

2014 Ride Guide

FEATURING
A DAILY
**CENTURY
LOOP**
50 & 75 Mile
Routes, Too



BEST **DAM** **BIKE** **RIDE**

AUGUST 2-3, 2014

bike
MS



TOYOTA
Let's Go Places

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

**Wilde. Smart. Russ Darrow. Ruda.
Racine. Kenosha. Jack Safro.
Hesser. Heiser. East Madison.
Don Jacobs. Andrew.**

Welcome!

Welcome to the 2014 Bike MS: TOYOTA Best Dam Bike Ride! This is our 31st consecutive ride, and we're extremely excited you could join us.

Please spend some time reviewing this guide. The information you'll discover will help you more fully enjoy what many call the best two days you can spend on a bicycle. Most of all, we want you to ride safe – because we've both got an important Finish Line to cross. For all of us connected to the Society, the Finish Line represents something more. It means we can do more for individuals affected by MS: more support, more services and more research. Someday soon, it will mean we have achieved our ultimate goal of creating a world free of MS. We're not there yet. But thanks to you, we're getting closer.

Over three decades, the thousands of cyclists and volunteers who have supported this ride have helped ensure that the Society remains the very best investment for driving solutions for people with multiple sclerosis. In fact, because of your support, the advancements in MS research and care are coming faster than ever.

On behalf of the more than 11,000 Wisconsin children, women and men diagnosed with MS, ***thank you!***



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, Ste. 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 14

4 p.m. – 7 p.m.

ERIK'S BIKE SHOP

6610 Seybold Rd.
Madison, WI 53719

Tuesday, July 15

4 p.m. – 7 p.m.

WHEEL & SPROCKET

13925 W. Capitol Dr.
Brookfield, WI 53005

Wednesday, July 16

4 p.m. – 7 p.m.

ERIK'S BIKE SHOP

1651 Thierer Rd.
Madison, WI 53704

Thursday, July 17

4 p.m. – 7 p.m.

WHEEL & SPROCKET

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

Monday, July 21

4 p.m. – 7 p.m.

NATIONAL MULTIPLE SCLEROSIS SOCIETY- WISCONSIN CHAPTER OFFICE

1120 James Dr. Suite A
Hartland, WI 53029

Tuesday, July 22

11 a.m. – 7 p.m.

Wednesday, July 23

11 a.m. – 7 p.m.

Thursday, July 24

11 a.m. – 4 p.m.

Friday, July 25

11 a.m. – 4 p.m.

Monday, July 28

11 a.m. – 4 p.m.

Tuesday, July 29

11 a.m. – 7 p.m.

Wednesday, July 30

11 a.m. – 7 p.m.

WCTC Building

800 Main St.
Pewaukee, WI 53072

Friday, August 1

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 12, 2014.

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 each day. 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 1, 2014

Madison Transportation

5 p.m. – 7 p.m.

Bike transportation is **only** available for Madison-area riders on Friday, August 1. 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 2 beginning at approximately 7 a.m.

RESERVATIONS ARE REQUIRED and can be made at bestdambikeride.org

5 p.m. – 7 p.m.

Rider transportation from Madison to Pewaukee-area hotels is available on Friday, August 1. 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-served 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 2, 2014

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 2. 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 1 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 2, 2014

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 2 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 photos

7 a.m.

Route maps distributed at the Start Line

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 Sunday, 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, Silver and Bronze 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 3, 2014

5:30 a.m. – 8:30 a.m.

Breakfast in Esker Dining Hall

7 a.m.

Bike Lock-Up opens. Route maps distributed at the Info tent.

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 2015 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 in Madison (WPS).

6 p.m.

All riders must be off the route



BEST BIKE RIDE

AUGUST 2-3, 2014

Visit these participating Toyota Dealerships today!

Wilde. Smart. Russ Darrow. Ruda. Racine.
Kenosha. Jack Safro. Hesser. Heiser.
East Madison. Don Jacobs. Andrew.



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