Changing the WORLD for people affected by MS

Did You Know

- *The National MS Society is a driving force of MS research, relentlessly pursuing prevention, treatment and a cure.*
- *We have invested more than $870 million since our founding and have recruited more than 800 new MS researchers to the field.*
- *We are recognized as the catalyst for ALL major advancements in MS- we discovered and drove nerve and myelin repair in MS research. We offer more programs and services than any other MS organization in the world.*
- *We raise more than $165 million through Bike MS, the 5th largest event in the nation.*

Turning in Donations

Bring your donations to registration check-in on Friday night at the Comfort Inn or Saturday morning at the Talbot County Community Center. Include your name in the memo portion of the check to ensure the funds are credited to your account. Make checks payable to the National MS Society. You can also mail your donations to:

National MS Society, Maryland Chapter
2219 York Road, Suite 302
Timonium, MD 21093

Connect with us!

Get up to date information about **Bike MS**

Facebook.com/MSMaryland

@NMSSMaryland

@MS_Maryland

Don't just ride, Bike MS

BIKE MS: CHESAPEAKE CHALLENGE
JUNE 6 - JUNE 7, 2015

Thank you for registering to ride in Bike MS: Chesapeake Challenge 2015 presented by Wells Fargo. Over the past 33 years, through our cyclists' sweat, tears and dedication, we have raised close to $9 million. Each year, the National MS Society increases its research commitments to ensure we are pursuing all promising paths to uncover solutions for EVERYONE with MS. This year alone, we are investing $50 million into research investigations around the globe. The Society is the best investment in driving solutions and changing the world for people with MS.

Inside this newsletter you will find everything you need to get ready for Bike MS. We want our ride to be fun and safe for all of our participants. With every mile you ride, you will be proving that you can meet the challenge and make a difference.

Why do we ride? We ride in honor of the thousands of men and women living with MS. We ride to fund research that will one day reveal a cure and a cause for MS. We ride because many of those living with MS can't. We ride because we are dedicated to the cause and even more to the cure.

Understanding and ending MS can't come fast enough and it will take all of us working together.

Don't forget: You must turn in your $300 pledge minimum prior to the start of Bike MS. Out of fairness to all cyclists, no one will be able to participate without raising the minimum. If you have fundraising questions please call 443-641-1207.

bike MS Chesapeake Challenge 2015

WELLS FARGO

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

Getting There:

Friday evening registration and check-in:

Comfort Inn Easton
8523 Ocean Gateway, Easton, MD 21601

5 p.m. - 9 p.m.

Start/Finish location and
Saturday morning registration check-in:

Talbot County Community Center:
10028 Ocean Gateway, Easton, MD 21601

6:30 a.m. - 9:30 a.m.

There will be ample parking available for all cyclists at the Talbot County Community Center. We strongly encourage all cyclists who are staying at nearby hotels to drive to the start/finish line on Saturday and Sunday mornings.

There will be no registration or check-in on Sunday.

Discounted room blocks are available at these hotels:

Holiday Inn Express
8561 Ocean Gateway
Easton, MD 21601
$149 per night
410-819-6500

Comfort Inn
8523 Ocean Gateway
Easton, MD 21601
$135 per night
410-820-8333

Econo Lodge
8175 Ocean Gateway
Easton, MD 21601
$90 per night
410-820-5555
**Must reserve room by April 30*

What to Pack for Bike MS

With you on your bike:

- Helmet - THIS IS REQUIRED!
- Padded bike shorts, jersey, cycling gloves
- Shoes, socks and sunglasses
- Sunscreen and lip balm
- Patch, spare tubes, tire pump, tire levers, multi-tool
- Identification (driver's license)
- Emergency cash, credit card (for massages, bike techs)
- Water bottle, hydration pack
- Snacks - anything used during your training

If camping at the Talbot County Community Center, consider bringing the following:

- Towel for shower
- Toiletries
- Riding clothes
- Change of clothes for Saturday evening
- Change of clothes for trip home
- Medications
- Travel alarm clock
- Shower shoes
- Rain poncho (hope you don't need this!)
- Sleeping bag, pillow, bed sheets
- Air mattress/cot or tent

Following the Route

Each rider will receive a cue sheet and map at the start of each day's ride. These are your big picture tools. Use them to get a feel for the area and then check them at rest stops so you have a better mental picture of your surroundings.

The route will be heavily marked with brightly colored arrows coordinating with which routes you cycle. They will indicate turns as well as straight sections so you always know that you are on the right track. For the most part, signs appear before, at and after each turn and any points along the way where there is the possibility of confusion. Expect to see a sign about every 1/3 of a mile.

Please Note: After Saturday's lunch stop, all routes will ride on the Oxford Bellevue ferry to continue along their respective routes.

Remember: We are guests in the towns along the route.

Bike MS Check-In Times and Locations

Check-in for the Chesapeake Challenge will take place Friday, June 5 at the **Comfort Inn** from 5 p.m. - 9 p.m.

- At check-in, all Cyclists will receive their rider packet with rider bib number and will be required to sign a participant waiver and emergency contact form. These forms are included in this package. Please bring your completed pledge envelope and waiver to check-in.
- All riders under 18 must have their waiver notarized prior to the start of the ride. Please contact the Chapter prior to the event to receive this waiver. Be sure to obtain the necessary notarization prior to arriving at the Talbot County Community Center.
- Any Cyclists staying overnight in the Talbot County Community Center must arrive and check-in by 9:00 p.m. on Friday, June 5 or you will not be able to stay overnight at the Talbot County Community Center.
- Bike MS check-in is open from 6:30 a.m. until 9:30 a.m. on Saturday, June 6 at the Talbot County Community Center.

Special Thanks to our 2015 Event Sponsors!

We couldn't do it without your support.

Frito Lay
Leonard Paper Company
Mar-Del Watermelon Association
Utz
S Freedman & Sons
Rita's Italian Ice
Blue Diamond Growers

Bike Tech Support on the Route

Several bike shops are sponsoring Bike MS: Chesapeake Challenge 2015. These bike shops will be on hand throughout the weekend to provide mechanical support. However, we strongly encourage all riders to get their bikes checked prior to arriving at the event.

College Park Bicycles
Mt. Airy Bicycles
Proteus Bicycles
TriCycle & Run
Bike Doctor Frederick
Parvilla Cycle and Multisport

Please keep in mind that while the services are offered for free, you will need to pay for any replacement parts needed for your bike. Be sure to bring cash with you.

Important Things to Note in 2015!

- Route Start Times:
  - **Century (100 miles)** - 7:00 a.m., must be on the route by 7:30 a.m.
  - **Metric Century (69 miles)** - 8:00 a.m., must be on the route by 8:30 a.m.
  - **34-Mile** - 9:00 a.m., must be on the route by 9:30 a.m.

- VIP Tent: Top fundraising individuals at Bike MS: Chesapeake Challenge will gain exclusive access to our VIP tent after crossing Saturday's finish line from 2 p.m. - 5 p.m.

- Saturday Evening Festivities: The Awards Ceremony and evening party will begin at 7:00 p.m. outside under the tent until 8:30 p.m. Music, snacks, beer, and wine will be provided.

- Re-routing of Century Riders: To ensure safety of all riders, we will be enforcing the 5:00 p.m. route closure. If you have not reached Airport Rd. (mile 67.7) by 3:00 p.m., you will be re-routed to the metric century route for the remainder of the course for safety purposes.

- Showers & Restrooms: **There will not be a shower truck on-site** this year but multiple showers and restrooms are available inside the Talbot County Community Center.

Weekend Meals Information

All meals served **outside** at the TCCC under the tent.

- Meals Provided:

Saturday Breakfast (5:30 a.m. - 9:00 a.m.):
Assortment of pancakes, eggs, sausage, oatmeal, bagels, coffee, juice, etc.
Saturday Lunch (Bellevue Park Rest Stop):
Sandwiches, wraps, pasta salad
Saturday Dinner (5:00 p.m. - 7:30 p.m.):
Italian Pasta Dinner
Sunday Breakfast (6:00 a.m. - 8:30 a.m.):
Assortment of pancakes, eggs, sausage, oatmeal, bagels, coffee, juice, etc.
Sunday Lunch (10:00 a.m. - 1:00 p.m.):
BBQ Finish Line lunch

- All meals include a vegetarian option.
- If you have specific dietary requirements or food allergies, please plan accordingly.
- No meals will be provided Friday night at the Talbot County Community Center.

Riders staying at the Holiday Inn Express and Comfort Inn will have a complimentary breakfast provided for them at the hotel starting at 5:30 a.m. Saturday and 6:00 a.m. Sunday.

New "I Ride with MS" 2015 t-shirts!

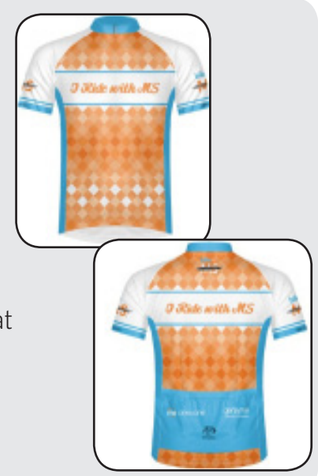
I Ride with MS

There are legions of participants who live – and ride – with MS, despite challenges such as fatigue or weakness. **I Ride with MS** is a special Society program that celebrates Bike MS cyclists who are also living with multiple sclerosis.

Anyone living with MS who is interested in cycling to support the MS movement can join the program, enjoy special day-of-event benefits and receive a complimentary "I Ride with MS" jersey, sticker, and t-shirt.

For more information or to register for the program, contact Courtney Baltimore at courtneybaltimore@nmss.org or 443-641-1207.

This program is made possible through partnership with Genzyme and MS One to One.



Fundraising Incentives and Clubs

When you raise money and help fight MS, you are investing in finding a cure. We can't reach a world free of MS without your help. We want others to recognize your achievement!

You have until August 1 to continue to fundraise and qualify for these incentives.

Raise $300+

Receive a Bike MS event t-shirt.

Raise $1,000+ and Join our Top Crab Club

Achieve the Top Crab level and receive the benefit listed above, discounted registration for the 2015 event, a special rider number for the 2015 event and a Custom Top Crab cycling jersey OR Become an Extra-miler!

Raise $2,000+

Receive the benefits listed above and a pair of custom designed Cycling Shorts OR Become an Extra-miler!

Raise $6,000+ and Join our Mission Possible Club

Mission Possible Club Members are those who raise at least $1 for every person in Maryland diagnosed with MS. Mission Possible Club Members receive all the benefits listed above, plus a Mission Possible Plaque, a $50 Amazon.com Gift Card and free admission to the Chapter's Annual Meeting in October OR Become an Extra-miler!

What is an Extra-Miler?

Take your support to the next level. Each year, the Chapter purchases prizes and incentives for the 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 further our work to help create a world free of MS. Thank you for your generosity! You will receive special recognition on the website.

Raise $10,000+ attend the Society Leadership Conference

Those top fundraisers that raise more than $10,000 will receive an invitation to the National MS Society's Tour of Champions. The Tour is a special opportunity for top fundraisers across the country to meet, share ideas and celebrate their accomplishments. Chapter covers airfare, hotel and registration. Cyclists also receive all perks listed above OR Become an Extra-miler!

Please Note: We have a limited number of Top Crab jerseys and cycling shorts available to pick up at registration. Please **bring alternative gear to wear** just in case your desired size is no longer available when you check-in. If you do not receive these items the day of the event, they will be mailed to you after the fundraising deadline of August 1.

Bike MS Mobile App

Download the Bike MS mobile application for your smartphone today! Fundraise and connect with others through social media and email, update your personal page, check your progress and more. The app is free. Simply search for Bike MS in either the iTunes App Store or Google Play.

VIP TENT FOR TOP FUNDRAISERS AND TOP TEAMS

Top fundraising individuals at Bike MS: Chesapeake Challenge will gain exclusive access to our VIP tent after crossing Saturday's finish line. The tent will be available from 2 p.m. - 5 p.m. Enjoy this fully air conditioned tent complete with special hors d'oeuvers and complimentary beer and wine. Let us spoil you after a long day of cycling!

Schedule of Events

Friday, June 5, 2015:

5:00 p.m. - 9:00 p.m. – Registration check-in for Cyclists & Volunteers at the Comfort Inn. If you are sleeping at the Talbot County Community Center, you must arrive by 9:00 p.m.

5:00 p.m. - 9:00 p.m. - Those planning to sleep at the Talbot County Community Center will need to check-in during this time.

10:00 pm. – Quiet hours begin at Talbot County Community Center. Doors will be locked at this time.

Saturday, June 6, 2015:

5:30 a.m. – 9:00 a.m. – Full breakfast spread outside at the Talbot County Community Center, under the tent. Complimentary Breakfast is provided for guests staying at the Comfort Inn & Holiday Inn Express.

6:00 a.m. - 9:30 a.m. – Registration for Cyclists and volunteers at the Talbot County Community Center (under the tent near the start/finish line).

6:00 a.m. - 8:00 a.m. – Team photos begin at registration area (sign up for a reserved time).

6:50 a.m. – Opening Ceremony for Century Cyclists.

7:00 a.m. – Century route opens (all Century Cyclists must be on the route by 7:30 a.m.).

7:50 a.m. – Opening Ceremony for Metric Century Cyclists.

8:00 a.m. – *Metric Century route opens* (all Metric Century Cyclists must be on the route by 8:30 a.m.)

8:50 a.m. – Opening Ceremony for 34-mile Cyclists

9:00 a.m. – *34-mile route opens* (all 34-mile Cyclists must be on the route by 9:30 a.m.)

9:30 a.m. - 2:00 p.m. – Lunch will be served at Bellevue Park rest stop for all routes.

10:00 a.m. – Oxford-Bellevue Ferry begins service. Please plan accordingly.

Noon - 9:00 p.m. – Talbot County Community Center overnight check-out.

Noon - 8:30 p.m. – Massage Therapists will be available at the Talbot County Community Center and located next to the finish line. Massages: $18 per 15 minute session and will be on a first-come, first-serve basis. No advance sign up. Please keep all massages to the 15 minute maximum. ***Bring cash!***

2:00 p.m. - 7:00 p.m. - VIP tent opens for top fundraisers.

5:00 p.m. - 7:30 p.m. – Dinner served in the Talbot County Community Center outside, under the tent.

5:00 p.m. – *All routes close!* All remaining Cyclists will be transported back to the Talbot County Community Center.

6:00 p.m. – For those who finish dinner early beer, wine, snacks and music will be available outside under the tent on the Community Center lawn.

7:00 p.m. - 8:30 p.m. – Saturday Night Awards Ceremony and Party outside under the tent on the Community Center lawn. Snacks, beer and wine will be provided.

7:00 p.m. - 8:30 p.m. – Team photos begin outside on the Talbot County Community Center lawn.

10:00 p.m. – Quiet hours begin at Talbot County Community Center. Doors will be locked at this time.

Please note: Bathroom and shower facilities are available in the Community Center Locker Rooms.

Sunday, June 7, 2015:

6:00 a.m. - 8:30 a.m. – Full breakfast outside at Talbot County Community Center under the tent. Complimentary Breakfast is provided for guests staying at the Comfort Inn & Holiday Inn Express.

6:00 a.m. – Join Rev. Dennis Whitmore for a brief prayer and praise session. Please meet in the Talbot County Community Center Chesapeake room.

7:30 a.m. – *50-mile route opens* (all 50-mile Cyclists must be on the route by 8:00 a.m.)

8:00 a.m. – *30-mile route opens* (all 30-mile Cyclists must be on the route by 8:30 a.m.)

10:00 a.m. - 1:30 p.m. – Join us at the Finish Line at the Talbot County Community Center for a BBQ lunch to celebrate the weekend's accomplishments.

1:00 p.m. – *All routes close*! All remaining Cyclists will be transported back to the Talbot County Community Center.

2:00 p.m. – All Cyclists and their belongings must be removed from the Talbot County Community Center.

Overnight Bicycle Lock-Up Room

All participants are welcome to store their bike overnight in our Bicycle Storage Room located in the Talbot County Community Center. Participants may check their bicycle in or out of the storage room within the hours listed below. Outside of these hours, the room will be locked. Your riding bib and corresponding bike tag number must be used in order to store and retrieve your bicycle.

Friday: 5:30 p.m. - 9:00 p.m.
Saturday: 6:30 a.m. - 8:30 a.m.
Saturday: 3:00 p.m. - 6:00 p.m.
Sunday: 7:00 a.m. - 8:30 a.m.

If you are staying at one of the nearby hotels, you are permitted to keep your bike stored with you in your hotel room.

A Special Message to Cyclists

THE REPUTATION OF BIKE MS RIDES WITH YOU!

Protect the future of this event by obeying all traffic laws and being courteous to the motorists, cyclists, host communities and environments around you.

SAFETY STARTS WITH YOU → Our focus is to provide a high quality, safe and fun bicycling experience.

HELPFUL TIPS

At Bike MS events, our active route rupport team works to make the ride safe. Here are a few additional suggestions to help keep everyone safe on the ride.

- **Ride marshal support:** A special team of cyclists called Ride Marshals provide support on the rides.
- **Rest stop etiquette:** All cyclists who enter a rest area must pull over, dismount and move completely away from the road and rest-stop entrance.
- **Passing:** Call out "passing on your left" and allow time for the cyclist being overtaken to move to the right - then pass safely.
- **Be courteous:** Bike MS cyclists are privileged to ride on many trails as well as public roads. Be courteous and use no more than half the trail so as not to block to flow of others.

KNOW THE LINGO

- **On your left:** This means a rider is approaching your left side. Allow room to pass.
- **Car back**: This means a car is approaching from the rear. All riders make an effort to move to the right of the road in a single file until the car passes.
- **Gravel - Pothole - Sand- Tracks**: Each of these messages is to alert the riders behind you of hazardous road conditions.
- **Flat**: This indicates that a rides has suffered a flat tire. Allow enough room for the rider to slow down and move to the right side of the road or trail to repair.
- **Slowing**: The cyclist in front of you is slowing down. Use caution and prepare to stop. Many cyclists use the palm of their hand toward riders behind them to indicate slowing and stopping.
- **Stopping:** This indicates that a rider ahead is stopping. Do not forget to unclip from your pedals.