



Let's ride

June 6–8, 2008

bike
MS

Larkin
Hoffman
ATTORNEYS

MS 150
Ride 2008

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Photo by Kim Morris

Maureen Reeder

Dear Cyclists:

I want to personally thank you for registering for the Bike MS: Larkin Hoffman MS 150 Ride. I rode my first Bike MS ride more than 20 years ago and I'm sure you will agree, they are the best cycling events Minnesota has to offer.

But Bike MS is so much more than a great ride. It's a movement to build a world free of MS. This magazine will help you with your next steps, fundraising and training.

Thanks to people like you, the National MS Society, Minnesota Chapter is able to provide help and hope to the estimated 9,000 people with MS in Minnesota and western Wisconsin. We're gaining momentum and we're moving forward fast toward a world free of MS. Thanks for joining the movement. See you in June!

Maureen Reeder
President
National MS Society, Minnesota Chapter

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at www.nationalMSSociety.org.



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National MS Society, Minnesota Chapter
200 12th Ave. S.
Minneapolis, MN 55415-1255
1-800-582-5296 • bikeMS.org

Where the money goes

The National MS Society, Minnesota Chapter is a nonprofit organization that meets the standards of all major charity review agencies. More than 75 percent of every dollar is spent on programs and support services for people affected by multiple sclerosis and MS-related research.

Your generous contribution moves research closer to a cure and helps people with MS and their families, friends and care partners move their lives forward.



Your donation of

\$50 will help to send much-needed information to people newly diagnosed with MS and their families.

\$100 will help someone with MS attend the Capitol Conference to meet their legislators and advocate for improved quality of living for people with MS.

\$200 will help to provide one-on-one counseling for people newly diagnosed with MS.

\$300 will help a couple attend the Couple's Getaway to learn about managing the challenges MS brings to their relationship.

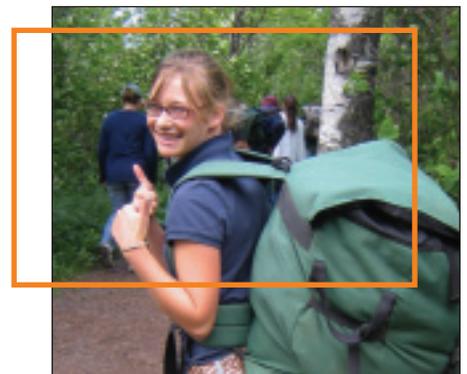
\$400 will help send a child whose parent or close relative has MS to Youth Camp and share fun experiences with other kids who understand the challenges of living with MS in their families.

\$750 will help people with MS pay for chore services to assist with tasks they can no longer handle because of the disease, like laundry or shoveling the driveway.

\$1,000 will help cover the costs of home modifications and accessible equipment to keep a person with MS living independently in their home.

\$2,000 will provide a scholarship to help a young person affected by MS pursue a college education.

Together we are moving toward a common goal — to end MS. Until a cure is found, your exceptional fundraising efforts will help people with MS move their lives forward and will help us continue providing important programs, services, research and advocacy.



Meaning in every mile

Multiple sclerosis interrupts the flow of information between the brain and the body and stops people from moving. We believe moving is not just something you can or can't do, but that moving forward is who we are. Just by being here, you are connected to the potential, the hope, the momentum of it all.

With the help of people like you, the National MS Society addresses the challenges of each person whose life is affected by MS and helps them stay connected to the great big moving world.

We fund more MS research, provide more services to people with MS, offer more professional education and further more advocacy efforts than any other MS organization in the world. The society is dedicated to achieving a world free of MS. We are people who want to do something about MS now.

The Minnesota Chapter represents an estimated 9,000 people with MS in Minnesota and western Wisconsin. We provide countless resources for people living with MS and their families, friends and care partners, including:

- Getaways and camps to offer an opportunity for fun, relaxation and friendship
- More than 65 support and counseling groups
- Information and referral services
- Educational programs about research, treatments, symptom management and more
- Exercise and wellness programs
- Programs for youth and teens who have a parent or relative with MS
- Social and educational opportunities for care partners, friends and families of people with MS
- Financial assistance for medical equipment purchases, home/auto modification, emergencies, chore services and care partner relief
- Advocacy efforts for legislation on MS-related issues



Bike MS Champions

Every hour of every day, someone is diagnosed with multiple sclerosis. Every year, people like you come together to ride and fundraise to move us closer to a world free of MS.

Bike MS Champions strives to connect people living with multiple sclerosis with event participants to foster education, gratitude and, most importantly, hope. Both are champions in our eyes!

During the Bike MS: Larkin Hoffman MS 150 Ride participants will wear bandanas signed by people with MS. Champions are encouraged to connect with each other before the event and to meet during the event at the Hope Tent. Champions may even choose to continue the relationship after the event.

Online tools make fundraising fast, simple

Invite friends and family to pledge you online and quickly reach your fundraising goals with minimal effort.

How it works



Everyone who registers for Bike MS gets a Participant Center, the online hub for managing online fundraising efforts. From the Participant Center, you can edit your Personal Page, the Web page that your friends and family see, send e-mails to donors, manage your campaign and, for team captains, follow your team's progress. To get to your Participant Center, log in to your Bike MS event and click on Participant Center.

At your Participant Center homepage, you will be prompted to:

1. Update your Personal Page

It's easy to change the layout, colors and story and to upload pictures to your Personal Page. Make it about you and your friends and family will make generous donations!

You can even keep a blog on your Personal Page where you can post topics. Friends and family can pledge you and add their thoughts to your comments.

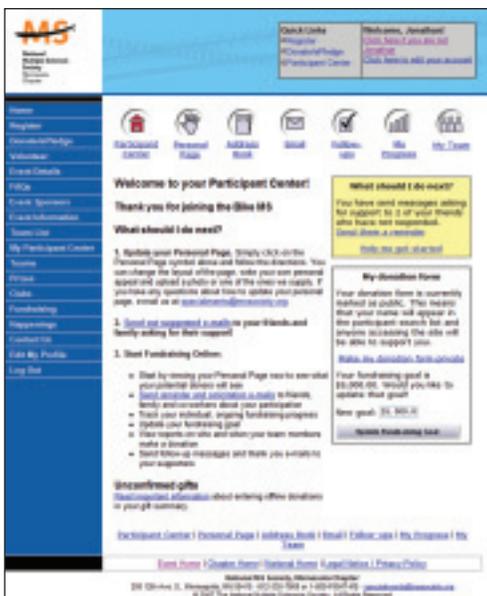
2. Send e-mails to friends and family asking for their support

You can easily import contacts into your Address Book from other e-mail applications such as Microsoft Outlook®, AOL® or Yahoo!Mail® by following step-by-step instructions. Or you can add them manually. In just a few clicks you can select and send an appeal for support or a thank you e-mail.

Use a prewritten e-mail or write your own. Simply open a message from the Suggested Messages list. Your name, e-mail address, subject line and body text areas will already be filled in. Change it as you like and click send.

3. Fundraise online

- Track your individual, ongoing fundraising progress
- Update your fundraising goal
- View reports on your team members' contributions
- Send follow-up messages and thank you e-mails to your supporters





Fundraising ideas and tips

- Set up a Web page and fundraise online. It is easy and pays off. Online fundraisers raise even more money than people who use traditional methods alone. Don't forget to pledge yourself to set a good example.
- Set a goal! Make it lofty, but attainable, and pledge yourself. This will help motivate your teammates and people who donate to you.
- Host a "free" doughnuts and bagels breakfast at your office or place of worship. Set up the goodies in high traffic areas and ask for donations. This is low key and requires little effort. Sometimes local bakeries will donate the goods!
- Have monthly team challenges for your teammates. Prizes can be small items like new socks, sunscreen, etc. This will work for both fundraising and recruiting.
- Have a mow-a-thon, rake-a-thon, whatever-a-thon in your neighborhood. Offer to mow, rake leaves, etc., for a donation. This is a great way to involve the entire family or team.
- Set up a donation jar or event information at your desk.
- If you are participating in honor of someone, get their permission to include their photo and/or story in your pledge letters, Web page, etc.
- If you are on a corporate team, get the entire office involved. Have the company donate days off or casual days for donations.
- Hold spinning contests in your office foyer to recruit donations and teammates.
- Use your company's matching gifts program!
- Host a lunch-and-learn at your office and invite MS staff to attend.
- Fundraising does not have to be scary. You are participating in a worthwhile and important cause. Enthusiasm is contagious, so spread yours today.
- Visit MSsociety.org for sample pledge letters and more fundraising tips.

Remember: People can't say yes until you ask!

Fundraising clubs

Get moving and you can join a prestigious Bike MS club. The pride you will feel knowing what a difference your efforts make in the lives of people with MS will amaze you. The more money you raise, the more perks you receive!

Golden Gears Club *Raise \$1,000, join the Golden Gears Club*

Turn in or pledge \$1,000 the day of the event and there will be special perks for you at the event and recognition throughout the year. Just imagine if you asked everyone you know for \$50 — only 20 people need to accept, and you've met your goal.

1. Free registration
2. Express check-in
3. Reserved port-o-potties
4. Rest stop perks
5. Special recognition
6. Golden Gears Club jersey in your inaugural year and a star to add to your jersey every year after



VIP Club *Raise \$3,000, join the VIP Club*

If you raise \$3,000, we're not only going to give you all the perks of being in the Golden Gears Club, but you'll gain access to our VIP tent for you and a guest, along with other perks. You will also be invited to the Sylvies Nov. 22, 2008. The Sylvies is the MS Society's big event to celebrate and recognize all top fundraisers, volunteers, sponsors and donors. Set your fundraising goal high and watch for your invitation.

1. All of the rewards of the Golden Gears Club
2. VIP Jersey in your inaugural year
3. Special parking
4. VIP tent invite + one guest
5. Recognition on route
6. Invitation to the Sylvies



Mission Stars Club *Raise \$9,000, join the Mission Stars Club*

This is the big ticket. If you raise \$1 for each of the estimated 9,000 people with MS in Minnesota and western Wisconsin, you're not only going to get all the perks of the Golden Gears and VIP Club, but you will be spoiled on the event with treats and recognized throughout the year.

1. All of the rewards for Golden Gears and VIP Clubs
2. Rest stop in your honor
3. Mission Stars Club fleece vest in your inaugural year
4. On-stage recognition and globe presentation at the Sylvies



Tour of Champions *For one, raise \$9,000; for two, raise \$15,000 and choose the Tour of Champions*

The Tour of Champions is a great winter getaway for the National MS Society's top fundraisers. Enjoy four days of sightseeing and new adventures while forming lasting friendships with other MS event participants. Raise \$15,000 or more and bring a guest.

1. Airfare from the Minneapolis/St. Paul Airport; ground transportation provided
2. Hotel accommodations (double occupancy)

Prize structure



Gift certificates

Best Buy gift certificates may be used in stores, catalogs or online. Bike shop certificates can only be redeemed at one of the following: Bicycle Chain, Bokoo Bikes, County Cycle, Erik's Bike Shop, Freewheel Bike, Gateway Bike, Get You Gear Outfitters, Maple Grove Cycling & Fitness, Penn Cycle, The Bike and Fitness Company and Tonka Cycle.

The pledge deadline is July 11, 2008. Turn in at least \$500 in pledges by the July 11 pledge deadline and you may receive a gift certificate from either a sponsoring bike shop or Best Buy — or choose a Bike MS: Larkin Hoffman MS 150 Ride 2008 jersey plus a gift certificate.

Extra-milers

Take your support of our mission to the next level. Each year, the chapter purchases prizes and incentives for event participants to reward them for their fundraising efforts. Many of our participants have generously waived or donated their prizes back to the National MS Society to even further their support of our work to help create a world free of multiple sclerosis. Thank you for your generosity! You will receive special recognition on the Web site.

Prize selections are part of the waiver process and must be turned in at check-in.

Raise \$500 and choose from a \$50 bike shop **OR** \$35 Best Buy gift certificate **OR** a jersey **OR** become an Extra-miler

Golden Gears Level See Page 8 for the perks!

Raise \$1,000 and choose from a \$100 bike shop **OR** \$75 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** become an Extra-miler

Raise \$2,000 and choose from a \$175 bike shop **OR** \$150 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** become an Extra-miler

VIP Level See Page 8 for the perks!

Raise \$3,000 and choose from a \$250 bike shop **OR** \$200 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** become an Extra-miler

Raise \$5,000 and choose from a \$400 bike shop **OR** \$350 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** become an Extra-miler

Raise \$7,500 and choose from a \$600 bike shop **OR** \$500 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** become an Extra-miler

Mission Stars Level See Page 8 for the perks!

Raise \$9,000 and choose from a \$800 bike shop **OR** \$700 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** receive the Tour of Champions trip for one **OR** become an Extra-miler

Raise \$15,000+ and choose from a \$1,200 bike shop **OR** \$1,000 Best Buy gift certificate **OR** a gift certificate **AND** jersey (gift certificate will be \$50 less) **OR** receive the Tour of Champions trip for two **OR** become an Extra-miler

The MS Society thanks Best Buy™ and all bike shops for providing a portion of our prizes. The MS Society purchases a portion of all prizes. Prizes are based on money turned in by July 11, 2008 and the prize selected when you check in. Prizes are not cumulative. Prizes may not be redeemed for cash. Participants are responsible for paying taxes on all prizes. We reserve the right to substitute prizes of equal or greater value. Riders requesting a jersey after the event are not guaranteed to receive one. Each rider is required to collect and submit a \$300 pledge minimum.

Due to the value of the gift certificates, they will be mailed after the event after all donations are processed and entered into the database. Pledges received from non-participants are 100 percent deductible. For participants, pledges over \$78.50 are deductible for federal income tax purposes.

Sponsorship of society fundraising events does not connote that the National Multiple Sclerosis Society recognizes superiority in products or services provided by the sponsoring entity over other entities providing like or similar products or services.

TEAM UP to Join the Movement!



Did you know that nearly 86 percent of cyclists in the Bike MS: Larkin Hoffman MS 150 Ride participate as part of a team? That means this year you will join more than 2,500 team members dedicated to creating a world free of MS.

What makes a team?

It only takes four or more like-minded people to join together and form a team. Teams come in all shapes and sizes, anywhere from four to 400 people.

Why form a team?

Because joining the movement is more fun with others around! Plus, you can earn some really great prizes, including team tents, easy check-in, team competitions and more.

Forming a team is easy

Designate a team captain, make up a fun team name, and when you register online for the Bike MS: Larkin Hoffman MS 150, choose the option "Create a new team."

When registering for the event, team captains must register first.

This is your opportunity to enjoy a great ride with friends and family members, bond with your co-workers, boost office morale and receive some great team perks.



Recruit a team and join the movement!

Join us in Tent Village!

Any team (friends and family or corporate) with four or more members that raises more than \$25,000 will get to relax in their own team tent! This is a great way to promote your team and highlight your accomplishments.

Want to join us in Tent Village, but your team hasn't reached \$25,000 in fundraising? You can rent your own team tent through the MS Society.

For more information about team programs or incentives, contact the team staff today.

Anne Geisler
612-335-7911
ageisler@mssociety.org

Kris van Osnabrugge
612-335-7922
kvanosnabrugge@mssociety.org



Corporate teams

Benefits of forming a corporate team:

- Help the estimated 9,000 people living with MS in Minnesota and western Wisconsin and 400,000 nationwide
- Build company morale
- Successfully market your company to core consumer audiences — attach your name to a well respected cause
- Community involvement makes good business sense
- Our events promote healthy living and exercise, which in turn makes healthier employees
- Thousands of people will see how your company supports its employees
- Enjoy great team perks and incentives

Form your corporate team today!

- In 2007 corporate-supported Bike MS: Larkin Hoffman MS 150 teams raised nearly \$1 million
- We need you to join the movement and help us move toward a world free of MS
- For more information about corporate teams, call 612-335-7911



Ride details and check-in procedures



Getting to the start site—National Sports Center, Blaine

NOTE: In order to maintain good traffic flow we ask that you please follow the directions below to get to the National Sports Center.

From the Twin Cities

I-35W north to County Road 52/95 Avenue N.E. (exit 32). Left onto 95 Avenue N.E., road turns into Radisson Road. Left onto 105 Avenue N.E. **You will be directed at the entrance to the appropriate parking area.**

Proctor High School, Proctor

From the Twin Cities

I-35W north to Boundary Avenue (exit 249). Left on Boundary Avenue, County Road 14. Left on U.S. Highway 2. Left on Second Street. High school will be in front of you on the intersection of Second Street and Ninth Avenue.

How do I check in?

Riders have three locations to choose from when checking in for Bike MS: **Pre-check-in at the MS Society office, Blaine** or **Proctor**. At the time you check in, you will turn in any money you have collected in a pledge envelope along with your signed waiver and prize selection sheet. Note: Riders under 18 years of age have additional requirements that need to be fulfilled prior to the event. Please see the **minimum age requirement** section on page 14.

You will receive your rider packet that includes your wristband, which must be worn all weekend, your bike tag and two luggage tags with your rider number on them. You'll also receive your event T-shirt at check-in.

Pre-check-in: Thursday, May 29 (3 to 8 p.m.)

- Come to the MS Society office Thursday, May 29, between 3 and 8 p.m. to receive your rider packet and event T-shirt. (Check-in does not begin until 3 p.m., please do not come early and expect to check in.)
- Pre-check-in will save you time when you arrive for the weekend since you won't need to check in Friday or Saturday.

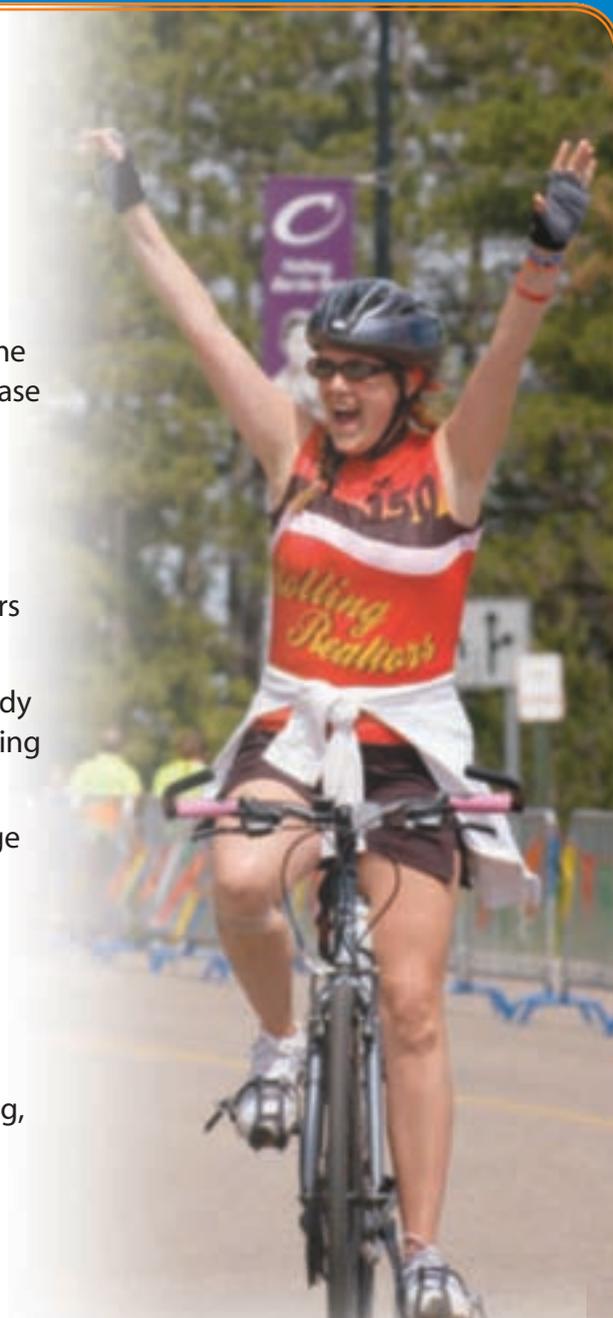
Blaine check-in: Friday, June 6 (1 to 7 p.m.)

- Busses will leave continuously during check-in. The first bus will be departing shortly after 1 p.m.
- General check-in will be in the Schwan's Center Ballroom at the National Sports Center. If you have raised \$1,000 or more, please go to the Golden Gears/VIP/Mission Stars check-in.
- As you arrive to the check-in site, you will be directed by parking volunteers to the appropriate area. Mission Stars, VIP and Golden Gears members will have received their parking permits in the mail and should present those to the volunteers to be directed to your preferred parking areas.
- If you have already received your rider packet, you have already checked in, please put your bike number on your bike and bring it to the bike loading area (look for semis in the parking lot).
- If you have not checked in, please leave your bike and luggage in your vehicle and go into the Schwan's Center to complete your check-in.
- Mark your bike with your number and move toward the bike loading area to get your bike on a truck.
- Once your bike is loaded, you'll carry your luggage to the bus loading area. Please be aware that to facilitate bus loading, we try to fill each bus before allowing it to depart.
- If you are traveling with a group, please make sure all your group members are together before boarding.

Proctor check-in: Saturday, June 7 (6 to 8 a.m.)

- Check-in is located inside Proctor High School. Enter the building through door five located on the east side back of the school.
- Once you've received your rider packet, you can bring your luggage to the luggage loading area, put it on the appropriate trucks and head with your bike down to the bike corral.
- At the bike corral there will be water and Gatorade stations and bike shop mechanics nearby for your last minute needs.
- After you're fully hydrated, feel free to start out on the route.
- Breakfast will be served from 5:30 to 8 a.m. in the school cafeteria.

If you have any additional pledges that you collect after the weekend, you may turn them in to the MS Society office until the pledge deadline of July 11, 2008.





NEW! Minimum age requirement

The MS Society has implemented a new minimum age requirement policy for Bike MS events.

The following requirements must be met prior to participating in a Bike MS event:

- Parent/legal guardian must speak with MS Society staff about the society's overall position regarding safety and participation by young children in MS Society events.
- All riders under the age of 18 must have a notarized waiver and release form on file with a parent/legal guardian signature. The release acknowledges the society's policy and accepts full responsibility for the welfare of their child.
- The adult-child ratio for 12- to 17-year-old riders must be at least 1:3 (responsible adult must be at least 21 years of age).
- The adult-child ratio for riders under 12 must be 1:1 (responsible adult must be at least 21 years of age).
- All riders under the age of 18 must complete the following training steps with a parent or legal guardian: review of safety brochure; and review of youth rider flier.
- No trailers or carriers allowed on the route. Tag-alongs are allowed.

Transporting your bike

- If you are taking the bus from Blaine to Proctor Friday afternoon, your bike will be transported to the destination on trucks. For those riders who live near Proctor and are taking the returning bus Sunday afternoon, your bikes will also be transported in a separate truck.
- All bike numbers should be on your bike prior to loading onto a truck. Please remember the semi's number (1, 2, 3, etc.) to make locating your bike in Proctor as easy as possible.
- We use care while loading the bicycles, but feel free to wrap your bike for its protection. Pipe insulation works very well for this purpose. Also, please remove any items that may fall off your bike during transport (mirrors, water bottles, etc.). All bikes will be unloaded from the trucks and placed in the bike corral for easy identification in the morning.
- When unpacking your bike, please dispose of your wrapping in the appropriate garbage boxes.

Luggage

- **Each rider is allowed two pieces of luggage** for the duration of the event. These two pieces include camping gear (if needed) and clothing for the weekend.
- You will receive two luggage tags with your rider number at check-in. Be sure to affix them to your luggage before boarding the bus.
- You will load your luggage underneath the buses in Blaine on Friday. When you arrive at Proctor, you can take it directly to your desired campsite or shuttle bus to the hotels in the area.
- Saturday and Sunday morning we will have luggage trucks and volunteers available to assist you in loading your luggage onto the trucks for the day. These trucks will transport all luggage to our destination site and will unload it when they arrive.
- Find your luggage by looking in the rows that correspond to your rider number.

Showers

- Showers are available in the locker rooms at both Proctor High School and Hinckley High School.
- Shower trucks will be available at Grand Casino Hinckley.
- Showers will also be available Sunday afternoon at the National Sports Center, Schwan's Super Rink.

Weather

Bike MS events will go on rain or shine.

We will announce the most up to date weather conditions each evening of an overnight event. Official weather reports provided by DTN. Please seek shelter immediately if you encounter severe weather while riding.



Meals

All riders receive breakfast, lunch and dinner Saturday and Sunday. Meals will be served at our overnight site Saturday at Grand Casino Hinckley and at the finish line at the National Sports Center in Blaine Sunday.

The Proctor varsity hockey team will host a fundraising dinner Friday at the high school for a small fee. The MS Society will provide breakfast in Proctor from 5:30 to 8 a.m. in the school cafeteria.

How should I collect my pledges?

All the donations you've received in person (cash or checks) should go into the pledge envelope that you'll receive in your final mailing in late May. Online donations are automatically recorded, which could save you time and effort tracking down checks and cash donations.

Feel free to turn in pledges as you receive them. To turn in pledges, just drop off or mail your pledges to the MS Society, 200 12th Ave. S, Minneapolis, MN 55415. Please include your name, address and event name when sending in your pledges or use deposit slip on Page 35.

If you receive a check as a donation, please have the check made out to the National MS Society. Please also make sure your full name and ID number is written on the check's memo line. This is how our office makes sure the money gets credited to the correct account.

You will have until the July 11, 2008 pledge deadline to turn in any donations that trickle in after the event.

Packing list

Each rider is allowed two packed bags. This includes any camping items, tents, coolers, etc. Luggage items have a weight limit of 35 pounds. If you have trouble carrying it, lighten the load. Think of the volunteers that are already loading and unloading more than 6,000 bags.

Please label your items with the luggage tags you receive at check-in. Your rider number is printed on them.

Check-in materials

- Signed waiver** (Note — Riders under 18 years of age have additional requirements that need to be fulfilled prior to the event. Please see the **Minimum Age Requirement** section on Page 14.)
- Completed **prize selection sheet** (on back of waiver)
- Completed **pledge envelope** If you have already turned in all of your pledges, you still need to turn in a completed pledge envelope when you check in to assist with tracking participants. Please do not bring pledge sheets.

Cycling gear

- Bicycle with rider number attached
- Helmet (**required**)
- Two water bottles
- Spare tubes and patch kits
- Mini-air pump
- Tool kit/repair kit
- Rearview mirror
- Cycling shoes
- Padded cycling shorts
- Rain gear
- First aid kit

Personal items

- Clothes for Saturday night
- Toiletries
- Medications (pain reliever, prescriptions)
- Sunscreen and lip balm
- Insect repellent
- Sunglasses
- Flashlight
- Towel and washcloth
- Identification cards (drivers license, insurance cards)
- Spending money
- Camera
- Garbage bags (use them to line your bag in case of rain)

Camping/sleeping gear (if desired)

- Waterproof tent
- Sleeping bag
- Sleeping pad or air mattress
- Small pillow
- Sleeping mask
- Ear plugs

Hotels

The MS Society will provide shuttles to and from the following hotels:

Duluth/Proctor

Shuttle busses run Friday, June 6, (until 11 p.m.) and Saturday, June 7, (6 to 8 a.m.).

AmericInn, Proctor 218-624-1026 or 1-800-634-3444

Best Western, downtown Duluth 218-727-6851 or 1-800-528-1234

Canal Park Lodge, Canal Park 218-279-6000 or 1-800-777-8560

Comfort Inn West, 218-628-1464 or 1-800-228-5150

Country Inns & Suites, Proctor 218-628-0668 or 1-800-456-4000

Hampton Inn, Canal Park 218-720-3000 or 1-800-HAMPTON

Holiday Inn, downtown Duluth 218-722-1202 or 1-800-477-7089

Inn on Lake Superior, Canal Park 218-726-1111 or 1-888-668-4352

Red Roof Inn (*formerly Spirit Mountain Lodge*), Proctor 218-628-3691 or 1-800-777-8530

Super 8, downtown Duluth 218-628-2241 or 1-800-800-8000

For more information about our overnight towns, call the Duluth Visitor's Bureau at 1-800-4-DULUTH or the Hinckley Visitor's Bureau at 1-800-996-4566 or the North Branch Chamber of Commerce at 651-674-4077.

Hinckley/North Branch

Shuttle busses run Saturday, June 7, (noon to 10 p.m.) and Sunday, June 8, (6 to 8 a.m.) in Hinckley.

Days Inn, 320-384-7751 or 1-800-559-8951

Gold Pine Inn, 1-888-384-6112

Grand Hinckley Inn, 1-800-HOTEL-17

Grand Casino RV Resort & Chalets, 1-800-HOTEL-17

Grand Casino Hinckley Hotel, 1-800-HOTEL-17

Grand Northern Inn, 1-800-HOTEL-17

There will be scheduled stops to North Branch. See details in final mailing.

AmericInn Lodge and Suite, North Branch 651-674-8627 or 1-800-634-3444

Budget Host Inn & Suites, North Branch 651-277-8000 or 1-800-283-4678

Overnight details and 'Halfway Show'



Lodging/camping

We are fortunate to have ample camping space for all those who wish to spend the evening out under the stars. For those who are slightly less adventurous, we offer indoor camping options both Friday night in the Proctor High School Field House and Saturday night at the Hinckley High School.

A list of nearby hotels are included in this magazine for those who prefer not to camp. Please make your own reservations and keep in mind these rooms fill up quickly, so don't delay in making reservations! You may want to keep calling for cancellations if you don't get a room right away.

Shuttles

Shuttle buses will make continuous loops to nearby hotels, indoor camping and local establishments both Friday and Saturday evenings. Only the hotels listed in our magazine will be included in our shuttle routes, so you will need to make your own plans for getting to and from the overnight grounds if you choose to stay in a different hotel.

Shuttles will pick you up in the morning in time to get breakfast, fill your water and Gatorade bottles and head out on the route.

Entertainment

Saturday night at the Grand Casino brings the ever popular "Halfway Show." Join Moon from KS95 for a fun filled evening of team songs, poems, tent decorating and T-shirt competitions.

Many teams take this evening to celebrate with one another in Tent Village, a collection of banquet style tents located near the campgrounds. Some go as far as bringing their own massage therapists and BBQ dinners. Be sure to wander through the village and take in the decorations from all the team tents.

Information/first aid

Information volunteers are located at the security building near the food tent on the grounds of Grand Casino to answer any questions. First aid personnel will also be available at this location throughout the night for any medical needs you may have.

Rest stops and route info

The Bike MS: Larkin Hoffman MS 150 Ride 2008 is a fully supported weekend event covering, you guessed it, 150 miles. Our staff and volunteers work diligently to make sure the event is fun for everyone.

Every 10 to 15 miles, the MS Society provides rest stops with fruit, water, Gatorade and snacks. There will also be first aid personnel and bike mechanics at every rest stop. In addition to the route maps you receive, our route is very well marked with orange signs along the side of roads and trails marking turns, intersections and general directions.

The route will be open to riders Saturday and Sunday mornings from 6:30 to 8:30 a.m. Please do not leave outside of these times as our rest stops and lunch stations are scheduled around the start time. If you start prior to the official opening, we cannot guarantee that you will be supported by rest stops along the route. This becomes dangerous especially since the weather can be unpredictably warm or stormy that time of year.

While we make every effort to ensure the safety of our riders, it is important to note that the road portions of the route are NOT closed to vehicular traffic. You must obey all traffic signs and laws while riding Bike MS and share the road and trails with other bicycles and vehicles.

Saturday rest stops

Carlton

Open approx. 7 to 10 a.m.

Mahtowa

Open approx. 7:30 to 10:30 a.m.

Moose Lake

Open approx. 8:30 a.m. to 12:30 p.m.

Willow River (lunch stop)

Open approx. 9:45 a.m. to 2:30 p.m.

Back by popular demand: The ride returns to the trail Saturday from Willow River to Hinckley.

Finlayson

Open approx. 10:15 a.m. to 3:30 p.m.

Sunday rest stops

Pine City

Open approx. 7 to 10 a.m.

Rush City

Open approx. 7:15 to 10:30 a.m.

North Branch (lunch stop)

Open approx. 8:45 a.m. to 1 p.m.

Wyoming

Open approx. 9:15 a.m. to 2:30 p.m.

Lino Lakes

Open approx. 9:45 a.m. to 3 p.m.

Route support

While you ride, you should only be concerned about two things: having fun and riding safely. Here are just a few of the volunteer groups who will be supporting you during the weekend adventure.

Motorcycle escorts

Motorcycle escort volunteers can be found along the route. They monitor and guide cyclist traffic, but are not permitted to stop vehicular traffic. They'll be riding motorcycles and wearing safety vests so you can't miss them.



Communications support

Communications volunteers are stationed at every rest stop along the route and in each of the support and gear vehicles. If you encounter an accident or other emergency, let a communications volunteer know. They will be wearing bright green shirts.



Intersection safety

Intersection volunteers are positioned to provide riders with assistance when intersections are encountered along the route. Note: These volunteers are not permitted to stop or direct traffic. All cyclists must take personal responsibility for their own safety when crossing an intersection. They will be wearing safety vests.

Bike shop mechanics

Nine local bike shops sponsor Bike MS. They'll be available at the start of each day, at all rest stops during the day and in Hinckley at the end of the first day. Get your bike inspected weeks before the ride and most serious problems should be discovered at this time. See page 28 for a list of participating bike shops.

Ride marshals

Wearing red jerseys, this team of experienced cyclists aims to help you reach the finish line safely. All ride marshals are trained in the rules of the road and the Bike MS ride. Whether you're riding for the first or 10th time, follow the lead of the ride marshals and please contribute to your safety and the safety of those around you by adhering to the rules of the road.

SAG vans

Just can't push another pedal? Look for the first support and gear van to come your way and give the thumbs down signal if you want to be picked up. You and your bike will be transported. NOTE: The trip into the finish line is not always direct. Be patient as we pick up other cyclists in need. If you only want a ride to the next rest stop, let the driver know.

Route markings to look for

We make every effort to ensure you won't get lost! Follow the orange arrows every pedal of the way. You'll see our route signs at each turn and even on straightaways, so you know you didn't make a wrong turn.

Note about personal support vehicles

Personal support vehicles are not permitted on the route. Please understand our need to cut down on vehicular traffic for your safety. If you or your team wishes to use a personal support vehicle, notify Bike MS staff. We can provide off-route directions between rest stops and alternate parking locations.

Contact Will Ziegenhagen at wziegenhagen@mssociety or 612-335-7992, if you or someone you know is interested in volunteering for any of the route support groups.

Cycling 101



Choosing a bike

Most Bike MS: Larkin Hoffman MS 150 cyclists ride either a road bike or hybrid. If you choose to ride a mountain bike, take our advice and switch the fat, knobby tires for thin, road slicks. It is of utmost importance that you are fitted for your bike before you start your training for the season.

DO NOT make any adjustments the week prior to the ride. Believe it or not, this can have a terrible impact on your comfort during the ride and may even cause injury.

Bike inspection

After a season of training or, worse yet, a season of hanging in a garage, your bike is due for an inspection. Your local Bike MS sponsoring bike shops offer free inspections.* Take your bike in for a good once-over. After all your preparation, we'd hate to see you get on the road with an ill-prepared bike and ruin your event.

**Inspection does not include parts or additional labor.*

Accessorize before you exercise!

Water bottle and cage — Don't leave home without it. On Bike MS, it's important to drink before you're thirsty so you stay hydrated. When you get your bike, be sure it's outfitted with a water bottle cage and at least a 20 oz. bottle. While you train, get comfortable grabbing and returning your bottle as you ride. Consider a Camelback for hydration efficiency. Make sure to stop in at the rest stops to fill up your bottle on water or sports drinks.

Saddles — The saddle that comes with your bike is great for riding around the neighborhood. Don't even think about using this seat on a long-distance ride! Gel seats are highly recommended. Trust us, your rear end will thank you!

Seat bags — Great for ID, sunglasses, a spare tube, rain gear and whatever else you may need with you on the ride.

Cycling shoes/clipless pedals — Cycling shoes offer stiff soles to prevent foot flex and fatigue. Clipless pedals add to cycling efficiency. Commit yourself to your bike and clip-in for the best ride possible. If you go this route, be sure to train with your clipless pedals so you're comfortable with the adjustment.

Clothing — Cycling shorts are a must. Jerseys offer pockets for easy access to energy bars, gels and bananas. Tights and rain gear are recommended for inclement weather. Socks, gloves and sunglasses come in handy, too.

Speedometer/odometer — Track your progress as you train and also monitor yourself during Bike MS. It's important to know your riding ability and how far you can push yourself.

Safety



Safety is our No. 1 concern on all Bike MS events.

Personal responsibility

Every rider is required to take a personal approach to his or her own safety. Even with all the safety and support systems in place, accidents can happen. Riders cannot rely on others to ensure their safety. **It is the personal responsibility of each and every rider to keep themselves as safe as possible on this event.**

Please read and follow the safety rules. If you have any questions regarding these policies, please call our office at 612-335-7900 or e-mail us at biketour@mssociety.org.

Rules of the road — how to ride in groups

Whether you're on a road or a trail there are some basic safety rules to keep in mind when riding with a group.

Please ride single file on trails and no more than two abreast on the road. We have many riders participating in our events and it becomes dangerous on narrow shoulders and crowded trails when cyclists ride next to one another.

Stop at all intersections, even when a volunteer is present. It is your responsibility to look for oncoming vehicles.

Always pass on the left side and make sure to announce your pass by calling, "On your left."

If you are being passed, please stay toward the right side of the trail or road and slow down to allow the other rider to pass safely.

Headphones or cell phones are not allowed while riding any Bike MS events. If you need to make a call, please pull over to the right and dismount before using your phone.

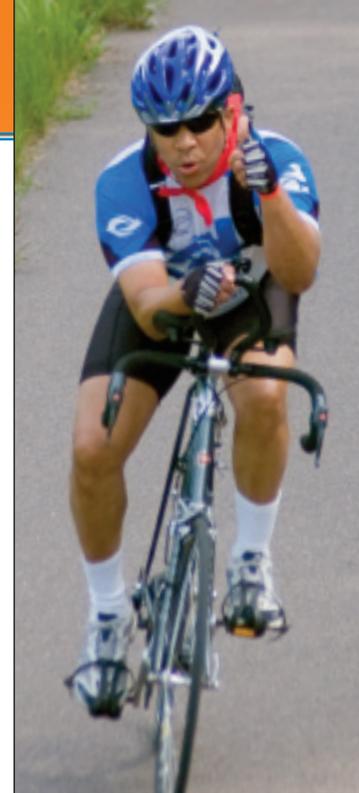
Route sweeping

Smooth roads ahead.

Through its **Reliakor**
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National Pavement & Property Specialists

donation, Reliakor Services will sweep the shoulders of all route roads each night before the ride. If you encounter debris or other hazards while riding, please call the non-emergency number on your wristband.



Courteous cyclists (signals and calls)

Verbal signals should be used whenever you're riding around other people to help with passing, approaching vehicles or visible hazards.

"Hazard"

Announce any debris, holes, etc., that could be dangerous to cyclists following you.

"On your left"

Indicate before you begin to pass. Wait for the bike in front of you to move to the right before you pass. Make sure to leave at least two bike lengths between you and the previous cyclist.

"Car up" or "Car back"

Announce at intersections or when riding on roads if you see or hear approaching vehicles either from the front or the rear.

Helmets

Helmets are required for all Bike MS events. They must fit properly and the strap must be buckled at all times while on your bike.

Alcohol and drug policy

Consumption of alcoholic beverages while riding is not permitted.

You will be asked to sign a release form and will not be supported on the ride for the remainder of the day.

Alcohol is not permitted on the Proctor High School grounds, so please move off the grounds if you plan to have alcohol Friday evening.

Please keep in mind that use of some drugs may impair your ability to ride safely. If you have a condition that requires the use of medication, please inform our staff so we can better assist you in case of a medical emergency.

Rest stop etiquette

Please ride fully into the rest stop area and dismount.

Make sure to move completely away from the rest stop entrance to allow other riders to enter safely.

When exiting, please keep to the right and move beyond the rest stop area before merging with faster riders.





How to train

So you've decided to ride 150 miles in two days. Most of us aren't going to be able to start riding 80 miles in one day unless we've been wintering in warmer climates and riding regularly. For the rest of us, start a bit smaller. Eight weeks is plenty of time to get you ready for this weekend adventure!

As with any other exercise program, consult your doctor before beginning. Listen to your body; if you need a break, take a break; if you want to go farther, go for it. If you think you're overdoing it, you're right. Most of all have fun and enjoy your rides.

Here are some tips to make the most of your training:

Don't worry about the speed you're riding, it's the frequency and duration that are the key factors in your training. Just keep it comfortable and consistent.

Take care of yourself even when you're not on your bike. Drink plenty of fluids, make smart food choices and make sure to get enough rest.

Replenish your body within 30 minutes after a ride by drinking water and snacking on something with carbohydrates.

Ride with someone! Even if you're the only one you know riding Bike MS, this is a great opportunity to get your family and friends involved (This is also a great way to obtain new donors for your fundraising.).

Eight weeks prior to the event: Head out on two five-mile rides with one 10-mile ride. Ideally, a rest day before and after the 10-mile ride will allow the body to recover more easily and to help you decide if you need a different saddle.

Seven weeks to go: increase the frequency of the rides to two five-mile rides and two 10-mile rides. Congratulations, you're riding 30 miles this week!

Six weeks: Two 10-mile rides and one 15-mile ride will improve your endurance and allow you ample time to recover during the off days.

Five weeks: One 10-mile ride, one 15-mile ride, and one 20-mile ride bring the total for the week to 45 miles.

Only four weeks to go: Now is when you want to focus on mileage, not frequency. The weekends are a great opportunity to get in one 20-mile ride and one 30-mile ride with a 15-mile ride during the week.

Three weeks until the event, and even more miles to come. One 10-mile ride during the week will maintain the fitness levels you've built along the way. One 30-mile ride and one 40-mile ride during the weekend will enhance your endurance levels and make that spandex fit perfectly.

Two weeks left and 90 miles later! One 10-mile ride doesn't seem like much after last week's ride, but it will help the muscles recover and prepare for this week's 50-mile and 60-mile bike ride. That's a total of 120 miles this week!

The week of the ride: You've made it. Although you'll be riding about 75 miles each day, that doesn't mean you shouldn't touch your bike the rest of the week. It does, however, allow you to play with your miles on two rides during the week. Make sure those rides don't exceed 20 miles. Take Friday off. Gather your gear and pack it in the car. Smile and give yourself a pat on the back. You're ready.



Training ride information

Riders who are new to group riding or Bike MS events will benefit from taking part in training rides prior to the event. Training rides offer an opportunity to gain on-the-road experience, learn proper rider etiquette, talk with ride marshals, and ask MS staff questions about fundraising, event details, etc.

For additional training rides,* check the following Web sites:

- **Twin Cities Bike Club**
www.mtn.org/tcbc
- **Paul Bunyan Cyclists**
www.paulbunyancyclists.com
- **Hiawatha Bike Club**
www.hiawathabike.org
- **Ride and Glide Ski and Bike Club**
www.rideandglide.bizland.com

Be sure to read the Bike MS monthly e-Newsletters for additional information to get you ready for Bike MS. If you do not receive newsletters but wish to, call 1-800-582-5296 or 612-335-7900.

Training ride schedule

April 30, 7 p.m. – Ride departing from Gateway Cycle, 6028 Hwy. 36 Blvd. N., Oakdale, MN. Led by Team Andersen.*

May 10 – Bike MS: Allianz Twin Cities Ride 2008 (formerly Allianz MS 60/30 Bike Tour)
www.bikems.org

May 24, 8 a.m. – Ride departing from Maple Grove Cycle Fitness, 8121 Wedgewood Lane, Maple Grove. Led by Stevie's Wonders.*

**The listing of these rides is provided as a courtesy and does not imply any connection to or endorsement by the National MS Society or Bike MS. If you decide to ride in one of the above rides, you do so at your own discretion.*

Rookie riders

Welcome to your first Bike MS: Larkin Hoffman MS 150 Ride! This year marks the 29th two-day cycling event. First and foremost, you are not alone. Last year we had more than 1,000 riders participating for the first time. You will have our staff and hundreds of volunteers supporting you throughout the weekend.

Bike MS events are not races; you do not have to be Lance Armstrong to participate. This two-day event is “geared” for riders of all skill levels and abilities. Last year the Larkin Hoffman MS 150 raised more than \$2.3 million to help create a world free of MS. It is never too early to start fundraising. Each rider is responsible for a minimum of \$300 in pledges. Just keep in mind that people can’t say yes until you ask them! Please take your time reading through this magazine as you will find valuable information such as how to check in, what to pack and much, much more.

Here are some tips that first time riders might find helpful:

- The most important thing on your bike is a properly fitting saddle. Spend some time in it to make sure it’s the one you want to be sitting on for 12 or more hours over a weekend.
- Most riders start on the route before 7:30 a.m. If you leave at 8:30 a.m., you’ll be one of the last on the route.
- The speed of our riders averages from 10 to 18 miles per hour. Don’t feel like you need to go faster than you’re comfortable with, there are riders of all speeds on this event.
- Lines for the showers can get pretty long. The longest lines are usually between 1 and 3 p.m. Showers are also available at Hinckley High School.
- Food lines can also be deceptively long. Even though the line is long, it really doesn’t take long to get to the food. Just to be safe, it’s best to plan on taking an hour for breakfast. This includes time in line, eating, going back for seconds, if you want them, and having time to chat with other riders.
- Some riders choose to bring a small amount of spending money with them in case they want to visit the food vendors or local hot spots. Small bills are best.
- Bring plastic bags for your wet gear (swimsuits, towels, etc.).
- You may also want to bring a credit card and blank checks with you in case the worst happens and you need some major repair on your bike during the event.
- The bike mechanics come prepared with almost everything you could possibly need. If you forget a water bottle or one of your spokes break, these are the people you want to see.
- If you are camping indoors, try to get a space early. The center of the room is always a little quieter than near doorways.
- If you’re a light sleeper, you might want a sleeping mask and ear plugs. They’re not all that attractive, but at least you’ll be sleeping.
- Information booths are located at Proctor, Hinckley and Blaine. If you have any questions or need any assistance, this is the best place to start.
- There will be specially marked port-o-potties for all our riders who raise \$1,000 or more.
- As always, MS staff are available to answer any questions or concerns you might have at biketour@mssociety.org or 612-335-7900.

We’ll see you in June!

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ASSURANT



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www.bicyclechain.com

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Two Twin Cities metro locations
www.bokoobikes.com

County Cycles

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www.countycycles.com

Erik's Bike Shop

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www.eriksbikeshop.com

Freewheel Bike

Minneapolis
www.freewheelbike.com

Gateway Cycle

Oakdale
www.gatewaycycle.com

Maple Grove Cycling & Fitness

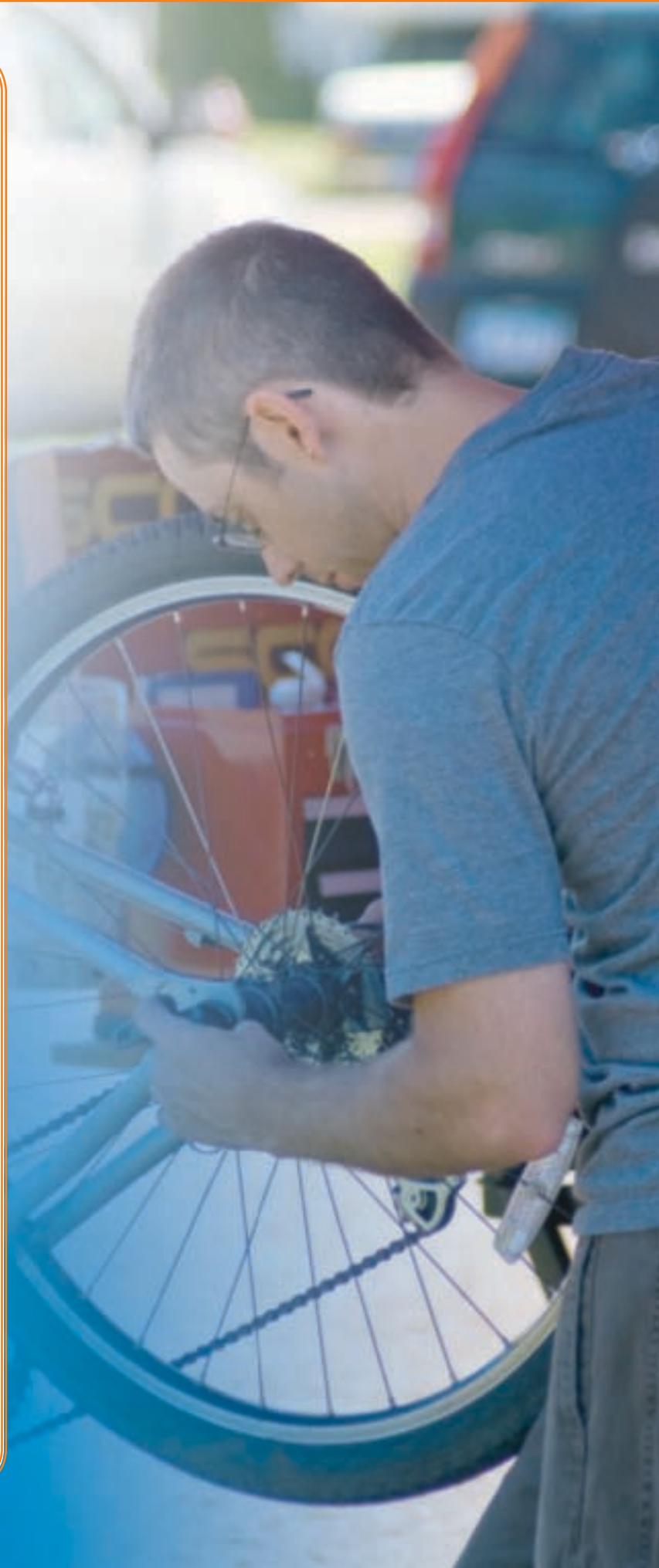
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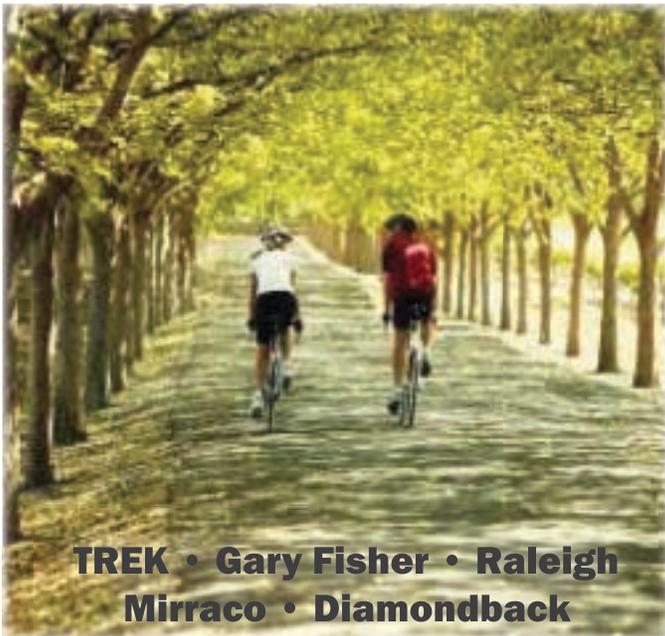
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<p>\$10 OFF your next merchandise purchase of \$50 or more at any Erik's Bike Shop. Valid Feb. 1 - Feb. 29, 2008.</p> <p>*Good towards one merchandise purchase of \$50 or more. Sorry, no other discounts apply. One coupon per person. Not valid on past purchases. Not valid on service/labor fees.</p> <p>Coupon Code: MCP3C1019</p>		

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Volunteers needed!



Each year, thousands of volunteers make MS Society events possible. Whether it's driving a rest stop truck or cheering at the finish line, volunteers are a crucial part of the Bike MS: Larkin Hoffman MS 150 Ride. If your friends and family members aren't busy participating in the event, invite them to lend a hand by volunteering. Volunteers receive lunch and a volunteer T-shirt.

Volunteers opportunities include:

- Intersection safety*
- Set-up/tear-down
- Registration
- Motorcycle escorts*
- Photographers
- First aid*
- Rest stop assistants
- Food service
- Ride marshals
- Massage therapists
- Truck drivers*
- Route markers*
- Parking assistants
- Support and gear drivers
- HAM radio operators

**=greatest need*

There is a volunteer position for everyone. For more information or to sign up, visit www.mssociety.org or contact Will Ziegenhagen at 612-335-7992 or wziegenhagen@mssociety.org.



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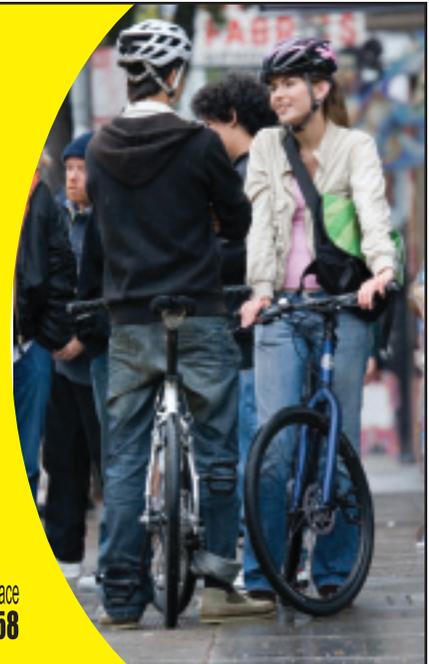
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Minneapolis
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2007 top fundraisers



Top fundraising team—NatureWorks/Cargill, \$98,232

Captain – Grant Braasch

Mission Stars Club

(participants who raised \$1 for every person with MS in Minnesota and western Wisconsin—\$9,000 or more)

Dan Anderson	\$9,000
Rachel Hollstadt	\$10,200
Gregory Lang	\$18,637
Denny McGill	\$20,895
Nancy McGill	\$15,205
Jim Rogers	\$9,537
Jennifer Rogers	\$10,012
Michael Schrock	\$11,150



Denny McGill, Top fundraiser, \$20,895

In his inaugural year, Denny McGill took the coveted top fundraising spot, raising a remarkable \$20,895 to help end MS. Denny is part of Team NatureWorks/Cargill.

VIP participants who raised \$3,000 or more

David Abrams	\$4,265	Fred Holzapfel	\$5,175	Jon Pedersen	\$4,000
Katie Adolfson	\$3,170	Tom Hus	\$3,440	Dave Rod	\$5,375
Janice Aune	\$3,600	Stephen Jenks	\$3,250	Pete Ruliffson	\$5,000
Marty Bassett	\$8,018	David Jenks	\$4,025	Tim Russell	\$3,330
LeRoy Bendickson	\$3,200	Allen Jenks	\$5,465	Jeffrey Schackor	\$3,025
Stephen Boulware	\$3,020	Steve Johnson	\$3,010	Lance Schlimgen	\$4,135
Chris Brown	\$6,675	Andy Johnson	\$4,310	Bob Schneider	\$4,185
Jim Butts	\$7,904	Jeremy Jordan	\$3,435	Ken Sobaski	\$7,845
Cathy Cartalucca	\$3,428	Mike Koepke	\$3,485	Charles Stark	\$4,235
Thomas Como	\$4,160	Douglas Kreusch	\$6,238	Jill Steinke	\$3,465
Bill Cook	\$3,250	Trevor Larsen	\$6,780	Mark Svobodny	\$3,845
Gary Disch	\$6,210	Pierre Jean Laupies	\$7,160	Raymond Tahnk-	
Rick Ebner	\$7,500	James Lorenzen	\$7,475	Johnson	\$4,175
Mike Etzel	\$3,050	Janell Melhorn	\$3,845	Tad Thompson	\$3,070
Bryan Everts	\$3,150	Michael Menner	\$3,050	Gary Van Cleve	\$4,490
Lawrence Fox	\$3,053	Pat Munson	\$3,745	Wayne Weber	\$3,100
Gary Gunter	\$3,268	Bob Nelson	\$6,002	Morgan White	\$3,000
Lisa Gustafson	\$4,137	Jean Nitchals	\$5,320	Ken Wise	\$8,325
Helene Haapala	\$4,500	Andy Olson	\$3,645	Todd Zabel	\$3,450
Chad Hemquist	\$3,055	Amy Ottenstroer	\$4,005		

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short may not be this exact image)

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THIS IS HOW I JOIN THE MOVEMENT.

Make a bequest to the society today. For more information, contact Shannon at 612-335-7928 or swolkerstorfer@mssocietyorg.

Kimberly, diagnosed in 2000

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Participant name (please print)

Event

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Participant's address _____
City _____ State _____ ZIP _____
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