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# TOYOTA BEST DAM BIKE TOUR

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Let's Go Places

AUG 4-5, 2018



NATIONALMSSOCIETY



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*Don't just ride, Bike MS*

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# THANK YOU

## FOR REGISTERING FOR BIKE MS®!

We're so glad you're joining us! To help you get ready for the ride of a lifetime, this Ride Guide has everything you need to know for a fun and successful Bike MS weekend.

### FUNDRAISING MINIMUM

All cyclists must meet the \$300 fundraising minimum before receiving their Rider Packet. A rider number will not be issued unless the \$300 fundraising minimum has been met. There will be no pay later option.

### PACKET PICK UPS

#### BIKE SHOP PACKET PICK UPS

Join us at one of our bike shop partners to pick up your rider packet.

**Tuesday, July 24 at Wheel & Sprocket in Hales Corners, WI: 4 p.m. – 7 p.m.**

**Thursday, July 26 at Erik's Madison – West in Madison, WI: 4 p.m. – 7 p.m.**

#### IN-OFFICE PICK UPS

All in-office packet pick ups are located at the National MS Society office at 1120 James Dr., Ste. A, Hartland, WI 53029. Check in at the front desk.

**Monday, July 23: 11 a.m. – 7 p.m.**

**Wednesday, July 25: 11 a.m. – 7 p.m.**

**Friday, July 27: 11 a.m. – 7 p.m.**

**Monday, July 30: 11 a.m. – 4 p.m.**

#### ON-SITE PACKET PICK UPS

On-site packet pick ups will occur Friday afternoon and Saturday morning at Waukesha County Technical College (WCTC) – Building S in the gymnasium, 800 Main St., Pewaukee, WI 53072. Follow on-site signage to find the check-in area.

**Friday, August 3: 1 p.m. – 7 p.m.**

**Saturday, August 4: 6 a.m. – 8 a.m.**

### LUGGAGE TRANSPORTATION

On Saturday morning, drop off luggage in Lot 23 at WCTC. Luggage will be transported to UW-Whitewater and then to Madison. Cyclists staying overnight in Whitewater are asked to limit their luggage to two carry-on pieces of 25 pounds or less. Your luggage will be tagged with your rider number.

NOTE: A room fan is considered one piece of luggage. Pack in consideration of inclement weather (keep fans in plastic bags).

### WEEKEND PACKING CHECK LIST

Don't forget to bring these necessities with you on your bike so you're prepared on the ride!

- **Helmet – mandatory**
- **Rider number – mandatory** (in Rider Packet)
- Comfortable riding gear: cycling shorts, jersey, sport socks, cycling gloves and shoes, etc.
- Sunglasses (with a rear view mirror is helpful)
- Rain gear (use a shower cap to cover your helmet)
- Spare tube/patch kit
- Pump/CO2
- Water bottle(s)
- Advil/Tylenol
- Sunscreen (bring plenty)
- Credit card
- Photo ID, required for alcohol consumption — **NO EXCEPTIONS!**
- Cell phone for emergencies
- Camera
- Important health information/medications



## ACCOMMODATIONS

**Overnight accommodations for the weekend of the Tour - including hotel, dorm room and tent camping — are listed in this section.**

### FRIDAY EVENING, AUGUST 3

Transportation will be available at 5:45 a.m. Saturday, August 4, to take participants to the start at WCTC from all four locations.

#### **Wildwood Lodge**

N14 W24121 Tower Pl.  
Pewaukee, WI 53072  
262-506-2000

#### **Country Springs Hotel**

2810 Golf Rd.  
Pewaukee, WI 53072  
262-547-0201

#### **Holiday Inn Pewaukee**

N14 W24140 Tower Pl.  
Pewaukee, WI 53072  
262-506-6300

#### **Best Western**

2840 N. Grandview Blvd.  
Pewaukee, WI 53072  
262-524-9300

### SATURDAY, AUGUST 4

## TENT CAMPING

Lawcon Field is available for overnight tent camping and Lot 20 is available for RV's and campers. Dormitory restrooms and showers are available for use by all campers.

## LOST AND FOUND

Turn in or retrieve any missing items or personal belongings at the Volunteer Tent.

## DORM RESERVATIONS

**Riders who pre-registered for rooming** should have been sent an email with their rooming assignment before the Tour. Pick-up your luggage near the Finish Line and head directly to your assigned dormitory to check-in and pick-up your pre-ordered linens.

**Riders who did not pre-register for rooming:** Get a room upon arrival at UW-Whitewater at the Prairie Street Cafe, under Esker Dining Hall.

All riders must have a roommate or one of the same gender will be assigned.

## LINENS

New this year – Linens were only available for pre-order in the online rooming reservation form. Linens will not be available for purchase the day of the Tour.

## GUESTS

Family members are welcome to come and join the festivities. Since they will not have a wristband as a participant, they will be asked to pay for meals and lodging.

**Lodging: \$26 for double occupancy room**  
**Meals: \$25 for meal wristband**

Contact the Wisconsin office at 262-369-4400 for further information.

## TRANSPORTATION

We have you covered with transportation, from your bike to your luggage to yourself. Some of the reservations are made when you register, so call 262-369-4400 if you are unsure if you reserved the proper transportation.

## LOCATIONS

### Waukesha County Technical College (WCTC)

800 Main St., Pewaukee, WI 53072

### UW-Whitewater

800 W. Main St., Whitewater, WI 53190

### WPS Health Solutions

1717 W. Broadway, Madison, WI 53713

## FRIDAY, AUGUST 3

### Madison | Boarding 5 p.m. – 7 p.m.

**Bike transportation** is only available Friday night for Madison-area riders.

- Bike loading starts at 5 p.m. and departs at 7 p.m.
- Bikes are loaded onto transport vehicles in the WPS Health Solutions parking lot.
- Bikes transported from Madison will be available for pick-up at the Waukesha County Technical College campus on Saturday, August 4 beginning at approximately 7 a.m.

**Rider transportation** from Madison to the following Pewaukee-area hotels is available: Best Western, Holiday Inn, Wildwood Lodge and Country Springs.

- Riders may board buses beginning at 5 p.m. in the WPS Health Solutions parking lot.
- Buses depart as they are filled, with the last bus leaving at 7 p.m.

## SATURDAY, AUGUST 4

### Madison | Boarding 4:30 a.m. – Departing 5:30 a.m.

Rider transportation from Madison to WCTC campus.

- Riders may board buses beginning at 4:30 a.m. in the WPS parking lot.
- Bike shoes cannot be worn on the bus.
- Bike transportation is only available Friday evening.

### Pewaukee | Departing 5:45 a.m.

Rider transportation will be available at 5:45 a.m. to take participants to the Start Line at WCTC from the following Pewaukee-area hotels: Best Western, Holiday Inn, Wildwood Lodge and Country Springs.

### UW-Whitewater | Departing 4 p.m. and 8:30 p.m. (approximately)

One day-Rider transportation is available to take participants from UW-Whitewater back to WCTC in Pewaukee or WPS in Madison on Saturday afternoon and evening, right after the evening program.

- Buses depart near the Finish Line.

## SUNDAY, AUGUST 5

### UW-Whitewater | Boarding 9:00 a.m.

One-day Rider transportation is available to take participants from UW-Whitewater back to WCTC in Pewaukee or WPS in Madison on Sunday morning.

- Buses depart near Rider Village at UW-Whitewater.

## ROUTE SUPPORT

- **Rest stops** are approximately every 8 to 12 miles.
- **Bike mechanics** are stationed throughout the event at rest stops, start and overnight venues, and roaming the route. Repairs are free of charge. Riders are responsible for the cost of any parts. Be prepared to handle your own minor repairs.
- Radio communication is available at all rest stops.  
**Medics are available at all full rest stops (not water stops), emergency vehicles and on the route.**
- **SAG vehicles** give a lift to riders in need and can be identified by their official MS Society SAG Vehicle stickers.
- **To signal a SAG vehicle:** 1) move off the road and out of the path of other riders; 2) dismount and stand near your bike; 3) remove your helmet and give a “thumbs down” to the SAG vehicle. At peak hours, SAG vehicles may be full, so please be patient until the next SAG vehicle arrives.
- **Ride Officials** will be traveling among riders to ensure that all rules of the road are being obeyed and that cyclists are riding in a safe manner.
- **Route maps** will be available on the Ride With GPS App for Android and iPhone and paper copies will be distributed each morning. Please study the route maps closely and make sure to bring them with you. Be aware that any last minute route revisions may not be captured on these maps. To avoid getting off course, follow all route signs.



### VIEW & PRINT ROUTE MAPS

Visit [bestdambiketour.org](http://bestdambiketour.org).  
Click on **Route & Maps** under the **About the Ride** section.

# RIDE SCHEDULE

## FRIDAY, AUGUST 3

### TRANSPORTATION

#### From Madison | 5 p.m. – 7 p.m.

Bike and rider transportation from WPS in Madison to Pewaukee-area hotels. Reservations required

## SATURDAY, AUGUST 4

### TRANSPORTATION

#### Madison | 4:30 a.m. – 5:30 a.m.

Rider transportation from WPS in Madison to the WCTC campus. No bike transportation is available on Saturday. Reservations required

#### Pewaukee-Area Hotels | 5:45 a.m.

Rider transportation for individuals overnighing at official Pewaukee-area hotels

#### WAUKESHA COUNTY TECHNICAL COLLEGE (WCTC)

800 Main St., Pewaukee

**6 a.m.** Check-in, continental breakfast, luggage loading, team photos

**7:20 a.m.** Announcements and Opening Ceremony

**7:30 a.m.** Official start – riders released in waves

**7:30 a.m. – 6 p.m.** Rest stops, SAG vehicles, mechanical and medical support open and operational on routes

**8:30 a.m.** All riders must be on the route

**9 a.m. – 2:30 p.m.** Lunch (full meal)

**1 p.m.** Century Loop closes (Century Loop option follows GREEN route arrows), make sure to eat lunch first

#### UW-WHITEWATER

800 W. Main St., Whitewater

**1 p.m. – 6 p.m. Finish Line:** pick up your t-shirt, completer bag, luggage and fundraising jersey; lock up your bike and check into your dorm room or set up your tent

**Bike Lock-Up:** all bicycles must be dropped off at Bike Lock-Up, located near the Finish Line

**1:30 p.m. – 7 p.m.** Massages available in Esker Hall. Reserve 30-minute massages at [bestdambiketour.org](http://bestdambiketour.org) or walk in for a 15-minute massage

**2 p.m. – 7 p.m.** Open swim in the Williams Center pool

**4 p.m. – 10 p.m.** Party Tent open (look for signs to direct you). Bring ID for alcohol purchases

**4 p.m.** Early one-day Rider buses depart for Madison (WPS) and Pewaukee (WCTC)

**4 p.m. – 7 p.m.** Dinner in Esker Dining Hall

**6 p.m.** All riders must be off the route

**7 p.m. – 10 p.m.** Program and entertainment in the Party Tent

**8:30 p.m. (After Evening Program)** Final one-day Rider buses depart for Madison (WPS) and Pewaukee (WCTC)

## SUNDAY, AUGUST 5

**5:30 a.m. – 8:30 a.m.** Breakfast in Esker Dining Hall

**7 a.m.** Bike Lock-Up opens

**7:30 a.m.** Route opens

**7:30 a.m. – 6 p.m.** Rest stops, SAG vehicles, mechanical and medical support open and operational

**8:30 a.m.** All riders must be on the route

**9 a.m. – 2:30 p.m.** Lunch (full meal)

**11:30 a.m.** Century Loop closes (Century Loop option follows GREEN route arrows)

#### WPS HEALTH SOLUTIONS

1717 W. Broadway, Madison

**Noon – 6 p.m.** Finish Line Celebration featuring dinner options and beer garden. Bring ID for alcohol purchases.

**12:30 p.m. – 5 p.m.** Massages available. Reserve 30-minute massages at [bestdambiketour.org](http://bestdambiketour.org) or walk in for a 15-minute massage

**2 p.m. – 6:15 p.m.** Rider and bike transportation departs for Pewaukee (WCTC). Check departure schedule upon arrival in Madison (WPS)

**6 p.m.** All riders must be off the route.

## RIDER IDENTIFICATION

### WRISTBANDS

Rider wristbands are your ticket to all services and meals at the event and our source to identify you in case of an emergency. Use your wristband number when turning in funds offline and for general communication with your local Society office.

**Wristbands must be worn at all times over the event weekend** to receive access to event amenities.

### RIDER NUMBERS

Rider bib numbers are used to identify your bicycle and luggage at the ride. Yellow bibs indicate Bike MS VIPs: The Big Cheese - our top 100 fundraisers, Passport Cyclists, and cyclists living with MS. Please show your appreciation for this amazing group of cyclists!

Use the rider numbers in your Rider Packet as follows:

1. Large rider bib to attach to your jersey. Safety pins will be available at packet pick-up.
2. Wear your wristband for the duration of the event.
3. Two-sided rider number to attach to your bicycle.
4. Adhesive luggage tags to be placed around your luggage handles.

## RIDE PHOTOGRAPHS

### TEAM PHOTOS

Team photos will be taken on Saturday morning at WCTC:

- 6 – 7 a.m.
- 6:50 – 7 a.m. I Ride with MS Group Photo

After the Tour you can view weekend photos online at [www.flickr.com/photos/nationalmssociety](http://www.flickr.com/photos/nationalmssociety)

## FAMILY & FRIENDS

Family and friends are welcome at both UW-Whitewater and WPS.

Meal wristbands will be provided to cyclists and official Bike MS volunteers. Wristbands will be available for purchase for \$25 for family and friends at Esker Dining Hall at UW-Whitewater and at the Finish Line at WPS in Madison.



## *I Ride with MS*

**I Ride with MS** is a National MS Society program that recognizes Bike MS® cyclists living with MS. Members of the **I Ride with MS** program enjoy special benefits at all of our Bike MS® events nationwide and receive a complimentary **I Ride with MS** jersey provided by Primal Wear.

**I Ride with MS** participants are committed to cycling to create a world free of MS, and inspire all who are part of the MS movement.

bike  
**MS**

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JOIN TODAY AT [BIKEMS.ORG](http://BIKEMS.ORG)

*Don't just ride, Bike MS*

# BE SAFE AND HAVE A GREAT RIDE

## CYCLING SAFETY

Our focus is to provide a high-quality, safe and fun ride. While we do an enormous amount of planning to provide for your safety, we ask that you do your part prior to the ride by visiting our **Bicycle Safety Page at [bestdambiketour.org](http://bestdambiketour.org)**. Here you will find cycling manuals, safety videos, safe cycling tips and more.

**RIDE SAFE. RIDE SMART.** Please be aware of and prepared for railroad crossings on both days of the ride.

## BIKE MS® SAFETY POLICY

Should a cyclist choose to behave, act or ride in a manner that is endangering themselves or others, Ride Officials have been instructed to remove their bib and wristband, and prohibit them from continuing on the ride. Please remember, this is a ride, not a race.

## KNOW THE RULES OF THE ROAD

The safety of our cyclists is the number one priority at Bike MS. Help us by knowing the rules of the road and following safe riding practices.



### KNOW AND OBEY ALL TRAFFIC LAWS

The golden rule of bicycling in a group is be predictable!



### OBEY ALL TRAFFIC SIGNS & SIGNALS

Avoid "following the leader" through traffic signs and signals.



### STAY RIGHT!

Ride in the right portion of the rightmost lane in the direction you are traveling. Leave at least 4 feet between your handlebars and parked cars, other hazards or riders.



### LOOK & SIGNAL

Avoid "following the leader" through traffic signs and signals.



### UNPLUG

Headphones or ear buds are **NOT permitted**. This is so you can hear traffic and safety warnings.



Ride no more than two abreast and do not impede traffic.



### BE VERBAL!

Communicate during the ride to let others know about hazards or your movements.



### "ON YOUR LEFT"

Call this out before you pass someone. If you hear it, a rider is approaching your left side. Allow them room to pass.



### "SLOWING"

The cyclist in front of you is slowing down. Use caution and prepare to stop. Use the palm of your hand toward riders behind you to indicate slowing and stopping.



### "STOPPING"

This indicates that a rider ahead is stopping. Do not forget to unclip from your pedals.



### "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 rider behind you of hazardous road conditions. The words are combined with the gesture of pointing to the hazard well in advance.

# FUNDRAISING

Bike MS proceeds fund breakthrough MS research and provide vital services, wellness programs, MS Navigator support and advocacy to people living with MS.

## PRIZES AND INCENTIVES

We offer great fundraising prizes and clubs with amazing benefits. Raise \$500 or more and qualify for a prize! Visit your [bestdambiketour.org](http://bestdambiketour.org) Participant Center to access our Fundraising Toolkit, available prizes and information on our elite Big Cheese Top 100 club.

## TURNING IN DONATIONS

The best way to turn in donations is to have your donors contribute online at your personal web page. Donations must be turned in by September 21, 2018 to qualify for prize selection and the Big Cheese Top 100 Club.

### To turn in cash and checks:

1. Record your contributions on the donation tracking form included in the Fundraising Toolkit.
2. Send your donations and a copy of the donation tracking form to your local Society office. Only hold donations until the day of the event if you need to meet your minimum donation requirement

for Packet Pick-up (see page 2). Be sure the rider's name is written in the memo section of each check. Cash can either be consolidated into one check or made as a single payment online at [bestdambiketour.org](http://bestdambiketour.org).

3. Mail checks to:  
National MS Society, Wisconsin  
Bike MS  
1120 James Dr., Ste. A  
Hartland, WI 53029-8310

All donations are tax-deductible to the maximum extent allowed by law. Copies of canceled checks are sufficient IRS proof for donations less than \$250. Visit your Participant Center for your downloadable copy of donation receipts made online. For donations greater than \$250, a tax receipt will be provided to the donor by the Local office by October 30, 2018.

## BIKE MS JERSEY

When you raise or pledge to raise \$1,000 or more, you earn a Fundraising Jersey. Jerseys can be picked up near the Finish Line at UW-Whitewater.



*We Need  
Volunteers!*

**Bike MS® needs more than 350 volunteers to ensure a superior experience and safe ride for everyone!**

We have volunteer openings for both ride days. If you or someone you know would like to help, let us know!

CONTACT KENNEDY WEISHOFF:  
262-369-4421 | [KENNEDY.WEISHOFF@NMSS.ORG](mailto:KENNEDY.WEISHOFF@NMSS.ORG)