

2013 Ride Guide



BEST DAM BIKE RIDE

30 Years Supporting the MS Movement

August 3-4, 2013

bike
MS



TOYOTA
Let's Go Places

*Presented by your Milwaukee
and Madison Area Toyota Dealers:*

**Andrew. Don Jacobs. Gentile.
Heiser. Hesser. Jack Safro.
Jon Lancaster. Kenosha. Ruda.
Russ Darrow. Smart. Wilde.**

Welcome!

This year Bike MS: TOYOTA Best Dam Bike Ride is celebrating 30 years of powering the MS Movement.

Because of your support – and that of thousands of others – this event has raised more than \$23 million and helped make monumental strides in the treatment of multiple sclerosis possible. What's more, you've given hope to the more than 10,000 children, women and men living in Wisconsin and diagnosed with MS; as well as those who love and care for them.

Think about it. When we started the ride, most people didn't think MS was treatable. Three decades later, a lot has changed. For instance:

- Thirty years ago diagnosing MS was a mystery. Today the Society has developed new criteria to quickly confirm a diagnosis.
- Thirty years ago there were no FDA-approved therapies for MS. Today there are 10 – with a dozen more in the pipeline.
- Thirty years ago we had questions about what causes MS. Today, in large part through Society-supported research, we have made significant breakthroughs in identifying genes that contribute to MS susceptibility.

Your participation this year will continue to accelerate the pace of discovery, and provide important programs and services for individuals diagnosed with MS.

Thank you for signing up for Bike MS: TOYOTA Best Dam Bike Ride ... **and thank you for keeping us on the road to a world free of MS.**



Colleen Kalt

President & CEO

National Multiple Sclerosis Society-Wisconsin Chapter

P.S. Be sure to review the Skills Guide for important safety and event information. You will also find a complete ride overview at bestdambikeride.org.



National Multiple Sclerosis Society
Wisconsin Chapter

1120 James Drive, Suite A | Hartland, WI 53029

262-369-4400 | 800-242-3358 | info.wisMS@nmss.org | wisMS.org

Pre-Ride Check-In

Be ready to ride! Visit one of the convenient locations listed below to secure your rider number, submit pledges and obtain ride details. That way, when you arrive at the event you can avoid lines and go directly to luggage drop-off.

WHEEL & SPROCKET

6940 N. Santa Monica Blvd.
Fox Point, WI 53217

Monday, July 15
4 p.m. – 7 p.m.

ERIK'S BIKE SHOP

6610 Seybold Rd.
Madison, WI 53719

Tuesday, July 16
4 p.m. – 7 p.m.

WHEEL & SPROCKET

13925 W. Capitol Dr.
Brookfield, WI 53005

Wednesday, July 17
4 p.m. – 7 p.m.

ERIK'S BIKE SHOP

1651 Thierer Rd.
Madison, WI 53704

Thursday, July 18
4 p.m. – 7 p.m.

WHEEL & SPROCKET

5722 S. 108th St.
Hales Corner, WI 53130

Monday, July 22
4 p.m. – 7 p.m.

CHAPTER OFFICE

1120 James Dr. Suite A
Hartland, WI 53029

Tuesday, July 23
11 a.m. – 7 p.m.

Wednesday, July 24
11 a.m. – 7 p.m.

Thursday, July 25
11 a.m. – 7 p.m.

Friday, July 26
11 a.m. – 4 p.m.

Monday, July 29
11 a.m. – 7 p.m.

Tuesday, July 30
11 a.m. – 7 p.m.

Wednesday, July 31
11 a.m. – 7 p.m.

WCTC Building

800 Main St.
Pewaukee, WI 53072

Friday, August 2
11 a.m. – 6 p.m.

Promise to Pay

Riders who do not reach the \$300 fundraising minimum at the time of check-in will be asked to complete a *Promise to Pay Form* before they can receive their rider number and information packet. The *Promise to Pay Form* requires a valid credit card and extends the fundraising deadline to September 13, 2013.

Luggage

Cyclists staying overnight in Whitewater are asked to limit their luggage to two carry-on pieces of 25 pounds or less. **NOTE: A room fan is considered one piece of luggage. Pack in consideration of inclement weather (keep fans in plastic bags).**

Route Options

There are three exciting route options: 50-, 75- and 100-mile routes. The two-day ride runs from Waukesha County Technical College to UW-Whitewater to WPS.

- Weather permitting, routes will be open and supported until 6 p.m.
- Printed route maps will be available each morning of the ride.

On-Route Support

Rest stops are located approximately every 12 miles. Rest stop features may include:

- Water
- Fruit
- Energizing snacks
- First aid
- Mechanical support

Mechanical Assistance

Several Wisconsin-area bicycle retailers donate the time of their most-skilled mechanics to provide assistance and help keep riders on the road. All mechanical assistance labor is provided free-of-charge to riders, while the cost of parts is the responsibility of each individual cyclist.

Support & Gear: SAG

Official *Bike MS: TOYOTA Best Dam Bike Ride* SAG vehicles are visible each day along the route. Any cyclist needing assistance should signal the SAG driver by giving a “thumbs down” gesture or by calling the non-emergency phone number (located on your rider bib) to request that a vehicle be dispatched to your location.

NOTE: No personal/team SAG vehicles are permitted.

Thank You, Bicycle Mechanics

The following Wisconsin bicycle retailers have generously donated the time of their best mechanics to provide assistance and help keep riders on the road.

- Crank Daddy's
- Erik's Bike Shop
- Michael's Cycles
- Rainbow Jersey
- Wheel & Sprocket

Event Schedule

FRIDAY, AUGUST 2, 2013

Madison Transportation

5 p.m. – 7 p.m.

Bike transportation is **only** available for Madison-area riders on Friday, August 2. Bikes are loaded onto transport vehicles beginning at 5 p.m. at the WPS Health Insurance parking lot located at 1717 W. Broadway, Madison, WI 53708. Transport vehicles will depart at 7 p.m. Bikes transported from Madison will be available for pick-up at the Waukesha County Technical College campus located at 800 Main St., Pewaukee WI, 53072 on Saturday, August 3 beginning at approximately 7 a.m.

5 p.m. – 7 p.m.

Rider transportation from Madison to Pewaukee-area hotels is available on Friday, August 2. Riders may board buses beginning at 5 p.m. in the WPS Health Insurance parking lot located at 1717 W. Broadway, Madison, WI 53708. Buses depart as they are filled, with the last bus leaving at 7 p.m. **RESERVATIONS ARE REQUIRED and can be made at bestdambikeride.org.**

Pewaukee-Area Lodging

A block of rooms is available on a first-come, first-serve basis at the following hotels (all fees are the responsibility of the individual rider):

Wildwood Lodge

N14W24121 Tower Pl.
Pewaukee, WI 53072
262-506-2000

Best Western

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

Super 8

2510 Plaza Ct.
Waukesha, WI 53186
262-786-6015

SATURDAY, AUGUST 3, 2013

Madison Transportation

4:30 a.m. – 5:30 a.m.

Rider transportation from Madison to the Waukesha County Technical College campus is available Saturday, August 3. Riders may board buses beginning at 4:30 a.m. at the WPS Health Insurance parking lot located at 1717 W. Broadway, Madison, WI 53708. Buses depart at 5:30 a.m. No bike transportation is available. (See Friday, August 2 for bike transportation information.) Bike shoes are not allowed on any Saturday morning bus. **RESERVATIONS ARE REQUIRED and can be made at bestdambikeride.org.**

SATURDAY, AUGUST 3, 2013

Pewaukee-Area Hotel Transportation

6:15 a.m.

Rider transportation for individuals overnighiting at official Pewaukee-area hotels (see Page 5) is available Saturday, August 3 with buses departing from the hotels at 6:15 a.m.

Waukesha County Technical College 800 Main St., Pewaukee

6:30 a.m.

Check-in, continental breakfast, luggage loading, team photo

7 a.m.

Route maps distributed

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 support, 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)

1 p.m.

Century Loop closes (100-mile option follows GREEN signs), 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, goodie bag and luggage; lock up your bike and check into your dorm room or set up tent for camping in Lawcon Field only.

Bike Lock-Up: all bicycles must be dropped off at Bike Lock-Up, located on the UW-Whitewater campus tennis courts. **NOTE:** **UW-Whitewater DOES NOT allow bicycles inside dorm rooms.**

Dorm Rooms: overnight accommodations at UW-Whitewater are available to all riders.

- Riders should pre-register at bestdambikeride.org until Friday, July 13
- All riders must have a roommate
- Dorm room assignments will be posted outside the Prairie Street Café in Esker Hall
- If you have not pre-registered for a dorm room, check in at the Prairie Street Café in Esker Hall and a roommate will be assigned to you
- Gold and Silver Spokes team members will be assigned rooms by their Team Captains
- Linens are available at Prairie Street Café for \$11.00 per set (2 sheets, 1 pillowcase, 2 towels, 3 washcloths, 1 pillow and 1 blanket).

Camping: Lawcon Field is available for overnight camping. Dormitory restrooms and showers are available for use by all campers.

1:30 p.m. – 6 p.m.

Massages available for \$1 per minute in Esker Hall, Room 118. Reserve 30-minute massages at bestdambikeride.org or walk-in for a 15-minute massage.

2 p.m. – 7 p.m.

Open swim at the Williams Center pool

4 p.m. – 10 p.m.

Party Tent open (located in Starin Park). Bring ID for alcohol purchase. Pizza available for purchase.

4 p.m.

One-Day Rider buses depart for Madison (WPS) and Pewaukee (Waukesha County Technical College)

4 p.m. – 7 p.m.

Dinner at Esker Dining Hall

6 p.m.

Route closes

7 p.m. – 10 p.m.

Program and entertainment in the Party Tent (located in Starin Park adjacent to UW-Whitewater)

8:30 p.m. (Post Program)

Final One-Day Rider buses depart for Madison (WPS) and Pewaukee (Waukesha County Technical College)

SUNDAY, AUGUST 4, 2013

5:30 a.m. – 8:30 a.m.

Breakfast in Esker Dining Hall

7 a.m.

Bike Lock-Up opens. Route maps distributed.

7:30 a.m.

Route opens

7:30 a.m. – 6 p.m.

Rest stops, SAG vehicles, mechanical support, 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 (100-mile option follows GREEN signs)

**WPS Health Insurance
1717 W. Broadway, Madison**

Noon – 6 p.m.

Finish Line Celebration featuring dinner options and beer garden

Noon – 5 p.m.

Win FREE 2014 registration.

12:30 p.m. – 4 p.m.

Massages available for \$1 per minute. Reserve 30-minute massages at bestdambikeride.org or walk-in for a 15-minute massage.

2 p.m. – 6:15 p.m.

Rider and bike transportation departs for Pewaukee (Waukesha County Technical College). Check departure schedule upon arrival at Madison (WPS).

6 p.m.

All riders must be off the route



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