing the first day, all riders must check-in at the Information tent. Cyclists are encouraged to utilize Camp Kern amenities; the Beer Garden will be open in the afternoon and evening. A delicious meal, awards celebration and entertainment is planned for evening festivities. More details will be provided in your rider packet.

SUNDAY (DAY 2)

Start and Finish Camp Kern
Start Time 7:30 a.m.
75 Mile Loop Closes 12:30 p.m.
Route Closes 4 p.m.
Celebration Noon

Before the ride resumes at 7:30 a.m. breakfast will be offered for all riders. Riders will NOT be permitted on the route prior to the start time. At the finish, cyclists will be greeted with a victory party on the lawn and Family Funfest activities.

INFORMATION TENT

For the convenience of Bike MS participants, an information tent will be staffed during day hours throughout the weekend to answer questions, assist riders and provide directions. This location will serve as the center of communication. **All messages for staff or team members can be posted here.** **Located across from the Assembly Hall.**

Facility Standard of Conduct

Any conduct contrary to the purpose of the YMCA is prohibited. Smoking/tobacco use and/or illegal drugs are specifically prohibited anywhere on entire Camp Kern property. Consumption of alcoholic beverages will be in designated areas only. Camp Kern reserves the right to dismiss any individuals and/or group(s) who do not maintain the rules of conduct.

Venue Accommodations

Bike MS Weekend - August 27 - 29, 2010 Camp Kern

5291 State Route 350
Oregonia, OH 45054

- 1) Cabin Lodging: \$32 flat weekend rate (Friday & Saturday night); bring your own linens/sleeping bag

Official Camp Kern Cabin Rules and Regulations

- * Cabins will be all male or all female.
- * Cabins will not be assigned on a team basis. All participants will be placed at random.
- * No pairings will be done for any reason, regardless of marital status or family relations (Except participating children under the age of 18).
- * The \$32 bed fee is non-refundable and non-transferable.
- * The cabin option will be filled on a first come first served process. Only 450 beds are available. Riders will not be able to register for a bed once cabins have reached full capacity.
- * All cabins are air-conditioned; however cabin amenities will vary based on each cabin. No special placements will be made.
- * Riders will only receive cabin assignments in their rider packet at rider packet pick up.
- * There will be no transferring of bed assignments upon receiving cabin assignments.
- * Cabins will not be locked or monitored; therefore, the individual is solely responsible for all personal belongings.
- * Camp Kern policies: no smoking permitted on campus, alcohol is not

permitted in cabins, cabin areas or outside of the Assembly Hall.

- 2) Tent Camping: FREE; bring your own tent and gear
 - * Camp Kern policies: no smoking permitted on campus, alcohol is not permitted in the camping area, cabin areas or outside of the Assembly Hall.
 - * There will be a designated tent camping area with restroom facilities available. No electric hookups.
 - * Pop up campers will be permitted in a designated area, only.
- 3) Local Hotel: discounted rates apply; visit our Hotel Options at fightMStoday.org
 - * Riders who choose to stay at a nearby hotel are responsible for making their own reservations and for paying for their own accommodations.
 - * Riders will be responsible for transportation to and from selected hotel.
- 4) If you do not need overnight accommodations:
 - * Riders who are not staying the night or are not riding on day two will need to make their own transportation arrangements.
 - * Family and friends can drop off or pick up riders at Camp Kern and join in the festivities.
 - * For those who are riding on day two, riders will need to check in at 6 a.m. on Sunday morning.
 - * Please note: riders are not permitted to start earlier than the scheduled time for the safety of all our riders.

Overnight Accommodations

Amenities

Warm showers and outdoor pool will be available to ALL riders. Please see schedule posted event weekend for team competitions and additional activities.

Entertainment

Beer garden and bands will be scheduled Saturday afternoon and evening. After dinner we will have a special program recognizing top teams and alumni riders. Come celebrate our 30th anniversary.

Hotel Accommodations

Riders who choose to stay at a nearby hotel are responsible for making their own reservations and for paying their own lodging fees. Riders will be responsible for transporting themselves and their luggage to and from the selected hotel.

The Warren County Convention & Visitors Bureau has secured special discounted rates at area hotels. Visit the Bike MS website at fightMStoday.org to view a list of participating hotels and their rates.

If You Will NOT Be Staying Overnight

Riders not staying the night or not riding on day two will need to notify staff when picking up their rider packet. ALL cyclists are NOT permitted to start earlier than the scheduled time for the safety of all our riders.

Meal Services

There will be no meal services Friday evening. Vendors will be available to purchase meals. Bagels and coffee will be provided on Saturday morning. Saturday dinner will be from 4 p.m. - 6 p.m. & Sunday breakfast will be served 6 a.m. - 8 a.m. Details for designated meal times will be in your event packet.

Camp Kern Amenities

Located on 485 beautiful acres in the Little Miami River Valley of Southwestern Ohio, YMCA Camp Kern is owned and operated by the YMCA of Greater Dayton. Guests will enjoy our air conditioned cabins, dining halls, and well maintained program facilities including an Olympic-sized pool, and awesome grounds.

Guest Services

A guest service/information booth will be available during day hours throughout the weekend to answer questions, assist riders and provide directions. This will also serve as the communication hub. All messages to be left for team members or staff can be displayed here. **Meal tickets may be purchased here for guests. Cost will be \$5 per meal or \$15 for weekend meal ticket covers Saturday lunch, evening dinner and Sunday breakfast.**

Bike MS Rules and Regulations

- All riders must raise the minimum pledge of \$300 to receive a rider packet. Failure to submit the minimum pledge on or before the day of the event will prohibit participation in this year's event.
- All riders must submit a signed Waiver Form at Rider Check-In, unless completed during online registration. Riders under 18 must also have a Waiver Form signed by a parent or guardian AND notarized prior to the event. Children under 12 are NOT permitted to ride in Bike MS.
- All riders must obey all Law Enforcement Personnel, Bike MS Officials and Volunteers associated with Bike MS.
- Any rider not wearing an approved bicycle helmet will be removed from the route.
- All riders must obey all state and local traffic laws.
- Headphones, cell phones, radios and similar audio devices are NOT permitted while riding.
- Riders may NOT ride more than two abreast on the road.
- Riders who are not on the route by 8 a.m. each day will be taken to Rest Stop #1 by a SAG vehicle.
- The extra 25-mile loop, which creates the 75-mile option, closes at 12:30 p.m. each day.
- The Bike MS 2010 route will close each day at 4 p.m.
- Riders are NOT permitted to leave before 7:30 a.m. on Sunday morning to secure the safety of our event participants.
- All riders MUST carry identification and an insurance card.

Rider Safety

Sunday, June 6 - 9:00 a.m. - 12 p.m.

Ride Safety Training, Team Cycling & Fitness

7765 Colerain Ave., Cincinnati, OH 45239

RSVP: kimberly.neff@nmss.org or call 513-769-4400 ext. 113

Rider Etiquette and Road Signals

Help us have a safe event by keeping safety on your mind at all times.

- NEVER RIDE MORE THAN TWO ABREAST. THIS IS A STATE LAW.
- Respect fellow riders and their levels of cycling experience. This is NOT a competitive race. Most participants are recreational riders.
- Drink plenty of fluids and hydrate your body during a ride, even if you're not thirsty.
- Ride on the right side, a few feet from the edge, in the same direction as traffic.
- Faster riders: give slower riders time to react. Do not swerve and "chop in" on their front wheels when passing them.
- Slower riders: stay to the right side of the road at least one foot from the edge and give faster riders the room to pass on the left without crossing over the mid-line of the road.
- Do not follow too closely behind other cyclists or cars.
- Pass on the left only. Before passing, be sure it is clear, then signal and clearly call out "ON YOUR LEFT."
- Stay aware of road-edge hazards, such as loose gravel, drains, trash, low branches and parked vehicles.
- Watch out for road kill, potholes, cracks in the road, etc. and call them out loudly to alert other riders behind you who may not see them.
- DO NOT DRAFT behind motor vehicles.

- Railroad crossings can push your front wheel to the side and thrust your bike out from under you. Use caution and cross railroad tracks with your wheels as perpendicular to the tracks as possible.
- If slowing or stopping for any reason, clearly and loudly call out "SLOWING" or "STOPPING."
- When stopping on the road, move completely off the roadway to avoid being a hazard to other riders or vehicles behind you.
- Make sure vehicle drivers see you. Make eye contact with drivers before turning.

Riding in Wet Weather

- Allow for longer braking distances.
- Dry wheel rims by applying brakes ahead of time. Even if the ground is not slick, wet rims will reduce performance.
- Brake more gently on slick surfaces. Use the front brake less.
- Turn and accelerate more gently to prevent sliding on slick surfaces.
- Pay special attention to surfaces such as manhole covers, painted traffic markings, wet leaves and oil slicks.
- Be prepared to put a foot down for balance.
- Avoid riding through puddles, which can often hide deep potholes.
- After riding in the rain, lubricate your bike chain to help prevent rust.

Rider Support

SAG Vehicles

Support and Gear (SAG) vehicles provide transportation to riders who need a lift to the next rest stop. SAGs do not stop to make bike repairs, but they will take riders to the next rest stop. SAGs only move a rider forward along the route. Be aware that some vehicles on the route are not equipped to carry riders.



To signal a SAG vehicle drivers:

- Move SAFELY off the road and well out of the path of other riders.
- Dismount and stand near your bike.
- Wave to the SAG vehicle as it passes.

Rest Stops

The following items will be available at all rest stops along the route:

- Energy drink/water/ice
- Salty snacks
- Restroom facilities
- First Aid
- Energy bars
- Fresh fruit

The following items will also be available at the Lunch Stop each day:

- Sandwiches: Peanut butter and jelly, cold cuts
- Fruit and other snacks

Goldwings

Goldwing Motorcyclists will be on the route to communicate safety for riders. They may assist with traffic directions but they may not control or stop traffic. Riders must follow the rules of the road.

First Aid

Certified first aid personnel are available along the route to help all participants. If you need help, look for them in marked vehicles, at all rest stops and at the start and finish. If you have any medical conditions requiring prescription drugs, please be sure to carry those medications with you.

Bike Mechanics

Professional bike mechanics from our Official Elite Bike Shops sponsors will be on hand to perform any emergency repairs. [Look for them at all rest stops and Camp Kern.](#)

The Route

25 Mile Route Option

This year's ride will have three route options to choose from both days (25-, 50- or 75-miles). Participants can choose what best fits their needs or interests. We have routes designed for everyone from the occasional rider to the experienced cyclist. Ride as far as you can; challenge yourself; but remember we all share a common goal... to create a world free of MS.

75-Mile Per Day Option

Riders will have the option to extend the 50-mile route each day with an extra 25-miles, which will close each day at 12:30 p.m.

Route Markings

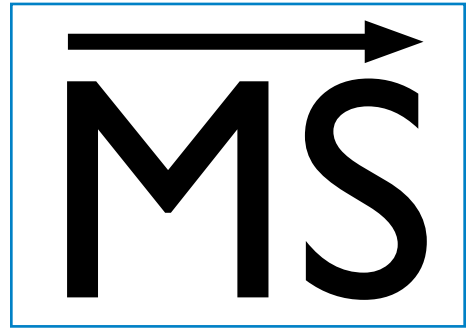
The route will be marked with paint along the right side of the road.

Saturday follow WHITE; Sunday follow PINK.

There will be three markings prior to each turn:

- 50 yards out from a turn
- 25 yards out from a turn
- At the turn

There will also be a marking immediately after the turn.



Handling Emergencies

The National Multiple Sclerosis Society, Ohio Valley Chapter has several well-planned and thoroughly organized safety measures in place for Bike MS: Venture the Valley 2010 presented by Kroger Brand. Such measures include a contingent of trained first aid professionals at every stage of the route, necessary medical supplies and equipment and an extensive communication network for relaying crucial information.

In case of an extreme medical emergency, call 911 immediately.

If you witness an accident or are the first on the scene of an accident, please follow these procedures:

- Secure the scene. **DO NOT MOVE** the person(s) involved.
- Call the emergency number provided to you at the start of the ride **OR** if needed, have a volunteer or staff member call the emergency number for you.
- Administer emergency/first-aid care **IF AND ONLY IF** you are qualified to do so.
- Report your location, severity of the incident and number of people involved.
- Communications will dispatch the appropriate staff to the accident scene.
- Designate a person to safely direct traffic away from the area. Keep a crowd from gathering and keep your own safety in mind at all times.

Training

Visit our website for [TrainingPeaks](#) & [Training Ride Schedule](#)

The key to a successful ride lies in consistent training and preparation. Here are six steps to get in gear for Bike MS:

STEP 1: Visit an Official Bike Shop

Official Bike MS Bike Shops provide expert advice and cycling information. Ask Bike Shop personnel for training tips based on your fitness level and experience. Check out the latest cycling gear, accessories and apparel. Official Bike Shops can assist with all your cycling needs. An Official Bike Shop list appears in this Rider Guide on page 21.

STEP 2: Track your mileage

Assess your improvement. Finding the distance of a particular training route with a car's odometer is generally sufficient for tracking training miles. Keep track of start and stop times to judge overall speed.

STEP 3: Start with short rides

Take a week to work up to a moderate day of 15 miles. Do not worry about time or speed on these rides. The purpose is to gain and maintain basic cardiovascular fitness.

STEP 4: Double up miles

After building up to 15 miles, try an endurance day of 30 miles once a week. Maintain the same pace established on moderate days, but slow down if necessary to make the full mileage. The purpose is to gain distance, confidence and better cardiovascular fitness.

STEP 5: Master the ups and downs with hills and intervals

After mastering the basics, challenge yourself with advanced training. After warming up with a moderate ride, ride a hill without exhausting yourself. After pedaling uphill, recover on the



way down and repeat. As your fitness improves, add more repeats.

Interval training works the same way. During a moderate-day ride, pick a distance—such as the space between two telephone poles—and speed into a sprint. Start with one sprint each ride and add more, longer sprints each time. Sprint for one lap, then slow down for a recovery lap. Repeat as needed.

STEP 6: Participate in recommended training rides

Take part in several recommended training rides before Bike MS to learn more about the dynamics of cycling in a large group (which increases your enjoyment!) and to receive great tips from experienced cyclists. To view a list of training rides, visit the Bike MS website at [bikeMStoday.org](#).

Volunteers

We can't do it without you! Sign up to volunteer at Bike MS today!

Volunteers are vital to the success of Bike MS. Whether you choose to help with rest stops, registration, set-up, clean-up or cheering at the finish line, you become an integral part of the movement. Ask friends, family, neighbors, faith or civic groups and others you know to support the movement by volunteering at Bike MS: Venture the Valley 2010. Check out all of the opportunities below!

No Preference

Helps in areas that are not meeting volunteer capacity.

Event Clean-up

*This is a great group opportunity
Helps with any clean-up such as trash removal, folding tables, stacking chairs, etc.

National MS Society Tent

Passes out information about the National MS Society.

Rest Stops

*This is a great group opportunity
Helps set-up and tear-down assigned rest stop.
Re-stocks food and water.

Rider Check-in

Registers walk-up participants and checks-in already registered riders.

Team Photographs

Assists photographer with organizing team photos.

Bike MS Photographer

Takes pictures during Bike MS to help capture the memories.

Finish Line

*This is a great group opportunity
Cheers on incoming riders!

Parking

Directs riders, volunteers and event attendees to correct parking location.

T-shirt Distribution

Passes out T-shirts to riders who have raised the qualifying amount.

Welcome/Information Booth

Helps answer questions, direct participants and provides event details as needed.

Event Set-up

*This is a great group opportunity
Helps with any set-up such as tables, chairs, signs, food, trash barrels and supplies.

Food Serving

Monitors food line, serves food and beverages, replenishes supplies and keeps area clean.

Processing Event Donations

Helps count money and/or copy checks at the Ohio Valley Chapter Office in Blue Ash.

Volunteer Check-in

Helps check-in volunteers, hands out T-shirts and directs volunteers to job stations.

Transportation of Supplies

Assists with disbursing weekend supplies to rest stops.

Loading/Unloading Trucks

Assists with packing and unpacking tables and chairs.



REGISTER NOW TO VOLUNTEER

For more information contact Zoe Seuberling at zoe.seuberling@ohg.nmss.org or (513) 769-4400.

Teams & Top Fundraisers

Cyclists that raise the most for our mission each year are part of the Bike MS fundraising clubs. These individuals achieve excellence in their fundraising efforts and play a critical role in helping the National MS Society raise necessary funds for research, advocacy and client programs and services. In 2010, these fundraisers will join the National MS Society in raising more than \$695,000 for Bike MS: Venture the Valley 2010. Every participant at Bike MS is valuable and has the potential to become a part of one of these exclusive fundraising clubs!

Bike MS Individual Fundraising Clubs

Mission First

Joining the Mission First Club is for those individuals truly dedicated to the mission of serving those living with MS. Members of the Mission First Club choose to forgo their Bike MS prize, which allows the Society to serve more people in the Ohio Valley area. Every cyclist that joins this club will be recognized on our website and with an individual certificate of recognition. Every participant has the option of putting the Mission First!

Top Banana Club

The Top Banana Club is a fundraising club made up of cyclists who've raised \$1,200 or more in 2010. Members will be recognized with banana beads at Bike MS 2010 and yellow rider numbers at Bike MS 2011. They will also receive our prestigious Top Banana jersey following Bike MS 2010 and recognition on our website.

Top 50 Fundraisers

The Top 50 cyclists who raise the most for our mission each year are recognized as part of our signature Top 50 Fundraisers Club. Members are recognized each year with a club T-shirt, which they receive after Bike MS 2010, recognition on our 2011 Wall of Fame, a blue rider number for 2010, an invitation to the 2011 VIP Dessert and an invitation to our Annual Awards Banquet and Reception in the fall of 2010.

PLEASE NOTE: All recognition pieces that are given at Bike MS 2010 reflect the total fundraising for each participant up to and including the day of the event. Post event fundraising does not qualify you for day of event recognition pieces, but will qualify you for all other recognition associated with your fundraising club level.

Alumni-Come Celebrate 30 years!

Special events and awards will be through out the weekend to honor and celebrate our 30 years of bike MS.

All past MS 150, MS Bike Tour and MS Bike Ride alumni are invited to join in our special alumni reunion.



2010 Official Elite Bike Shops

You will find everything you need at these Official Elite Bike MS Bike Shops. Personnel at the following locations can readily assist you with preparations for Bike MS 2010.

Bike Shop1919

550 S Main St
Springboro, OH 45066
(937)-550-9530

www.bikeshop1919.com

Cycle Sport & Tri

10657 Loveland Madeira Rd.
Loveland, OH 45140
(513) 683-0550

www.cyclesport.net

Bikewise Oxford

9 N. Beech St.
Oxford, OH 45056
(513) 523-4880

www.bikewiseoxford.com

Reser Bicycle Outfitters

648 Monmouth St.
Newport, KY 41071
(859) 261-6187

www.reserbicycle.com

BioWheels Workshop

6810 Miami Ave.
Madeira, OH 45243
(513) 861-2453

www.biowheels.com

Team Cycling & Fitness

7765 Colerain Ave.
Cincinnati, OH 45239
(513) 522-1551

www.teamcyclingandfitness.com

Bishop's Bicycles

313 Main St
Milford, OH 45150
(513) 831-2521

www.bishopsbicycles.net

West Chester Cyclery

9304 Cincinnati Columbus Rd.
Cincinnati, OH 45241
(513) 777-6477

www.westchestercyclery.com

Wheelie Fun

706 Deerfield Rd.
Lebanon, OH 45036
(513) 934-0600

www.wheeliefun.com

Official Bike Shop Coupon



\$40.00

Basic Tune Up

Participating Shops

(Parts not included)

Bikewise Oxford
513.523.4880
bikewiseoxford.com

Bishop's Bicycles
513 -831 -2521
bishopsbicycles.net

Team Cycling and Fitness
513.522.1551
www.teamcyclingandfitness.com

BioWheels Workshop
513.861.2453
www.biowheels.com

Wheelie Fun
513.934.0600
www.wheeliefun.com

West Chester Cyclery
513.777.6477
www.westchestercyclery.com

Cycle Sport & Tri
513.683.0550
www.cyclesport.net

Reser Bicycle Outfitters
859.261.6187
www.reserbicycle.com

Expires 08/01/2010

Contact Information

National Multiple Sclerosis Society, Ohio Valley Chapter

4440 Lake Forest Drive, Suite 120
Cincinnati, Ohio 45242
Phone: (513) 769-4110

Toll Free: 1-800-344-4867
Fax: (513) 769-6019
Website: fightMStoday.org

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Sponsors



KROGER BRAND

