



# INSIDE THE RIDE

October 17 & 18, 2015

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30 incredible years of cycling—can you believe it?! Reaching that milestone this year will give us yet another thing to celebrate all weekend long and none of this would have been possible without the participation from all of you! Be sure to join us on October 17-18 as we kick off the 30th Anniversary of Breakaway to the Beach! Get excited for some new additions to this year's ride weekend:

- Live Music in Team Village featuring TrainWreck! An incredible 8 piece band that has enough jams to keep the celebration going!
- Left Hand Brewing Company is serving FREE beer in the beer garden to all cyclists 21 and up.
- All our teams are taking on the challenge for the Best Team Tent Award this year! Be sure to stay and hang out for the music, food and beer!

We want to make certain that you all understand the impact Bike MS has on the Society's ability to help the 2.3 million people living with MS worldwide, including the 18,000 living in the Carolinas. The difference you are making in the level of support the Society is able to provide is tremendous. From financial assistance, education programs, and self-help groups to our annual Kids Camp program— none of which would be possible without you. As the ride approaches, please keep in mind that every single dollar counts. We need you to spread the word, send those emails out, seal those letter envelopes and share your best photos on social media! YOU are the drivers for making a difference in the lives of every individual with MS.

This year, we celebrate all of the accomplishments along the way— new teams, team captains, and incredible fundraisers! The flat, cotton-lined, beautiful roads of the Sunset Beach area are sure to keep you stream-lining while the fresh sea breeze will not disappoint. We look forward to SEA-ing you there!

With a cure in mind,

Your Bike MS Team, (Shannon, Dani, Caroline, Derrick & Juli)



# Fundraising in 2015

## *Donation Turn-In*

Checks should be made out to the National MS Society. Please put your full name and team name (if applicable) in the memo line of the check. Please convert cash to check or online donations. Each participant must raise the \$300 fundraising commitment in order to participate in Bike MS.

Due to the volume of checks received during the Bike MS season, please allow 7-10 business days for processing and data entry into your participant center. In order for checks to be in the system before the day of the ride, please have them to the office by October 7. All other checks should be brought to the event. Encourage your donors to donate online anytime!

**Mail checks to:** Attn: Bike MS  
National MS Society; Greater Carolinas Chapter  
3101 Industrial Drive, Suite 210; Raleigh, NC 27609

## *Go Mobile!*

The Bike MS mobile app is available for IOS and Android, and is available also in a mobile web experience. Fast, fun and easy to use... and it's FREE!

Use the mobile app to:

- Send donation, recruitment, and thank you emails to your friends
- Request donations through Facebook
- Track your progress
- Keep up-to-date on event information
- Update your personal page



## *Five Ways to Maximize Online Fundraising Efforts!*

1. Make it personal. On your Personal Page and in e-mails, share your story and connection to multiple sclerosis.
2. Update your content regularly to give donors something new to experience every time they come to your Personal Page.
3. Having trouble managing your online campaign? Check the detailed help menus or contact the fundraising support center at [fundraisingsupport@nmss.org](mailto:fundraisingsupport@nmss.org) or call 855-372-1331.
4. Schedule a few minutes every week to thank donors who have contributed to your campaign and remind others if you haven't heard from them.
5. Have fun with it. You can keep in touch with your friends and family to keep them involved in the growing movement to end MS.

# Prizes

## Fundraising Levels

\$300	Event T-shirt
\$800	\$50 Bike Shop Credit
\$1,000	High Roller Jersey and Club Perks
\$1,300	\$75 Bike Shop Credit
\$2,000	Carolinas Passport
\$2,500	\$100 Bike Shop Credit
\$5,000	\$150 Bike Shop Credit and National Passport Program
\$7,000	\$200 Bike Shop Credit or Tour of Champions
\$10,000	\$300 Bike Shop Credit or Tour of Champions with a Guest

\*Bike Shop credit can be used at a Bike MS sponsoring bike shop.  
Credit is not cumulative.

## Passport Program

If you raise \$2000 or more in 2015, you can ride in any of the other two Carolinas Bike MS Events for only \$50 per ride in 2016! If you raise more than \$5000 in 2015, you can ride in any Bike MS event in the country for only \$50 per ride in 2016!! You must ride in your home ride again in 2015 to take advantage of this program.

## High Rollers Club

High Rollers Club members are cyclists who raise \$1000 or more. High Rollers Club members receive a Bike MS jersey, an invitation to the VIP High Rollers Reception on Friday, a complimentary massage and use of the VIP High Roller Tent throughout the weekend in addition to other perks during the year.

## Ride in Style



# Prizes

## *Tour of Champions*

Participants who raise \$7,000 are eligible to attend Tour of Champions (TOC) or \$10,000 to attend with a guest at no charge. Participants receive free travel and hotel accommodations. From there, they get to enjoy a bike ride with other top fundraisers from across the Southeast and learn how to increase their fundraising even more! The next TOC is January 14-17, 2016 at the Grand Hotel Point Clear Resort & Spa in Point Clear, AL.



## *"I Ride with MS" Program*

Cyclists who have MS will be wearing the "I Ride with MS" jersey. Genzyme and MS One to One, and Primal Wear are proud supporters of the I Ride with MS program.

## *Linking Lives Presented by Biogen*



Linking Lives, presented by Biogen, is an awesome program where we match a cyclist with someone living with MS. The partners encourage each other and give each other strength throughout their journey. There is a tent at the Finish Line of the ride for partners to meet up. It is a powerful moment, and powerful relationships are made! If you didn't sign up for this program when you registered to ride, email [Linking.Lives@nmss.org](mailto:Linking.Lives@nmss.org)!



# Teams

## *Teams are the driving force of Bike MS*

Last year, 52 teams rode, fundraised and had a blast at Bike MS: Breakaway to the Beach. Teams have the largest impact on our mission—to create a world free of MS—because they raised 77% of the fundraising total. Teams also have the most fun at the event. Think about it—being surrounded by family, friends and colleagues while you're cycling or volunteering during the weekend. Then, you can relax with your teammates at your team tent while enjoying some music, beer and good eats!

## *Fundraising*

Each team member must raise the \$300 fundraising commitment in order to participate in Bike MS. This means that every team member is asking his/her friends, family, and co-workers for donations. Every team members' individual fundraising total automatically rolls up into the team's total.

## *Team Village*

Team Village kicks off on Friday, where teams move into their tent space for the weekend, and the party continues through Sunday afternoon! Use it as a place to tailgate on Friday night during check-in, prep for the ride in the morning, and a place to relax and share stories after the ride each day. Your team tent can be as simple or extravagant as you want. Ask your friends and family members to head out to the finish line early, and set up with comfy chairs, fun décor, and special snacks! We are looking for the best beach theme tent there is...so pack your sandcastle toys and bring the sand with you!

## *Team Photos*

Teams have the opportunity for a Team Photo before the start on Saturday. If you are a team captain, please sign up for a photo time at [www.breakawaytothebeach.org](http://www.breakawaytothebeach.org). They will take place in the gazebo behind the Sea Trail Convention Center. Time slots are from 6:45am-7:40am on Saturday, October 17th.

## *Team Awards*

Teams are the driving force of Bike MS! Teams have the largest impact on our mission—to create a world free of MS. Teams also have the most fun at the event! Gather together 5 of your closest friends, co-workers, family members and join the movement!



# Awards

## Awards given at Ride Weekend:

<i>Best Team Tent (Family &amp; Corporate)-</i>	We want you to go all out with the Beach Blast or 30th anniversary this year. Think tailgating at the Super Bowl!
<i>Best Team Jersey -</i>	Be creative! Don't forget to include the Bike MS and National MS Society logo on them! Jersey's will be judged as you are riding Saturday.
<i>Spirit of the Ride-</i>	This team represents what Bike MS is all about, putting an emphasis on the mission, fundraising, fun, and safety. This trophy is passed from year to year.
<i>Big Wheel Award-</i>	Awarded to the team with the most riders (passed from year to year)
<i>Best Rookie Team -</i>	This award was created for new teams that excel in fundraising and recruitment.

## Awards given after Ride Weekend:

<i>Top Fundraising Average -</i>	The #1 team with the highest pledge average will be recognized at the post-event celebration.
<i>Top Fundraising Teams -</i>	The Top 10 fundraising teams will be recognized at the post-event celebration.

## What it means to be in the Top 50 Club!

The Top 50 Club members will enjoy many perks at this year's Bike MS. As our event grows, so does our fundraising club. If you're one of the Top 50 in 2015, just see what you have to look forward to in 2016 as a member:

- Access to the VIP tent during the event weekend
- Friday night VIP reception at the Jones Byrd Clubhouse
- Commemorative Top 50 Club apparel/prizes!
- FREE registration for 2016
- Recognition of our Top 50 fundraisers on the Bike MS website and newsletter
- Invitation to special chapter events throughout the year

\*All activities will take place at Sea Trail Resort Convention Center  
75 Clubhouse Rd. Sunset Beach, NC 28468

### Friday, October 16th

#### 12:00pm–9:00pm — Team Village Tent Set-Up & Sea Trail Check-in

Bring your decorations, sand toys and team members to enjoy your team village home for the weekend! See staff for location of your rented tent, or reserved location. Check-In begins for those staying at Sea Trail Resort. Please remember to request a late check-out on Sunday when checking in.

#### 3:00pm–9:00pm — Bike Mechanic Available, Team Village

Mechanics from our bike shops will be available to assist riders with any last minute bicycle problems and inspections. Also, many shops will have bike-related items for sale!

#### 5:00pm–9:00pm — Rider/Volunteer Check-in

Cyclists must meet the \$300 fundraising minimum before being eligible to ride in Bike MS. Turn in your money collection envelope in exchange for your rider number (bib, helmet, bike), and event t-shirt. Volunteers will receive their assignments and event t-shirt. You only have to check in once. Must have ID; cannot check in for others.

#### 5:00pm–9:00pm — Bike Expo

We're kicking off the weekend on Friday, October 16th with a "First Night Festival." Here, you'll find local merchants advertising local area hot spots and attractions for families! Best pub spots, local ice cream/creamery spots, and best outdoor adventure activities!

#### 5:00pm–9:00pm — Bike Lock-Up

Bike Lock-Up will be staffed during open hours and watched by security throughout the night. Drop it off for easy pick-up in the morning, starting at 6am!

#### 5:00pm–6:00pm — Rookie Rider Orientation, Convention Center

New to the sport of cycling or to Bike MS? If so, please join us for one of our Rookie Rider Orientation sessions during Friday night of the event! Our League of American Bicyclists certified instructors will host a brief rundown of safety tips, group riding techniques, event FAQs and what to expect on the route and off. This session will be offered at 5pm in the ballroom adjacent to volunteer check-in.

#### 6:00pm–8:00pm — VIP Reception, Jones Byrd Clubhouse

Top 50 Fundraisers, sponsors, committee members, and special guests are invited to our Bike MS VIP Reception. The reception will feature beer, wine, and catered hors d'oeuvres!

### Saturday, October 17th

#### 6:00am–8:00am — Breakfast, Sea Trail Convention Center Ballroom

Enjoy a continental breakfast of bagels, pastries, fruit, juice and coffee.

#### 6:00am–8:00am — Bike Lock-up Opens, Grassy field on the side of the Convention Center

Grab your bike for a quick warm-up before the day starts! Security will be stationed with them throughout the night for safe keeping. Mosquitos might be included!

#### 6:00am–8:00am — Registration/Check-in

Cyclists must meet the \$300 fundraising minimum before being eligible to ride in Bike MS. Turn in your money collection envelope in exchange for your rider number (bib, helmet, bike), and event t-shirt. Volunteers will receive their assignments and event t-shirt. You only have to check in once. Must have ID—cannot check in for others.



### **6:45am–7:40am — Team Photos**

Team Photos will be taken behind the convention center in the gazebo from 6:45am-7:40am so please bring your best jersey and most expressive smile!

### **7:45am–8:00am — Opening Ceremonies, Team Village/Convention Center Parking lot**

Look for the staggered start/finish for music and announcements

### **8:00am — Riders Start in order of distance (100, 75, 50, 30)**

### **11:00am – 6:00pm VIP High Roller Tent**

Sit and chill in our groovy VIP Tent and enjoy all sorts of awesomeness, from special snacks to beverages. For our High Rollers (\$1,00+) cyclists pick up your complimentary 5 minute massage tickets here (good for either Saturday or Sunday).

### **11:00am – 6:00pm Massage Therapists, Osprey Room, Convention Center**

Our massage therapists will be available to soothe those tired muscles. \$1.00 a minute

### **12:00pm–5:00pm — Beer Garden Sponsored by Left Hand Brewing Company, Team Village**

### **5:00pm–9:00pm — Bike Lock-Up**

Bike Lock-Up will be staffed during open hours and watched by security throughout the night. Drop it off for easy pick-up in the morning, starting at 6am!

### **6:00pm–9:00pm — Evening Reception**

Evening Reception featuring live entertainment by Train Wreck & Awards presentation, Team Village & Carolina Ballroom. Buffet Dinner, Carolina Ballroom—Dinner will be served for cyclists and volunteers from 6pm to 9pm, and guest tickets will be available for purchase for \$10.

## *Sunday, October 18th*

### **6:00am — Bike Lock-up Opens, grassy lot on the side if the Convention Center**

Grab your bike for a quick warm-up before the day starts! Security will be stationed with them throughout the night and volunteers during the day for safe keeping! Be sure to grab your bike before heading home!

### **6:00am–8:00am — Hot Breakfast & Team Photos, Convention Center**

Feeling exhausted from your mileage on Saturday? Come grab a protein filled breakfast with eggs, biscuits, bacon, and fruit to give you that morning boost!

### **8:00am — Riders Start in order of distance (100, 75, 50, 21 miles through Brunswick, Horry and Columbus Counties)**

### **10:00am–6:00pm — Showers available at Sea Trail Activity Center**

\*Please note - no shower trucks will be provided\*

### **10:30am – 4:00pm — Massage Therapists, Osprey Room, Convention Center**

Make sure to get your massage in, before you head home! \$1.00 a minute

### **11:00am – 2:00pm VIP High Roller Tent**

Our groovy VIP Tent is open today and is where our High Rollers (\$1,00+) can enjoy all sorts of awesomeness, from special snacks to beverages. Our VIP High Rollers can also pick up their complimentary 5 minute massage tickets here (good for either Saturday or Sunday).

### **11:00am–3:00pm — Buffet Lunch in Team Village**

### **11:00am–5:00pm — Team Village & Finish-Line Celebration**

Bring some confetti and cowbells! As cyclists roll into the Team Village area, volunteers, staff and family members will be there to congratulate you! THANK YOU for riding!

**12:00pm — Hotel Check Out** — Unless you asked for a late check-out on Sunday, please remember to check-out before noon, otherwise you will be charged per hour, every hour after 12 noon. You might consider loading your car on Sunday morning before you hit the route!

# Things to know *Before you go*

## *Sea Trail Resort*

The Sea Trail Resort Convention Center is the main hub throughout the weekend at Bike MS: Breakaway to the Beach. There are many overnight options at the resort, and you won't see these prices any other time throughout the year.

## *Route Info*

On Saturday and Sunday, the route starts and finishes at Sea Trail Resort in Sunset Beach, NC. Route options are designed to fit all types of cyclists. From beginners to experts, Bike MS is for everyone!

The route will be clearly marked with directional signs and arrows. There are also volunteers on the route to help you along the way. Rest Stops will be available every 8-12 miles on-route. Should you cycle the 75 or 100 mile routes, a full catered lunch will be provided on-route. Lunch will also be available for cyclists in Team Village. You will receive cue sheets in your Rider Packet, and Route Maps will be available online.

## *Mechanics*

If you find your bike needs some assistance during the ride, our participating bike shop mechanics will be at the start/finish and at each rest stop. Labor is free if you bike was inspected prior to the ride, but bring extra cash for parts. Please have your inspection sticker visible or available upon request.

## *Support and Gear Vehicles (SAG)*

Special vehicles will be on the route to assist you. If you need help, pull off the road and give a thumbs down to the SAG vehicle and they will pick you up and move you forward to the next rest stop. The lunch rest stop will have a support vehicle dedicated to bringing cyclists back to the start/finish line if needed.



# Things to know *Before you go*

## Safety

The safety of our cyclists is our number one priority for Bike MS. For additional information about group cycling, ride safety and cycling etiquette, please visit: <https://goo.gl/jnt6Ze>

This information will help you prepare and practice safe cycling skills.

## Distance Options

Saturday Routes - 30, 50, 75, and 100 Miles

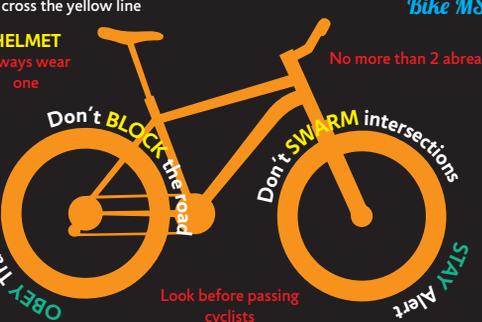
Sunday Routes - 25, 50, 75, and 100 Miles

(Routes may change due to road closures, construction, etc. Please use the cue sheet provided during the weekend of the event and follow the route markings to ensure that you stay on the Bike MS route.)

**A Special Message to Cyclists:**

Stop at all stop signs and traffic lights

***Bike MS' reputation rides with you and every other participant.***  
 Protect the future of this event by obeying all traffic laws and being courteous to the motorist, cyclists and host communities around you

<p><b>The roads are open to all traffic. Follow these Safety Tips</b></p>	<p><b>USE Verbal &amp; Hand SIGNALS</b></p>
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Don't cross the yellow line</p> <p><b>HELMET</b> Always wear one</p> <p>Don't <b>BLOCK</b> the road</p> <p>Look before passing cyclists</p> <p><b>OBEDIENT Traffic Laws</b></p> </div> <div style="width: 45%; text-align: center;"> <p><i>Bike MS</i></p> <p>No more than 2 abreast</p> <p>Don't <b>SWARM</b> intersections</p> <p><b>STAY Alert</b></p> </div> </div> 	<p><b>LEFT TURN:</b> Left arm straight out</p> <hr/> <p><b>RIGHT T TURN:</b> Left arm straight out and bent up or right arm straight out</p> <hr/> <p><b>"ON YOUR LEFT":</b> Rider approaching your left side. Ride steadily and allow room to pass</p> <hr/> <p><b>"GRAVEL/POTHOLE/SAND/TRACKS":</b> Combined with pointing, alerts other cyclists to hazardous road conditions</p> <hr/> <p><b>"SLOWING/STOPPING":</b> Cyclist is slowing or stopping. May be combined with turning palm of hand toward people riding behind</p>
<p><b><i>Stay Safe</i></b></p>	

# Things to do

## Explore Sunset Beach

Explore Sunset Beach

Whether you arrive at Sunset Beach early, or are out on the route Saturday and Sunday, there are TONS of fun activities for your family and friends to take part in right here in Sunset Beach! Sunset Beach lies between Ocean Isle and N. Myrtle Beach, giving you countless outdoor activities! Here are a few we recommend you check out:

- Ingram Planetarium
- The North Carolina Oyster Festival (35th Annual)
- Museum of Coastal Carolina
- Calabash Creamery
- Summertide Adventure Tours (Kayaking rental & tours)
- Island Breeze (Clothing Store)
- Turtle watching at the Ocean Isle Sea Turtle Protection Organization
- Silver Coast Winery
- Planet Fun Bowling & Arcade
- Bodacious Bob's Bike Tour
- Oak Island Lighthouse
- Ripley's Aquarium
- Myrtle Beach House of Blues

## Thank you to our Sponsors



**move yourself.**

**October 17 & 18, 2015**  
**Bike MS: Breakaway at the Beach**  
[www.breakawaytothebeach.org](http://www.breakawaytothebeach.org)



**National  
Multiple Sclerosis  
Society**  
Greater Carolinas  
Chapter

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