

Don't just ride, Bike MS.

BIKE MS: CRUISE THE CORNFIELDS /// JUNE 23-24, 2012

THE OFFICIAL BIKE MS RIDER MAGAZINE



bike

MSSM

Cruise the
Cornfields 2012

Iowa

RIDE INFORMATION

REGARDLESS OF WHERE YOU CHECK-IN, HERE'S WHAT WILL HAPPEN:

- **New for 2012**, you will not be able to participate without confirmed donations totaling your required minimum of \$200. Be prepared with cash, check or credit card to pay your remaining balance at check-in.
- Turn in any money or matching gift forms you've collected that haven't already been submitted.
- Verify your contact information.
- Receive your rider packet. The packet includes a wristband, which must be worn all weekend, a bike tag and two luggage tags. The wristband and tags each have your rider number printed on them.
- Receive your event T-shirt.
- **NOTE:** Riders under age 18 must have a minor's waiver notarized before or at check-in. A notary will be available at each check-in location.

//////////////////////////////////// CHECKING IN //////////////////////////////////////

Thursday, June 21, 5–8 p.m.

THURSDAY NIGHT FUEL-UP

Beaverdale Saints Pub and Patio
4041 Urbandale Ave., Des Moines, IA 50310

Saturday, June 23, 6–7:30 a.m.

EVENT DAY CHECK-IN

DMACC Building 5
2006 S. Ankeny Blvd., Ankeny, Iowa 50023

The ride will start at 7:30 a.m. Please arrive early enough to eat breakfast sponsored by Machine Shed, turn in any remaining donations and place all tags on your bike, wrist and luggage before beginning your 35- or 75- mile journey.

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WHEN YOU ARRIVE AT START SITE

When you get to DMACC Building 5 in Ankeny, you can park your car in their lot safely for the weekend.

If you attended the Thursday Night Fuel-Up, be sure to bring your wristband and all tags with you. The wristband must be worn all weekend! If you didn't attend the Fuel-Up, you'll need to meet at the registration tables just inside the doors of Building 5.

Once you have your rider packet with all the required tags, place one tag on your bike and one tag on your luggage. Bring your luggage to a truck parked in front of Building 5. Your luggage will be transported to Ames and placed in numerical order at the finish line. If you have a 10x10 pop up tent for Team Village, it can also be transported with the luggage. (Please indicate your team name on the outside of the bag.)

The ride will begin at 7:30 a.m. If you leave before that time, you will not be supported until the route opens. Please plan to be outside for the start by 7:15 a.m.

SPONSORS



DAILY SCHEDULE OF ACTIVITIES

SATURDAY, JUNE 23

Machine Shed breakfast in lunch room	6–7:30 a.m.	DMACC Building 5
Check-in open	6–7:30 a.m.	DMACC Building 5
Route open	7:30 a.m.	DMACC Building 5
OverTime pizza served	11 a.m. – 2 p.m.	Scheman Hall
Showers available	11:30 a.m. – 8 p.m.	Leid Recreation Center
Shuttles loop to Friley Hall and hotels	3:30 p.m. – 8 p.m.	Scheman Hall
Last shuttle departs from finish line	8 p.m.	Scheman Hall
Massage therapists available	Noon – 5 p.m.	Scheman Hall
DJ Click 'n Play spins music	11 a.m. – 4 p.m.	Scheman Hall
OverTime dinner served	4–6 p.m.	Scheman Hall
Route officially closes	4:30 p.m.	Scheman Hall
Program	5:45–6:15 p.m.	Scheman Hall
Rudy York (band) plays	6:15–8 p.m.	Scheman Hall
VIP reception in VIP tent	1–5:45 p.m.	Scheman Hall
Team photos	3–5 p.m.	Location TBD



SUNDAY, JUNE 12

Sunday is Golden Gears/Jersey Day! Show your pride and wear your Golden Gears or MS jersey.

Shuttles loop to Scheman Hall and hotels	5:30–7 a.m.	Friley Hall
Last shuttle arrives at start line	7 a.m.	Scheman Hall
Breakfast served	6–7:15 a.m.	Scheman Hall
Route opens	7:30 a.m.	Scheman Hall
Finish line meal served	9:30 a.m. – 5 p.m.	TBD
Route closes	4:30 p.m.	DMACC Building 5



ROUTE AND REST STOP INFORMATION

ROUTE MAP

Printed route maps are available at each check-in location. To download a map, please visit the Event Details pages at myMSbike.org. This map is not final until the week before the ride.

ON THE ROUTE EACH DAY

Food and beverages will be available at each rest stop.

Riders who leave before 7:30 a.m. Saturday or Sunday are officially unsupported until the route is open.

The route is officially closed at 4:30 p.m. Anyone still on the route will be asked to ride in a support vehicle to the finish line.

SAGS (Support and Gear Vans) will be available to assist you on the route if you get tired or have mechanical issues.

Ride Marshals will be wearing red jerseys and will make sure all riders are riding safely and will also assist you if you need help.

REST STOPS

The route is signed and supported for the duration of the event. The Upper Midwest Chapter provides rest stops every 10 to 15 miles, where you can get fruit, water and snacks.

SATURDAY REST STOPS 75-mile route

1. **HTT-The Oasis** (Sheldahl)
7:30–10 a.m.
2. **HTT-Dalander Park** (Madrid; routes split here)
8–10:45 a.m.
3. **Bethel Church** (Woodward)
8:30 a.m. – noon
4. **Lunch in Boone**
9 a.m. – 1 p.m.
5. **St. Peter and Paul Church**
9:30 a.m. – 3:30 p.m.
6. **Scheman Building** (finish, Ames)
9 a.m. – 4:30 p.m.

SATURDAY REST STOPS 35-mile route

1. **HTT-The Oasis** (Sheldahl)
7:30–10 a.m.
2. **HTT-Dalander Park** (Madrid; routes split here)
8–10:45 a.m.
3. **Scheman Building** (finish, Ames)
9 a.m. – 4:30 p.m.

SUNDAY REST STOPS 75-mile route

1. **Casey's Gas Station** (Nevada)
7:30–10 a.m.
2. **Rose Garden** (State Center)
Open approx. 7–10 a.m.
3. **Rhodes Trailhead Park** (Rhodes)
Open approx. 8:30 a.m. – noon
4. **Maxwell City Park** (Maxwell)
Open approx. 9 a.m. – 1 p.m.
5. **Water Street Bar and Grill** (lunch, Cambridge)
7:30 a.m. – 2:30 p.m.
6. **Elkhart City Park** (Elkhart)
Open approx. 8 a.m. – 3:30 p.m.
7. **Finish line** (Ankeny)
9 a.m. – 5 p.m.

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7:30 a.m. – 2:30 p.m.
- 2. Elkhart City Park** (Elkhart)
Open approx. 8 a.m. – 3:30 p.m.
- 3. Finish line** (Ankeny)
9 a.m. – 5 p.m.

SHUTTLES

Shuttle buses will make continuous loops between Friley Hall, Leid Rec Center, hotels and Scheman Hall. Only the hotels listed online are included on the shuttle routes, so you'll need to make your own plans from getting to and from the overnight grounds if you choose to stay in a different hotel. The last hotel shuttle for Saturday evening picks up at Scheman Hall at 8 p.m. The last shuttle will return to Scheman Hall on Sunday morning at 7 a.m.

CAMPING

There is no camping available in the city of Ames.

TEAM VILLAGE

Team Village is a wonderful place to gather your team after a long day on a bike! This is your time to celebrate your successful year of fundraising and of course the finish of a long journey! The National MS Society will haul and set up your team's 10-by-10 tent if you drop it off at the office by June 21, labeled with your team name. Your team will be in charge of decorating it, cleaning up and taking it down after the finish line closes (8 p.m.). Be sure to delegate tent decoration to your team's "party people" before riding into Ames!

Saturday's activities will take place in Team Village, which include music by DJ Click 'n Play and lunch and dinner served by OverTime Sports Pub and Grill. Plus, unwind with a massage, a beer in the beer tent and more!

A brief program on stage will begin at 5:45 p.m. followed by a performance by Rudy York! Saturday night's activities will close at 8 p.m.

BIKE REPAIR

There will be sponsored bike shops at the overnight site Sunday morning and on the route. Riders are responsible for any repairs so remember to keep money or a credit card on hand. Bike tune-ups are not available on the event.



TEAM PHOTOS

Team photos will be taken behind Scheman Hall from 3 to 5 p.m. on a first come, first-served basis.

MASSAGES

Massage therapists will be available just outside of Team Village behind Scheman Hall (\$5 for 10 minutes, \$10 for 20 minutes and \$20 for 30 minutes).

EVENT PHOTOS

Photographers are on the tour each day to catch all riders in motion. There will also be team photos at the finish line.



FUNDRAISING PRIZES AND CLUBS

It's a good feeling knowing every dollar you raise makes a difference in the lives of people with MS. The more money you raise, the more perks you receive, so get moving — we'll help you get there!

GIFT CARDS AND 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: Barr Bike & Fitness, Rasmussen Bike Shop, Bike World and Skunk River Cycles.

The National MS Society thanks Best Buy and all bike shops for providing a portion of our prizes. The National MS Society purchases a portion of all prizes. Prizes are based on money turned in by July 13, 2012, 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 \$200 donation 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 more than \$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.

EXTRA-MILERS

Extra-milers are participants who take their support of the MS movement to the next level. Each year, the Upper Midwest 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, bringing us even closer to a world free of MS. Your generosity earns special recognition.

\$500 PRIZE LEVEL

Raise \$500 and choose a \$45 bike shop or \$30 Best Buy gift certificate or an official 2012 Bike MS prize jersey or become an Extra-miler.

GOLDEN GEARS CLUB, \$1,000

Raise \$1,000 by the day of the event and there will be special perks for you on the ride 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.

- \$500 prize level reward
- Free registration in 2013
- Special recognition and perks on the event
- Golden Gears Club jersey in your inaugural year and a star to add to your jersey every year after

VIP CLUB, \$3,000

Receive all the perks of the Golden Gears Club and more!

- All perks of the Golden Gears Club
- Recognition on route
- VIP jersey in your inaugural year
- Ride any Upper Midwest Chapter Bike MS event for free

MISSION STARS CLUB, \$10,000

This is the big ticket. You receive all the perks of the Golden Gears and VIP clubs in addition to recognition throughout the year for your tremendous fundraising efforts.

- All perks of Golden Gears and VIP clubs
- Rest stop named in your honor
- Mission Stars Club fleece vest in your inaugural year

WHERE THE MONEY GOES



The National MS Society, Upper Midwest Chapter is a nonprofit organization that meets the standards of all major charity review agencies. More than 72 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.

TOGETHER, WE ARE THE MS MOVEMENT.

Every hour in the United States, someone is newly diagnosed with multiple sclerosis, an unpredictable, often disabling disease of the central nervous system that interrupts the flow of information within the brain and between the brain and the body. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men living with the disease. MS affects 17,000 people in the Upper Midwest Chapter area, 400,000 in the United States and 2.1 million worldwide.

There is no cure, but research is progressing at a remarkable rate, with more potential therapies in the pipeline than at any other time in history. With the help of people like you, the National MS Society fuels critical research and addresses the challenges of each person whose life is affected by MS. Your money helps provide vital resources to the 17,000 families touched by MS in our chapter.



Thank you for joining the movement to end multiple sclerosis. Money raised through Bike MS: Cruise the Cornfields supports research and helps people with MS move their lives forward.



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