



30th Annual Ride

June 12–14, 2009

bike

MS

Larkin
Hoffman
ATTORNEYS

MS 150
Ride 2009

Online fundraising pg. 6

Fundraising clubs pg. 8

Check-in, details and new finish site pg. 12

Overnight details pg. 18

Route info pg. 19

Bike shop coupons pg. 28–31



Birgit Lillehei

Dear Cyclists:

When I was diagnosed with multiple sclerosis in 2003 I remember feeling relieved that I finally had an answer for all the strange symptoms I was experiencing. But I also realized this disease would cause me to move forward in a new way. MS has taught me to slow down, enjoy the little things and never take anything for granted.

During the first year of my diagnosis I participated in three MS Society events including Bike MS: Larkin Hoffman MS 150 Ride. I remember feeling grateful and overwhelmed by the amazing people who were riding their bikes to help people like me.

I have returned to the ride every year since because I love the beautiful route, the new friends I meet and the profound feeling I get knowing I'm doing this for a wonderful and personal cause.

I'm looking forward to a great ride this year and hope to see you along the route!

Birgit Lillehei

Bike MS: Larkin Hoffman MS 150 Ride 2009 Ambassador

Bike MS: Larkin Hoffman MS 150 Ride is a fundraising event that helps move forward the lives of thousands of people affected by MS in Minnesota and western Wisconsin. By participating in this event you have joined the growing movement to end MS and agreed to raise at least \$300, the event's minimum pledge. There is no maximum pledge and the efforts you commit to fundraising now have long-lasting effects in shaping the future for people living with multiple sclerosis.

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.



What's Inside

Where the money goes	4
About the MS Society	5
Fundraising	6
Fundraising clubs	8
Prizes	9
Teams	10
Check-in and event details	12
Minors on the event	14
Packing list	16
Hotels	17
Overnight details	18
Rest stops and route information	19
Rookie rider tips	20
Cycling 101	21
Safety	22
Training	24
Route support	26
Sponsors	27
Bike shop coupons	28–31
Volunteers	29
Receipts	32
Deposit slips	33
2008 top fundraisers	34

National MS Society, Minnesota Chapter
200 12th Ave. S.
Minneapolis, MN 55415-1255
800-582-5296 • bikeMSminnesota.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 provide essential tools to help people advocate for improved quality of living for families affected by 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 more than 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:

- Emergency financial assistance to help steer families out of a crisis
- Independent Living Grants to help people with MS purchase products and services to adapt to the disease, such as respite care for care partners, aids for daily living, chore services and home or vehicle modification
- More than 65 support groups
- Information and referral services
- Educational programs about research, treatments, symptom management and more
- Exercise and wellness programs
- Programs for youth who have a parent or relative with MS
- Social and educational opportunities for people with MS and care partners, friends and families
- Advocacy efforts on critical issues that affect the quality of life for people with MS



You're a champion in the eyes of the MS Society

Visit the Minnesota Chapter's Move It Zone in Hinckley to celebrate your hard work and learn how your dedication is moving us closer to a world free of MS. You'll have the opportunity to kick back, relax and meet people living with the disease while enjoying exciting festivities and mingling with fellow riders.

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. Friends and family can pledge you and add their thoughts to your comments.

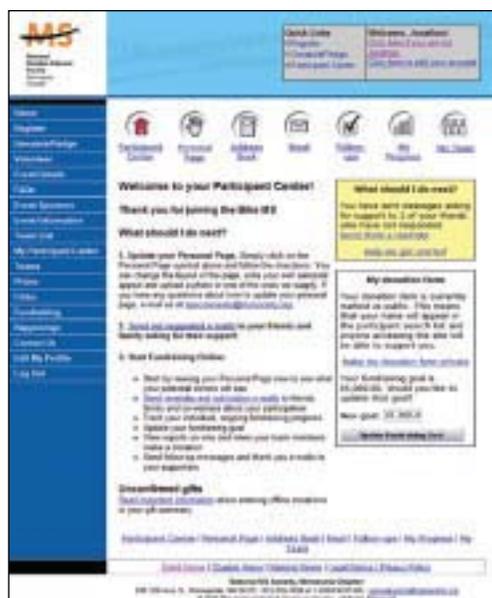
2. Send e-mails to friends and family asking for their support

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

- It may seem difficult to fundraise during these tough economic times, but remember that people living with MS need you now more than ever, and every little bit helps.
- Set a goal! Make it lofty but attainable. This will help motivate you, your teammates and people who donate to you.
- Sell candy, Tupperware, candles, magazines or other items, with a portion of proceeds going toward your team.
- 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.
- Sell concessions at a sporting event like the Wild, Twins, Timberwolves, Vikings, etc.
- Host a cook-out or potluck lunch or bring bagels and juice and ask for donations.
- Contact a local grocery store and bag groceries for donations — great for fundraising and team building.
- Place a donation jar or event information at your desk.
- If you participate in honor of someone, get their permission to include their photo and story in your pledge letters, Web site, etc.
- If you are on a corporate team, get the entire office involved. Ask the company to donate days off or allow 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 present information.
- Fundraising does not have to be scary. You are participating in a worthwhile and important cause. Enthusiasm is contagious, so spread yours today.
- Visit www.bikeMSminnesota.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*

If you raise \$1,000 by the day of the event, 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. 21, 2009. 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 more than 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 and Tonka Cycle.

The pledge deadline is

July 10, 2009. Turn in at least \$500 in pledges by the July 10 pledge deadline and you may receive a gift certificate from either a sponsoring bike shop or Best Buy — and/or choose a Bike MS: Larkin Hoffman MS 150 Ride 2009 jersey.

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 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 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 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 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 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 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 an \$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 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 10, 2009 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 approximately 88 percent of cyclists in Bike MS: Larkin Hoffman MS 150 Ride participate as part of a team? That means this year you will join more than 2,700 team members dedicated to creating a world free of MS.

What makes a team?

It only takes four or more 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 really great prizes, including team tents, easy pre-event check-in at your office, team competitions and more.

Forming a team is easy

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

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. If you are already registered as an individual rider and would like to form a new team, call 800-582-5296 to get your team started today.



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 in Hinckley! 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 more than 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 2008 corporate-supported Bike MS: Larkin Hoffman MS 150 teams raised more than \$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

**New
Location**

Getting to the new start site—Nowthen Threshing Show Grounds (7415 Old Viking Blvd. N.W., Nowthen, MN 55303)

From the Twin Cities

From I-494/I-694

Take I-94 west toward St. Cloud. Merge onto MN Hwy. 101 north (exit 207) toward Elk River. MN Hwy. 101 north becomes U.S. Hwy. 169 north. Turn right on Main St. N.W./CR-12 east. Follow CR-12 east. CR-12 east becomes 181st Ave. N.W./CR-22. Turn left on Baugh St. N.W. Turn right on Viking Blvd. N.W. Turn left on Cleary Road N.W./CR-66. Turn left on Old Viking Blvd. N.W.

From I-35W/I-694

From I-35W north, take U.S. Hwy. 10 west (exit 30) to Anoka. Take Ferry St./MN Hwy. 47 north (exit 224B) right onto N. Ferry St./MN Hwy. 47 north. Follow MN Hwy. 47 north. Turn left on CR-22/Viking Blvd. Turn right on Cleary Road N.W./CR-66. Turn left on Old Viking Blvd. N.W.

Proctor High School, Proctor

From the Twin Cities

I-35W north to Boundary Ave. (Exit 249). Left on Boundary Ave., CR-14. Left on U.S. Hwy. 2. Left on Second St. High school will be in front of you on the intersection of Second St. and Ninth Ave.

How do I check in?

Riders have three check-in location options: **Pre-check-in at the MS Society office, Nowthen** or **Proctor**. At check-in, turn in any money you have collected in a pledge envelope along with your signed waiver and prize selection sheet. Note: Riders under age 18 have additional requirements to be fulfilled prior to the event. Please see the **minimum age requirement** section on page 14.

You receive your event T-shirt and rider packet that includes your wristband, which must be worn all weekend, bike tag and two luggage tags with your rider number.

Pre-check-ins: Thursday, June 4, and Monday, June 8, 8:30 a.m. to 7:30 p.m.

- Come to the MS Society office to receive your rider packet and event T-shirt. Pre-check-in saves you time when you arrive for the weekend since you won't need to check in Friday or Saturday.



Each rider is required to collect and submit a \$300 pledge minimum.

Nowthen check-in: Friday, June 12 (1 to 7 p.m.)

- Buses will leave continuously during check-in. The first bus departs shortly after 1 p.m.
- **New** — General check-in is at the Nowthen Threshing Show Grounds. If you raised \$1,000 or more, 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 Nowthen Threshing Show Grounds.
- 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, 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 13 (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, bring your luggage to the luggage loading area, put it on the appropriate trucks and bring your bike down to the bike corral.
- At the bike corral there are water and Gatorade stations and bike mechanics nearby for last minute needs.
- After you're fully hydrated, feel free to start out on the route.
- Breakfast is served from 5:30 to 8 a.m. in the 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 10, 2009.





NEW! Minimum age requirement

In 2008, the MS Society 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.
- Parent/legal guardian of riders under the age of 18 must sign a notarized waiver and release form. By signing this release, the parent/legal guardian acknowledges the society's policy and accepts full responsibility for the safety and welfare of their child.
- All underage riders must be accompanied by a parent or responsible adult at all times. The adult must be at least 21 years of age and be registered for the event.
 - ◆ The adult-child ratio for 12- to 17-year-old riders must be at least 1:3.
 - ◆ The adult-child ratio for riders under 12 must be 1:1.
- No trailers or carriers allowed on the route. Tag-alongs are allowed.

Transporting your bike

- If you are taking the bus from Nowthen 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 Nowthen 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.

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.



SMARTER DECISIONS

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 Nowthen Threshing Show Grounds 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 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 10, 2009 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**)
- Mirror (helmet or bar-end type)
- 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 buses run Friday, June 12, (until 11 p.m.) and Saturday, June 13, (6 to 8 a.m.).

AmericInn, Proctor 218-624-1026 or 1-800-396-5007

Best Western, downtown Duluth 218-727-6851 or 1-800-570-9802

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

Radisson Hotel, Duluth, Duluth 218-727-8981 or 1-800-201-1718

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 buses run Saturday, June 13, (noon to 10 p.m.) and Sunday, June 14, (6 to 8 a.m.) in Hinckley.

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

Travelodge, 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 1-800-494-0562

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



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 2009 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.

In honor of Mission Stars member Nancy McGill who raised \$15,120

Mahtowa

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

In honor of all Mission Stars Club members

Moose Lake

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

In honor of all Mission Stars Club members

Willow River (lunch stop)

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

In honor of Mission Stars member Denny McGill who raised \$22,233

Finlayson

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

In honor of Mission Stars member Rachel Hollstadt who raised \$9,892

Sunday rest stops

Pine City

Open approx. 7 to 10 a.m.

In honor of Mission Stars member Pierre Jean Laupies who raised \$10,360

Rush City

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

In honor of all Mission Stars Club members

North Branch (lunch stop)

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

In honor of Mission Stars member Greg Lang who raised \$13,045

Isanti

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

In honor of all Mission Stars Club members

St. Francis

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

In honor of Mission Stars member Mike Vitelli who raised \$13,025

Rookie riders

Welcome to your first Bike MS: Larkin Hoffman MS 150 Ride! This year marks the 30th 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 \$2.4 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 Nowthen. 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 bikeMS@MSsociety.org or 612-335-7900.

We’ll see you in June!

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!

Mirror — A bicycle mirror helps you see if cars or other riders are approaching or preparing to pass.

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. 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 a top 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 bikeMS@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** generous

Reliakor
services
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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 Rider Help Line 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 during the ride 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.

Training ride information

For information about training with local bike clubs, please visit bikeMSminnesota.org.

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.

Bike shop sponsors

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Freewheel Bike

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Gateway Cycle

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Maple Grove Cycling & Fitness

Maple Grove
www.maplegrovecycling.com

Penn Cycle

Seven Twin Cities metro locations
www.penncycle.com

Tonka Cycle & Ski

Minnetonka
www.tonkacycleandski.com



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.



Bike shop mechanics

Nine local bike shops sponsor Bike MS. Bike mechanics will 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.

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.



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.

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.

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.

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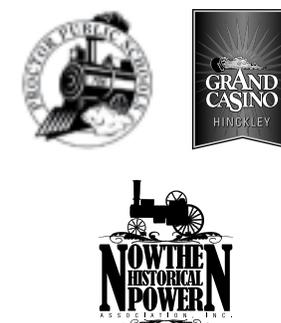
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Volunteers needed!



Your
photo
here

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 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.MSociety.org or contact Will Ziegenhagen at 612-335-7992 or wziegenhagen@MSociety.org.

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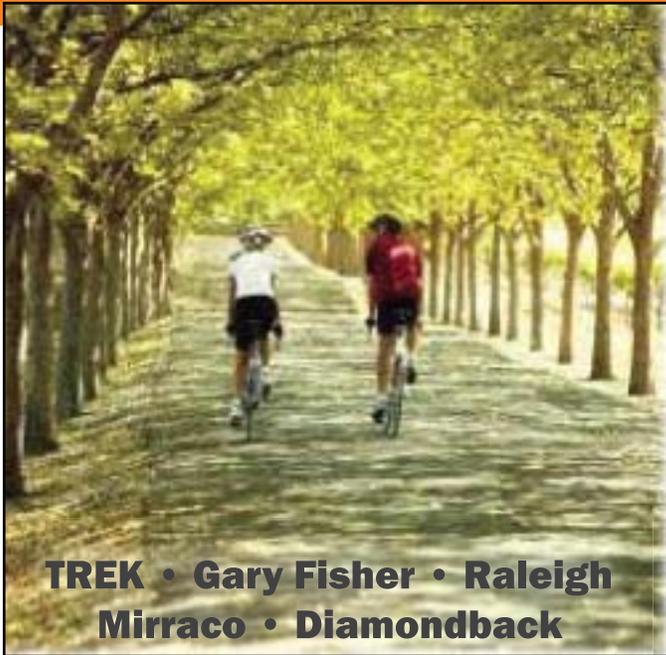


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of the Larkin Hoffman
MS 150!**

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Doug, diagnosed in 2003

Roaring ahead in spite of MS

Doug Lyon, diagnosed with multiple sclerosis in 2003, is a six-year MS River Road Run Motorcycle Tour veteran, and has raised more than \$54,000 to help end MS. He also volunteers for the weeklong MS Camp.

Doug recently found a new way to join the movement. He added a bequest to the National MS Society in his will, joining the Lawry Circle. "In some ways, MS has defined me. I am able to volunteer, fundraise and also make a planned gift," Doug said. "I can do something about MS."

ROAR AHEAD WITH DOUG IN THE MS MOVEMENT.

Make a gift today through your will or retirement plan. Contact Shannon Wolkerstorfer at 612-335-7928, 800-582-5296 or swolkerstorfer@MSSociety.org.

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Minnesota
Chapter

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Contributor _____

Date ____/____/____

Amount donated \$ _____

Your contribution is tax deductible to the fullest extent allowed by law.

Signature of National MS Society, Minnesota Chapter staff member, volunteer or event participant

Participant name (please print)

Event

Thank you for helping to create a world free of MS.

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Amount donated \$ _____

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Signature of National MS Society, Minnesota Chapter staff member, volunteer or event participant

Participant name (please print)

Event

Thank you for helping to create a world free of MS.

Photocopy this page or visit www.MSsociety.org to download more receipts.

See Page 6 to start your online effort today.

Deposit slip

Attach this form when sending contributions.

Bike MS



National
Multiple Sclerosis
Society
Minnesota
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200 12th Ave. S.
Minneapolis, MN 55415-1255

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800-582-5296 (v/tdd)

Please provide event participant's information below. Do not include sponsor/donor information on this form. If you are turning in checks, please include your name and ID number on the memo line of all your checks. **Make checks payable to the MS Society. DO NOT send cash.**

ID# _____

Event: Allianz Twin Cities Ride Larkin Hoffman MS 150 Ride Star Tribune TRAM Ride

Participant's name _____

Participant's address _____

City _____ State _____ ZIP _____

Payment amount \$ _____ E-mail address _____

Deposit slip

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Bike MS



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Participant's address _____

City _____ State _____ ZIP _____

Payment amount \$ _____ E-mail address _____

Deposit slip

Attach this form when sending contributions.

Bike MS



National
Multiple Sclerosis
Society
Minnesota
Chapter

200 12th Ave. S.
Minneapolis, MN 55415-1255

612-335-7900
800-582-5296 (v/tdd)

Please provide event participant's information below. Do not include sponsor/donor information on this form. If you are turning in checks, please include your name and ID number on the memo line of all your checks. **Make checks payable to the MS Society. DO NOT send cash.**

ID# _____

Event: Allianz Twin Cities Ride Larkin Hoffman MS 150 Ride Star Tribune TRAM Ride

Participant's name _____

Participant's address _____

City _____ State _____ ZIP _____

Payment amount \$ _____ E-mail address _____

Photocopy this page or visit www.MSsociety.org to download more deposit slips.

2008 top fundraisers



Top fundraising team - Real Estate Riders, \$112,586

Captain – LeRoy Bendickson



Denny McGill, Top fundraiser, \$22,233

In his second year, Denny maintained the coveted spot as top fundraiser raising \$22,233 to help create a world free of MS. Denny is part of Team Pelleton.

Mission Stars Club

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

Rachel Hollstadt	\$9,892
Gregory Lang	\$13,045
Pierre Jean Laupies	\$10,360
Denny McGill	\$22,233
Nancy McGill	\$15,120
Michael Vitelli	\$13,025

VIP participants who raised \$3,000 or more

David Abrams	\$4,046	John Evans	\$3,985	James Lorenzen	\$8,495
Karen Anderson	\$3,730	Zachary Evans	\$4,150	Janell Melhorn	\$4,426
Peter Anderson	\$3,005	Bryan Evarts	\$3,806	Michael Menner	\$3,220
Martin Bassett	\$6,275	Bill Franke	\$3,580	Patricia Munson	\$4,712
Guillaume Bastiaens	\$4,210	Michael Gilbert	\$3,355	Bob Nelson	\$6,632
LeRoy Bendickson	\$4,400	Mike Guild	\$3,492	Jean Nitchals	\$3,036
James Blumke	\$5,375	Helene Haapala	\$6,651	Andy Olson	\$4,905
Stephen Boulware	\$5,170	Dale Hanson	\$3,340	David Potts	\$4,036
Erin Bowley	\$3,336	Steve Hendricks	\$3,045	Dave Rod	\$4,970
Orvin Burma	\$3,305	Fred Holzapfel	\$3,115	Jim Rogers	\$3,150
Dave Burrill	\$3,020	Brad Honold	\$3,385	Christopher Rooney	\$3,570
Jim Byrne	\$4,200	Allen Jenks	\$4,445	Pete Ruliffson	\$3,245
Ronald Christenson	\$3,715	David Jenks	\$3,215	Tim Russell	\$3,750
Gary Cohen	\$3,271	Rod Jensen	\$3,030	Mark Scharmer	\$3,474
Thomas Como	\$4,026	Dellhart Jones	\$6,513	Kate Scheffler	\$3,290
Jack Conrad	\$7,345	Joseph Jones	\$3,150	Mike Schrock	\$7,500
Bill Cook	\$3,185	Steve Katkov	\$3,000	George Smida	\$3,280
Mike Deml	\$3,104	John Knievel	\$4,760	Raymond Tahnk-Johnson	\$4,950
Gary Disch	\$5,550	Douglas Kreusch	\$5,050	Morgan White	\$3,081
Rick Ebner	\$3,700	Douglas Lange	\$4,115	Mike Wiese	\$4,245
Jim Eisler	\$4,519	Jeffrey Larson	\$4,315	Ken Wise	\$6,165
Susan Engebretson	\$3,030	Birgit Lillehei	\$3,050	Todd Zabel	\$5,755

celebrating 30 years!



Barnum rest stop, 1986



Kettle River bridge, 1991



Rest stop, 2000



Hastings in site, 2005



Duluth finish, 1987



Finish line, 1995



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