

*Don't just **ride,** Bike MS*

BIKE MS: COASTAL CHALLENGE RIDER MANUAL
OCTOBER 12 & 13, 2013 »



bike

MS

Coastal Challenge 2013

IMPORTANT EVENT DETAILS »

Welcome to the Event!

Thank you for joining us for Bike MS: Coastal Challenge 2013!

We're glad you're joining us to share the experience and celebrate success. For years your riding has made a difference in the lives of the 19,000 Southern Californians and Nevadans affected by multiple sclerosis. Please accept our appreciation for your efforts and contributions to create a world free of MS!

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Important Rules

- Helmets required
- No ear buds
- Follow all traffic signs including stop signs
- Police will be enforcing traffic laws

Coastal Challenge Host Hotel

MARRIOTT VENTURA BEACH

Book a room at our host hotel for event weekend! The Marriott Ventura Beach is located just steps from the Start/Finish Line.

Go to bikeMSSocal.org > Event Details and click on the "Lodging" tab for more information about rates and links to reserve your room!

Fabulous 50s Theme

TRANSPORT YOURSELF TO ANOTHER ERA

Our 2013 theme is about celebrating the era of doo wop and sock hops, poodle skirts and white t-shirts. Celebrate with us by dressing up, decorating your team tent and going all out, 1950's style!

We will be giving the following awards to participants participating in our theme contests:

- Best Dressed Cyclist
- Best Dressed Volunteer
- Best Decorated Team Tent
- Most Spirited Team

Pre-Event Schedule

FRIDAY, OCTOBER 11

PACKET PICKUP & PASTA DINNER

4:00 PM - 8:00 PM

Marriott Ventura Beach
2055 East Harbor Blvd.
Ventura, CA 93001

Pick up your Participant Packet and enjoy a delicious pasta dinner before the event. Please bring a photo ID and any donations you need to turn in.

NEW THIS YEAR!

SUBMIT YOUR TEAM JERSEY AND WIN!

Does your team have an awesome jersey this year? Show it off for your chance to win the coveted "Golden Jersey." Please mail your jersey to:

National Multiple Sclerosis Society
Attn: Bike MS
2440 S. Sepulveda Blvd., Suite 115
Los Angeles, CA 90064

You may also drop off your jersey at any of our pre-event packet pickups. Jerseys must be received by 4:00pm on October 11 to be eligible for the contest. Voting will take place during the pasta dinner and packet pickup, from 4-8pm. Winners will be announced on Saturday morning at the start line. You may retrieve your jersey at the Marriott at 8:00pm.

STILL HAVE QUESTIONS AFTER READING THIS?
CALL US » 310-479-4456

Day 1 Schedule

SATURDAY, OCTOBER 12

DAY ONE START LINE

San Buenaventura State Beach
901 San Pedro St.
Ventura, CA 93001

- 5:30am Breakfast Served
- 6:00am Bike Corral Opens
Check-In Opens for All Riders
- 7:00am Opening Ceremonies
- 7:30am ALL RIDERS DEPART
(30, 65 & 100 mile)
Riders must depart by 8:30am
- 10:30am Breakfast Service Ends
- 10:30am Lunch Served
Showers available at San Buenaventura Park
- 11:00am Expo Open
VIP Tent Open
- 12:00pm Beer & Wine Garden Open
- 2:00pm Dinner Begins
- 4:30pm Team photos
- 5:00pm Route Closes



- 6:00pm The following areas close:
Festival & Expo
Beer & Wine Garden
- 7:00pm Bike Corral Closes*
Please join us at the campground for evening festivities!

**The Bike Corral will be secured at 7:00pm and will not open again until 6:00am the following morning. For security purposes participants will not be able to retrieve their bikes once the bike locker is closed.*

Step 1

When you arrive at the finish line, check-in your bike at the secured and guarded bike corral. You will not be able to bring your bike into the Finish Festival.

Step 2

Refuel with some well deserved food and fun. The celebration includes BBQ, live DJ, expo, beer & wine garden, raffle and a presentation in a festive party setting. Invite friends and family to help you celebrate all that you have accomplished!

Food service is complimentary to all riders. Guests may purchase a meal from one of the food trucks on site.

Day 2 Schedule

SUNDAY, OCTOBER 13

DAY TWO START LINE

San Buenaventura State Beach
901 San Pedro St.
Ventura, CA 93001

Please make sure you have your rider number and ID before you start.

Complimentary breakfast will be provided at the start line. Once you've eaten, retrieve your bike from the bike corral. Route slips will be available at the start line.

Please do not leave prior to the official start time as rest stops will not be prepared and there will be no route support.

- 6:00am Bike Corral Open
Breakfast served
- 7:30am ALL RIDERS DEPART
(35 & 60 mile)
Riders must depart by 8:30am
- 8:00am Breakfast service ends
- 10:00am Festival & Expo Open
Lunch Served, sponsored by Rubio's
- 11:00am Showers available at San Buenaventura State Beach
- 3:00pm Finish Festival & Expo Closes

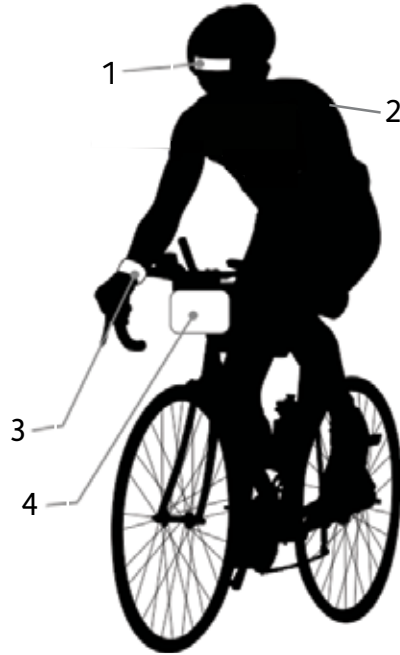


Safety Starts With You

IMPORTANT REMINDERS

IDENTIFICATION PLACEMENT

1. **HELMET TAG**--Affix to the front of your helmet.
2. **BIB NUMBER**--You must wear your bib number while on the route and at the start/finish lines. Please safety-pin it to the back of your outer-most layer of clothing. Your bib also contains your weekend meal tickets for the Finish Festival (required).
3. **EVENT WRISTBAND**--You are required to wear your event wristband the entire weekend. This wristband identifies you as a Bike MS participant and grants you access to all food, beverages and Bike MS services on the route. Please bring your ID to receive your Beer & Wine Garden wristband.
4. **BIKE TAG**--Affix to your bicycle for quick identification on the route and in the bike corral.



WEATHER POLICY

The event goes on rain or shine, so please plan accordingly!

UNDER 18 RIDERS

The minimum age requirement to participate in Bike MS: Coastal Challenge is 12 years old. If you are between 12 and 18, you will need to provide a notarized waiver prior to your participation in the bike event. Call us for a waiver at 310.479.4456.

Emergency Number

In case of emergency, dial 911 and then call Bike MS Dispatch at 323-909-BIKE (2453). For non-emergency assistance, you may also call Bike MS Dispatch.

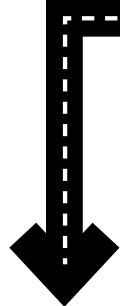
Emergency numbers will also be provided on route slips and bibs, for your reference.

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.

BIKE MS IS A RIDE, NOT A RACE--BE SAFE!



**THE ROADS ARE
OPEN TO ALL TRAFFIC
FOLLOW THESE SAFETY TIPS**

**USE
VERBAL & HAND
SIGNALS**

LEFT TURN: Left arm straight out

RIGHT TURN: Left arm straight out and bent up or right arm straight out

"ON YOUR LEFT": Rider approaching your left side. Ride steadily and allow room to pass

"CAR BACK": Car approaching from the rear

"GRAVEL/POTHOLE/SAND/TRACKS": Combined with pointing, alerts other cyclists to hazardous road conditions

"SLOWING/STOPPING": Cyclist is slowing or stopping. May be combined with turning palm of hand toward people riding behind

**OBEY
TRAFFIC LAWS**

Ride no more than 2 across

Stop at all stop signs and traffic lights

Always wear a helmet

Look before passing other cyclists

Never use a cell phone or headphones when riding (it's against the law)

Don't cross the yellow line

Avoid riding in pacelines

**STAY
ALERT**

At intersections, stay in the correct lane and stay to the right of cars at all times

**DON'T
BLOCK
THE ROAD**

**DON'T
SWARM
INTERSECTIONS**

Support Along the Way



There will be SAG Vehicles and Ride Marshals to help you along the route. Please be aware and ask them for help if needed.

There will be rest stops every 10-15 miles. Each rest stop will have a bike mechanic and medical personnel, along with hydration and nutrition. Please note, bicycle mechanics will be on hand to provide free repairs, but you will need to cover the cost of any parts- i.e. flat tires. While this is not a race, there are certain rider timelines that riders need to meet:

- The Day One 65 and 100 mile route lunch will be served 9:30am-2:00pm at Montecito Union School in Montecito.
- The Day One 100-mile route participants must leave the Montecito Union School lunch stop by 12:30pm in order to stay on track. Participants who do not leave by this time will be taken in a SAG vehicle to the next rest stop to continue.
- Staying on schedule is important for your own safety, but don't sacrifice opportunities to rest and rehydrate.

If you are still on the route at 5:00pm, you will be picked up by a SAG vehicle and driven to the finish. If you choose to stay on the course after this time, you will be on your own and will no longer be supported.

What to Bring

ALWAYS CARRY PHOTO ID, EMERGENCY CONTACT INFO, INSURANCE CARD AND IMPORTANT HEALTH DIAGNOSES.

- Helmet (REQUIRED) — No exceptions!
- Rider numbers (REQUIRED & PROVIDED IN RIDER PACKET) — Bib number, participant wristband, bike number and helmet number. All are important and required items in identifying you as an official participant by our Bike MS staff and volunteers
- Photo Identification (REQUIRED) — It is always important to carry your photo ID. Plus, if you decide to have a beer or a glass of wine at the finish festival, you'll need to have your photo ID handy.
- Tire patch kit, spare tubes and tire pump — You should always be prepared with these items on a long ride.
- Route slips — Markers along the road will map the course. However, please rely on finalized route slips distributed at the start line on each morning
- Sunglasses, lip balm and sunscreen — Put sunscreen on each morning before you leave and bring more to reapply along the route.
- Nutrition Supplements — You should always carry an extra nutrition supplement with you while on the route. Gels, energy bars and sports drinks are always good to have on hand.
- Water Bottles — Make sure to have at least one water bottle on your bicycle at all times. It is very important to stay hydrated while on the route.
- Cell Phone — While you are not permitted to use your cell phone while riding, it is a good idea to have it with you on the route.
- Proper cycling attire — Make sure to bring comfortable cycling shoes and socks as well as a cycling jersey and padded bike shorts. You may also want to bring cycling gloves for comfort and arm/leg warmers and a windbreaker for the chillier temperatures in the morning.
- Spending money — Meals and entertainment are included for all registered Bike MS riders. But you may want to purchase something from one of our fabulous expo vendors, buy a raffle ticket or make a donation to yourself, your team or a fellow rider!
- Personal items--Don't forget to bring any medications you may need, a few changes of clothing, jacket or sweatshirt, comfortable shoes, and your 1950's-themed gear!
- Camping items--You will need to provide your own tent, sleeping bag, sleeping pad, pillow, blanket, towel and washcloth. You may also want a headlamp or flashlight.

Hotel Accommodations and Camping

VENTURA HOST HOTEL

Friday, October 11-Sunday, October 13
Marriott Ventura Beach
2055 E. Harbor Blvd.
Ventura, CA 93001
805-643-6000

Our host hotel offers a reasonable rate to all Bike MS: Coastal Challenge participants. Visit bikeMSsocial.org > Event Details and click on the "Lodging" tab for rates and to book your room online. Or call (805) 643-6000 and mention Bike MS to reserve your room.

PLEASE NOTE: This special rate is only available until September 13, 2013 as available. Contact hotel for more information.



2013 VENTURA HOTELS

The following hotels are also offering room blocks to Bike MS participants. Please visit our website for more information.

- Crowne Plaza Hotel
- Four Points by Sheraton
- Clocktower Inn
- Country Inn & Suites

CAMPING

Overnight camping is available free of charge on Saturday night (October 12) at San Buenaventura State Beach. Overnight parking is \$10 and passes can be purchased at any packet pick-up. You will need to provide your own camping supplies, such as a tent, sleeping bag, sleeping pad, pillow, flashlight, bath towel and toiletries.

Showers will be available on Saturday from 10:30am to 8:00pm and 11:00am to 3:00pm on Sunday.

After the Finish Festival closes at 7:00pm on Saturday, we will be heading over to the camp site for pizza, beer and mingling.

If you would be interested in camping, please email us at calBike@nmss.org or call us at (310) 479-4456 to reserve your spot.

Important Reminders

PARKING

Parking is available at San Buenaventura State Beach for \$10 (cash only) per vehicle per day. Overnight campers can purchase a pass for \$10 at any Packet Pick-up. Park hours are from 5:30am - 7:00pm. Street parking is also available.

MEALS

Continental breakfast will be served on Saturday and a hot breakfast will greet you on Sunday morning. We will also be serving lunch and dinner on both days. Snacks and drinks will be available at all rest stops. If you have special dietary needs please make sure to pack accordingly. Friends and family may make a donation at the Festival to receive meal tickets or purchase food from a food truck on site.

PHOTOS

Individual pictures will be taken each day, by our on-course photographer and at the festival. All photos will be available in a post-event email.

HAVE FUN!

Bike MS: Coastal Challenge is more than a ride! You've been fundraising and training hard for this weekend so enjoy it! Invite your friends and family to support you, take pictures, meet other riders and volunteers, and, most importantly, HAVE FUN!



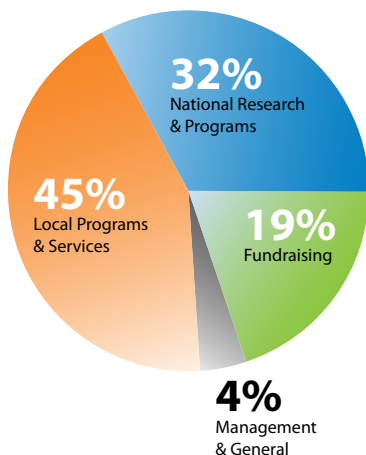
Why We Ride

YOUR FUNDRAISING MAKES A DIFFERENCE

All riders (team captains, team members and individual riders) are required to raise a minimum of \$350 which supports MS research and provides local programs and services for people affected by MS. The average rider raises \$820 so set your goals high!

Here are some real examples of how your Bike MS fundraising could change lives:

\$35	Could assist self-help groups in supporting people affected by MS in our community.
\$65	Could fund wellness programs aimed at treating the mind, body and spirit.
\$120	Could help pay for a physical therapy session to manage MS symptoms by enhancing strength and mobility.
\$200	Could fuel our cause to help influence change by engaging elected official to make MS a national priority.
\$400	Could help fund a researcher working toward a cure.
\$1,000	Could provide two consultations with an MS Navigator for nearly 30 people living with MS.



TURNING IN DONATIONS

Bring your donations* to any packet pick-up or the Finish Festival and turn them in at the Donation Drop-Off tent. Or, mail them to:

National MS Society, Southern California & Nevada Chapter
Attn: Bike MS
2440 S. Sepulveda Blvd., Suite 115
Los Angeles, CA 90064

Please visit www.bikeMSsocal.org for a list of incentives and clubs available based on fundraising achievements.

*Put your name in the memo portion of each check to be credited for raising those funds. Make checks payable to the National MS Society.

MATCHING GIFTS

Matching gifts are a quick way to multiply your Bike MS fundraising and move us even closer to a world free of MS. A matching gift is a gift from a donor's employer that matches the donor's original gift. Most employers with a matching gift program match dollar for dollar, but each matching gift program is unique. Does your company offer matching gifts? Do your donors' employers offer matching gifts? Find out now, and direct your donors to check, too, at www.nationalMSSociety.org/EmployerMatch.

PRIZE & PLEDGE DEADLINE

The Bike MS prize deadline is November 15, 2013, but don't stop there! You can fundraise until December 31, 2013 to qualify for one of our elite fundraising clubs:

- Breakaway Club: Any Bike MS participant who raises \$2,500 by event day (October 12, 2013)
- Premium Pedaler Club: Any Bike MS participant who raises \$800-\$1,499 by December 31, 2013
- High Roller Club: Any Bike MS participant who raises \$1,500 or more by December 31, 2013
- Century Club: The Top 100 Bike MS fundraisers by December 31, 2013.

The deadline to qualify for Elite Teams is also December 31, 2013.

Check out our other events...

BIKE MS: VEGAS CHALLENGE

November 9 & 10, 2013
Las Vegas, NV // 30-150 miles
www.bikeMSnevada.org

Join us for Bike MS: Vegas Challenge, featuring 30-150 miles of route through some of Las Vegas' most beautiful natural sites. Coastal Challenge participants receive FREE REGISTRATION with the code WARRIOR.



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Coastal Challenge

bikeMSsocial.org

October 12&13

THANK YOU TO OUR GENEROUS
2013 SPONSORS

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