

Important event information inside



Don't just ride, Bike MS

RIDE TOWARD A WORLD FREE OF MS » MAY 9, 2015 » SUMMIT BREWERY, ST. PAUL

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.

Thank you, sponsors!



YOUR IMPACT

Together, we can change the world for people affected by multiple sclerosis. The National MS Society offers more programs and services and funds more MS research than any other organization in the world. And your chain and two wheels will fuel progress toward achieving the ultimate goal: a world free of MS.

For the fun » For the challenge » For the cause

Let's ride!

Thanks for registering for Bike MS!

Hey! We're really excited you chose to spend a Saturday with us. The Bike MS team is ready to give you all we've got — choice urban routes, an exciting start and finish, free T-shirts, stocked rest stops, route support, food trucks, live music and fun photo opps. Plus, Summit's bringing icing for that cake — one free, finish line beer with plenty more on tap! Sounds good, right?

Now let's get to business!

WHAT TIME SHOULD YOU BE THERE?

Please arrive between 8:30 a.m. and 10:30 a.m. to check in. Check-in will be at Summit Brewing Co., 910 Montreal Circle, in St. Paul. You may start riding as soon as you've completed check-in. If you plan to take on 50 miles, we strongly suggest you start before 9:30 a.m.

WHAT HAPPENS WHEN YOU GET THERE?

If you're arriving on four wheels, park it! Volunteers will be there to help direct you to the perfect spot. We encourage car pooling! 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. You'll walk away with a wristband, a bike tag and a T-shirt. Coffee and donuts will be served.

IMPORTANT: The fundraising minimum for Bike MS: Sam's Club Twin Cities Ride is \$50. You will not be able to participate without confirmed donations totaling \$50. Be prepared to pay your remaining balance at check-in.

WHAT SHOULD YOU BRING?

- Additional donations
- Your bike
- A helmet (required at all Bike MS events)
- Your ID
- Sunscreen (if needed)
- Weather appropriate gear (layers to keep warm, rain jacket, etc.)
- Your party pants (or spandex)

ON THE ROUTE

Once you've checked in, grab who you know and get riding! While pedaling, you may choose from 15-, 25- or 50-mile route options. All routes are signed and supported. Rest stops stocked with fruit, water and snacks are provided every 10-15 miles.

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, have mechanical issues or suddenly become thirsty for Summit's EPA. The routes will officially close at 3:30 p.m.

FINISH LINE CELEBRATION

Roll into a festive finish line celebration with a DJ and live band (American Bootleggers), food trucks and one free beer from Summit. Cold and hot beverages will be available for purchase, too! American Bootleggers will begin at 11 a.m.

DON'T FORGET!

You must be 21 or older to consume alcohol. Bring your ID!

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



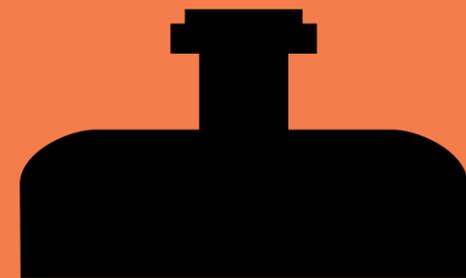
The bike ride of the summer!

Give your selfies
some purpose —
use the fundraising
progress tracker!



Once you've hit your fundraising goal (or if you're no where close and need help), stick your face through the cut-out, snap a photo and share it with your donors.

Then post it to Instagram using #BikeMS or upload it to the Bike MS Facebook page (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!*