

BIKE MS IS CLOSE! YOUR NEED-TO-KNOWS ARE INSIDE.



RIDE TOWARD A WORLD FREE OF MS » JUNE 21, 2014

Don't just ride, Bike MS

Where your money goes

The National Multiple Sclerosis Society is a collective of passionate individuals who want to do something about MS now. MS stops people from moving. We exist to make sure it doesn't.

The Upper Midwest Chapter serves more than 17,000 people living with MS in Iowa, Minnesota, North Dakota and South Dakota, along with several counties in western Wisconsin and Nebraska. There is no cure, but with the help of people like you, research is progressing at a remarkable rate, with more potential therapies in the pipeline than at any other time in history.

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

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

Sponsors — thank you!



Thanks for registering for Bike MS!

We're really excited you chose to spend a Saturday with us! The Bike MS team will do its very best to make sure you have an awesome day — we'll keep you hydrated, your tires full of air, and your lips cracked into a smile for the duration of the ride. Thank you for joining Bike MS and for supporting the work that keeps people with multiple sclerosis moving.

Now let's get to business!

WHEN AND WHERE SHOULD I CHECK IN? You have two check-in options. Join us at the Friday Night Fuel-Up, June 20, from 5 to 8 p.m. at OverTime Bar and Grill (4810 NW 86th St., Urbandale IA 50322), OR check in event day between 7 and 9 a.m. at the Scheman Building on the Iowa State University campus (Lincoln Way, Ames, IA 50011). You must check in before riding! If you plan to take the 100-mile route, we strongly encourage you to start by 7:30 a.m.

WHAT HAPPENS WHEN YOU GET THERE? If you're arriving on four wheels, park it! Next, let us know you've arrived by checking in. At the check-in tables, you'll turn in any additional money you've raised and matching gift forms. You'll walk away with a wristband, a bike tag and a T-shirt. A light breakfast will be served.

IMPORTANT: The fundraising minimum for Bike MS: C.H. Robinson Cruise the Cornfields is \$100. You will not be able to participate without confirmed donations totaling \$100. Be prepared to pay your remaining balance at check-in.

ON THE ROUTE: Once you've checked in, grab who you know and get riding! While pedaling, you may choose from 25-, 50- or 100-mile route options. All routes are signed and supported till you cross the finish line. Rest stops stocked with fruit, water and snacks are provided every 10-15 miles. Route maps are available at myMSbike.org.

Bike mechanics will be available to assist you with bike repairs (flat tires, busted chains, etc). Give them lots of love and high fives when you see them.

Support and gear vans (SAGs) also will be on the route in the event you get tired or have mechanical issues. The routes will officially close at 4:30 p.m.

FINISH LINE CELEBRATION: Roll into a festive finish line celebration with music, food and beverages. Invite your friends and family to cheer as you cross the finish line.

BIKE MS MYTH

Asking for donations is as hard as a Midwest winter. *Debunked!*

That's just not true. We can promise asking for donations doesn't require a shovel, and it certainly won't induce a serious case of cabin fever. It only gives people in your circle a chance to say "yes!" and helps the National MS Society continue its quest for a world free of MS.

Start by setting up your personal fundraising page, then send a few emails, talk to your mom, and you're on your way! Ask five people you know for a \$10 donation, and you've met the minimum. Ask for more, and you might be eligible for prizes and major event perks.

For fundraising ideas, prize level information and more, visit myMSbike.org.

Be sure to visit myMSbike.org for event updates and other important information. Questions? Contact us at 855-372-1331 or specialevents@MSSociety.org.



*We love to
celebrate our
riders doin'
big things.*

Once you've read through all the need-to-knows, use this progress tracker. When you've hit your fundraising goal (or if you're no where close and need help), stick your face through the cut-out and snap a photo. Then, share it on our Facebook page at facebook.com/BikeMSUpperMidwest.

My fundraising progress

Goal: _____

\$

\$

\$

\$

\$



Rise to the top! Track your fundraising here.

Avoid the potholes, and stay between the lines — *we'll see you soon!*