

The Mid South Chapter of the National MS Society would like to graciously thank Jack Daniel's Distillery and Brown-Forman for their 15 years of dedication to Bike MS. Your support has helped countless people across our chapter, and we look forward to many more years of this outstanding partnership.



Cyclist Handbook

bike
MS
JACK DANIEL'S
No. 7
Bike to Jack &
Back 2009

Jack Daniel's
"Bike to Jack & Back"
bike MS ride
October 3-4, 2009
15th Anniversary



Dear Cyclist,

Thank you for committing yourself to help end the devastating effects of multiple sclerosis by riding in the Jack Daniel's "Bike to Jack & Back." Everyone at the Mid South Chapter of the National MS Society is glad to have you Join the Movement. Our goal this year is to raise \$604,800 to help fund research and programs for people living with MS. It is a large goal to achieve, but together we can do it!

To help you prepare for the ride, this cyclist handbook is full of information and suggestions to help you raise money, train, check-in, and have a blast at our **Jack Daniel's "Bike to Jack & Back": 15th Anniversary.**

Please read the cyclist handbook completely and continue to visit the Mid South Chapter website at www.ms-midsouth.org for updates. We're here to make this experience the best possible for you, your teammates, family and friends. Good luck with your fundraising and healthy training.

Happy Cycling!
The Mid South Chapter Staff

Ride Contact:
Megan Wingo
Development Coordinator
615-690-5349 (office)
615-269-9470 (fax)
Megan.Wingo@msmidsouth.org



Shop the Town Square for special discounts!

Lost & Found Relics:

25% off any 1 item (Jack Daniels merchandise only)

Baker's Antiques:

10% off selected Jewelry items

Mary Ruth Fuqua Antiques:

10% off any item

Lynchburg Pottery & Gift Gallery:

1 FREE Print of Lynchburg with any store purchase (while supplies last)

Prince's Parlor:

10% off any ice cream purchase

Nina's Taste of Tennessee:

10% off anything in the store, plus FREE samples of fudge made with Jack Daniels to all cyclists

Southern Perks:

FREE fountain drink with any \$5 purchase

L.B.'s Most Unique:

10 % off anything in the store



Lynchburg, TN is a tiny little town in a tiny little county with one BIG industry - [JACK DANIELS DISTILLERY](#). Granted, most people come to Lynchburg the first time to take the tour of the oldest registered distillery in the United States.

An old fashioned town, the likes of which you may have thought no longer existed. A charming town square surrounds the 100 year old courthouse. You will soon be browsing leisurely through a variety of unique shops. No need to hurry. Life moves at a slower pace in Lynchburg.

Take some time the weekend of the ride to enjoy this wonderful town and their special hospitality. Get to know Lynchburg and JACK!

Activities at Lynchburg

After you finish your ride on Saturday, hop on one of the shuttles to the Lynchburg Square and do some shopping! We are going to operate a FREE shuttle service for any goods you purchase on Saturday afternoon, October 3, before 5:00 pm.

Feel free to purchase any items you would like and WE WILL TRANSPORT THEM BACK TO PAGE HIGH SCHOOL on Sunday for you to pick up at the finish line. Visit any of the wonderful stores on page 39 for special discounts ONLY for Bike to Jack & Back cyclists. Bring this book with you to the Town Square to receive these special discounts!

Look for lots to do on Saturday when you shuttle to Lynchburg. Take a distillery tour, go shopping, listen to live music on the square, and we might even have some more surprises in store for town square visitors!

***No one under the age of 18 is allowed to participate in this ride.**

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Two rides.
One destination.
A world free of MS.

You're up for the challenge as a Bike MS Cyclist — and ready for the ride of your life! Moving forward, this handbook will help you keep you organized and motivated, as well as provide some great tips for having fun while fundraising.

Each year the Mid South Chapter conducts two bike MS rides in Tennessee.

The 2009 rides are:

**FedEx "Rock-N-Roll"
September 12 & 13, 2009**

**Jack Daniel's "Bike to Jack & Back"
October 3 & 4, 2009**

Each ride has very distinct, unique features that provides cyclists with a weekend of challenge, fun and community leadership in the fight against MS.



The Jack Daniel Distillery—the oldest registered distillery in the U.S.—is where it all happens. It's where Mr. Jack first crafted the recipe for Old No.7. It's where the pure, iron-free cave spring water flows. And it's where every drop of Jack Daniel's Tennessee Sippin' Whiskey is still made. It is also where 900 cyclists and many volunteers will visit and taste some of the "JACK" southern hospitality on October 3-4, 2009.

The Jack Daniel's Distillery looks forward to introducing you to the town of Lynchburg this year. Read more about this wonderful small town you will be visiting on page 38 in this handbook.

Please plan to take the wonderful Distillery tour, visit the Lynchburg Hardware Store and tour this fine town square the weekend of the ride. Visit the Jack Daniel's Distillery website for more facts and interesting information on our benevolent sponsor at:

www.jackdaniels.com



We are grateful to the community leaders that support this bike MS ride each year. We could not accomplish all that we do without their help. Please visit these sponsors and give them a round of applause!



Bike Shop Sponsors:



Service Sponsors:



These were sponsors secured at time of print. Please continue to review newsletters for additional sponsors of "Jack". We appreciate all our sponsors!

Essential Information:

- **No riders under 18 are allowed on this ride. There are NO exceptions.**
- All cyclists must sign a **waiver** on the morning of the ride to participate.
- The "Bike to Jack & Back" requires a **minimum of \$300** in pledges from each rider. Riders have until 7:29 am Saturday, October 3 to raise and turn in the \$300 minimum for the ride.
- You must **wear a helmet at all times** on the route. You WILL NOT be permitted to ride without a helmet.
- You must wear your **rider bib** on the back of your jersey or shirt at all times.
- You must wear a **ride wristband** the weekend of the ride which will be provided to you.
- You are allowed **2 pieces** of luggage. V.I.B.E.S are allowed 3 pieces of luggage.
- There are **3 mandatory check-ins** on this ride: Lunch on Saturday, Finish line on Saturday and Sunday.
- Please arrive at Page High School for registration with a well-tuned bike, 2 full water bottles, and at least the minimum of \$300 turned in before you can ride.
- The ride provides two route options both days 60 (short) or 80 miles (long).
- **Just one last try...this book has a lot of important information...try to squeeze in reading it sometime before the ride. Thanks!**

**Mail your donations or bring by the Mid South Chapter Office:
4219 Hillsboro Road, Suite 306
Nashville, TN 37215**

About Multiple Sclerosis:

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system.

Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

Facts:

- MS is the #1 disabling disease among young adults in the United States.
- The average annual cost of living with MS exceeds \$57,000 per person with the lifetime costs of more than 3.7 million. Persons with more severe disability experience higher costs.
- Most people are diagnosed with MS between the ages of 20 and 50, attacking people during the “prime of life” when they are starting careers and families.
- Children as young as 6 years of age are also now being diagnosed with MS. More than 10,000 children have been diagnosed.
- Women are three times as likely as men to get MS.
- MS affects more than 400,000 Americans.

JACK on the ROCKS CLUB

Ride in both the FedEx “Rock-N-Roll” and Jack Daniel’s “Bike to Jack & Back” and become a member of the Jack on the Rocks Club! Receive fabulous incentives including:

- FREE registration for both rides
- Gift packages at both rides full of great giveaways
- Recognition at the “Bike to Jack & Back” program on Saturday night, October 3
- Access to FREE massages at both rides
- Access to VIBE lounges at both rides
- Parking passes at both rides

TOUR of CHAMPIONS

Raising \$7,000 or more will make you eligible to join other Champions across the country on a 4-day, 3-night fun-filled vacation!

(Location to be announced in bike MS Newsletter, *Shifting Gears*)

Prize Package Includes:

- Airfare
- Accommodations
- Welcome Reception
- Transportation to & from airport
- Group Dinner on Saturday

Attendees are responsible for all other amenities like breakfast, dinner on Friday, tips, hotel amenities, alcohol, and any other extras. There is also a guest package for family members!

V.I.B.E. CLUB Information:

Become a Very Important Biking Entrepreneur by raising \$1,000 or more. Refer to page 14 of this handbook for an easy way to raise \$1,000 in 10 days.

Raise \$1,000 and you become a member of this prestigious club! You will receive all kinds of exclusive perks and bonuses such as:

- A massage at the finish line both Saturday & Sunday
- An incredible V.I.B.E. appreciation package including:
 1. **Two (2) keepsake rider jerseys (1 VIBE jersey & 1 commemorative 15th Anniversary Jack Daniel's jersey)**
 2. Custom Cycling VIBE socks
 3. Bike Gear
 4. Custom VIBE hooded sweatshirt
 5. Plus more surprising goodies!
- Unique rest stop areas for V.I.B.E.S. with additional food choices
- "Bike to Jack & Back" V.I.B.E.S. will have access to 2 VIBE lounges, one at Motlow and another at the Jack Daniel's Distillery
- Free whiskey tastings at the Jack Daniel's Distillery:
Call Megan at 615-690-5349 to RSVP for one of these times: 2:00 pm and 3:30 pm
- VIBES will receive a neon yellow rider bib and neon yellow wristband so everyone will know you are a VIBE!
- Opportunity to have your VIBE jersey cleaned on Saturday night

To be a member of this club your donation of \$1,000 or more MUST be turned in by September 18th to ensure your V.I.B.E. package and sizes are available!

Who is the Mid South Chapter?

The Mid South Chapter staff is passionate in our commitment to people affected by MS. Through creativity and hard work, we promote quality healthcare, simulate community service, advocate for favorable government policies, and are the world's best source of information about multiple sclerosis. In 2008, we raised over \$2 million dollars, serving more than 7,300 clients in 105 counties across the state of Tennessee, northern Georgia, northern Mississippi and eastern Arkansas.

Local Chapter Programs:

- Monthly **Self Help Group** Meetings
- "**Discovery Weekend**" for the family
- "Keep S'myelin," a **newsletter for children** of families affected by MS
- **Referrals** to health-care professionals, MS Clinics, physical therapy and psychologists
- **Exercise programs** such as MS Aquatics, Yoga, and Tai Chi
- **Programs on lifestyle topics** such as alternative methods of treatment and fatigue
- The chapter provides the following **educational materials**: Local information and referrals to area resources, a Lending Library of books and tapes on MS, Quarterly Chapter newsletters and magazines.

Why Join the Movement:

The Mid South Chapter is committed to doing everything we can in the fight against MS, starting with ensuring that the maximum amount of donations goes towards research and services rather than administration and fundraising. All funds are privately raised (not a United Way Agency).

Each cyclist is allowed **2 bags**. Only V.I.B.E.S. (cyclists raising \$1,000 or more) are allowed an extra bag, bringing their total to 3 bags.

Suggested items to bring:

- Your minimum \$300 fundraising donation- must be turned in before you ride
- A well tuned bike. Do not wait until the day of the ride to get your tune up.
- Helmet – **REQUIRED**
- Identification (Driver’s License) & Medical Insurance Cards
- Extra Energy Bars and Gels if you use them
- Cell Phone
- Padded shorts and a light-weight shirt or jersey
- A full Water Bottle
- Cycling gloves, shoes, & socks
- Sunglasses, lip balm or chapstick, & sunscreen
- Tire patch kit, spare tubes, & tire pump (Bike mechanics will be on hand to offer assistance, but are not responsible for having supplies to give out.)
- Camera
- Tent, sleeping bag, & pillow (for those camping at Motlow)
- Towel for showers if camping
- Toiletries
- A two day supply of any medication you are taking
- Extra clothes for Saturday & Sunday
- Money for incidentals. You can buy Jack Daniel’s merchandise at the finish line and in the Lynchburg Town Square
- A jacket or poncho in case of cold or rainy weather



2009 Mid South Chapter Bike MS Prize Structure:

Raise \$10,000 & Up	Tour of Champions trip or \$1,000 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$7,000	Tour of Champions trip or \$500 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$5,000	\$200 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$3,500	\$150 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$2,000	\$100 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$1,000	\$50 Bike Shop Gift Card, and VIBE jersey, and Prize jersey
Raise \$600	Bike MS Prize Jersey

Mission First Club

The Mid South Chapter, National MS Society delights in rewarding you for your fundraising efforts. However, if you would like to contribute more to the organization - at no real cost to you - there is a quick, easy way! By donating your gift certificate back to the Society, you help us reduce our bike MS expenses and provide more funding to local service programs and medical research. Also, you will be recognized on our website for being a member of the Mission First Club.

Prize Facts & Deadline

- In order to be eligible for all jerseys, **you must turn in your money by Sept. 18, 2009**
- In order to be eligible for Bike Shop Gift Card prizes, **you MUST fill out a prize form available on the website and send it the Mid South Office by Nov. 6, 2009**
- Gift Cards will only be available through **sponsoring bike shops.**

There are more than 7,300 people in the Mid South Chapter living with Multiple Sclerosis. Each one has an inspirational story to share. The Champions Against MS program connects these individuals living with MS to our event fundraisers and participants such as yourself.

This connection fosters education, awareness, gratitude, and most importantly, hope, through a symbol of a bandana. During the ride, you can choose to wear one of these bandanas signed by a person with MS. The bandana is there to remind you that every mile you cycle brings us one step closer to a cure.

Sign up for this program by emailing Megan at Megan.Wingo@msmidsouth.org to receive your bandana. They will also be available at the start line.

Passport Program

As a National Multiple Sclerosis Society cyclist and a top fundraiser, cyclists from the Mid South Chapter that have raised at least \$5,000 are eligible to become a member of the elite National Bike MS Passport Program!

Through the National Bike MS Passport Program, members are eligible to attend many of the other Bike MS Rides throughout the nation!

Select from the several fabulous locations and rides available and attend as many of the 2009 National Bike Passport Program Bike Rides as you would like within one year from October 3, 2009.

Members simply select a ride or several rides to participate in, send in a signed Bike MS Waiver and a \$50 registration fee per ride, and you're essentially on your way! (Members are expected to coordinate and pay for your own travel expenses, bike shipment, hotel accommodations, incidental expenses, etc.)"

WELCOME TO NASHVILLE and FRANKLIN, TN!

Each year we have a variety of cyclists who travel to participate in the Jack Daniel's "Bike to Jack and Back". In 2008, we had cyclists from 28 states! The following is a list of hotels for the convenience of those coming from out of town.

These hotels that are close to Page High School, our official starting point:

- **Ramada Inn & Suites** 615-791-4004
6.39 miles from start line
- **Comfort Inn Franklin** 615-791-6675
6.85 miles from start line
- **Red Roof Inn** 615-309-8860
11 miles from start line

Downtown Franklin, TN is a wonderful place to visit and has 15 blocks of historic buildings and shops.

Visit www.franklin-gov.com for more information on this great place to visit.

(These are only suggestions & not supported by the National MS Society)



Camping Option:

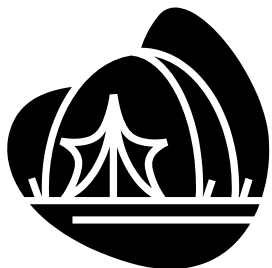
All cyclists are encouraged to camp at Motlow State Community College. Camping is FREE of charge!

- Camping is available on the grounds of campus and the gym is also available for sleeping.
- Showers are available in the locker rooms beside the gym. Please look for male/female locker room signs. There will also be a Shower Truck available to the left side of the gym across from the bus pickup/drop-off
- Shuttles are provided to the Lynchburg Square for shopping, distillery tours, and the distillery VIBE lounge.

What NOT to bring to Motlow, Hotels and the Ride:

- **Drugs and/or alcohol:** These items are not permitted at Motlow State Community College and Lynchburg is in a dry county.
- **Headphones:** Riding with headphones is not permitted.
- **Your children:** Unless your children are able to volunteer for two days with a guardian (if under 18 yrs of age).

No children or anyone under the age of 18 (and family members that did not volunteer for two days) are allowed at the Jack Daniel's Barbeque Hill party. There are no exceptions to this rule.



New This Year: Team Village at Motlow

You had a long day. You rode so many miles and helped make incredible advances toward a world free of MS. Now celebrate with your team! Join them at your very own tent at the Bike MS Team Village at Motlow.

One of the biggest incentives to forming a team is the Team Village! This is a new aspect of the Bike to Jack & Back this year, and every team will want to be involved! Make your team tent in the Team Village your own home away from home! Each team is encouraged to make their tent special—so have fun with it! This is a great way to keep your team members happy and coming back year after year!

Things to Bring:

- A tent (no larger than a 10x20) for your team!, chairs, tables, etc.—Have a friend or coworker set these up for you while your team is on the route
- Arrange for your own team massage therapist.
- Paraphernalia to hand out (i.e. key chains, stickers, etc.)
- Disposable cameras and/or video cameras
- Frisbee, Bocce ball, or other active games
- Pack a deck of cards or other board games.
- Noisemakers
- **FOOD!!!!!! (Remember, NO alcohol is allowed on the Motlow Campus)**

Rider Village Resources:

Decorate your team tent with company banners, a fun theme or both! Suggested themes are: Hawaiian, 50's, Casino, Wild West, All that Jazz, and the list goes on and on! Get sponsors to cover the cost of your decorations and food!

TO RESERVE YOUR SPACE AT THE MOTLOW TEAM VILLAGE, PLEASE EMAIL MEGAN BY SEPTEMBER 18 AT Megan.Wingo@msmidssouth.org

15th ANNIVERSARY CLUB

All teams who raise \$15,000 or more by September 25, 2009 will become members of this exclusive club!

Teams will receive:

- A Party-In-a-Bucket full of wonderful team items to use the weekend of the ride at their Team Village Tent!
- Official 15th Anniversary commemorative Jack Daniel's barrel stave
- Team highlighted in the post ride newsletter, *Shifting Gears*

15 or MORE CLUB

Does your team have 15 members or more? If so, your entire team will receive a FREE special breakfast in the TEAM breakfast tent on Saturday morning, October 3!

BEST Jersey

The weekend of the ride, the Jack Daniel's staff will choose their favorite team jersey design and your team will be recognized in the program!

MOST TEAM SPIRIT

We want to award the TEAM with the loudest cheers, most energy, and most decorative tent in the TEAM Village with the 2009 Spirit Stick to be awarded at the Saturday night program!

MISSION POSSIBLE CLUB

All teams raising \$7,300 or more will be a member of the Mission Possible Team Club. This means your team has raised \$1 for every client in the Mid South Chapter. You will receive an official bike MS plaque celebrating your accomplishment!

Hotel Option:

Cyclists may choose stay at one of four area hotels (which are first come, first serve and at the cost of the cyclist.)

THE SOCIETY WILL ONLY PROVIDE TRANSPORTATION TO THE FOLLOWING HOTELS:

Tullahoma Hotels:

Hampton Inn - 931-461-5222

Jameson Inn - 931-455-7891

Executive Inn - 931-455-4501

Lynchburg Country Inn - 931-759-5995

You will need to provide and set up additional transportation if you choose to stay somewhere else prior to the ride. We can not stress this enough.

How do we get there?

Shuttle bus service is available for ride participants. Buses will travel the following routes on Saturday afternoon and evening:

1. Motlow State Community College to all four area hotels
2. Motlow State Community College to the Lynchburg Square
3. A final bus will take people from the Lynchburg Square to the Jack Daniel's BBQ Hill
4. Motlow State Community College to Jack Daniel's BBQ Hill for the Evening Program and Party

On Sunday, shuttles will run from the four area hotels to Motlow State Community College beginning at 5:30 A.M

Special Thanks to Anchor Tours & Trailways for providing sponsorship through bus transportation.

Cyclists, we need the help of your friends and family members during the weekend of the ride! The Jack Daniel's "Bike to Jack & Back" needs 150 to 200 volunteers to help make the event successful. We need your help to recruit these hard-working volunteers.

There are many opportunities for volunteers including:

- Bike Compound
- Cyclist Check-In
- Downtown Lynchburg
- Jack Daniel's Distillery
- Jersey Cleaners
- Luggage Truck
- Lunch
- Massage Therapists
- Registration
- SAG
- Start/Finish Line
- Set-Up/Clean-Up
- Tour Guide (Buses)
- VIBE Lounges
- VIBE Crew
- Waterin' Holes

TO REGISTER AS A VOLUNTEER, PLEASE VISIT THE WEBSITE AT WWW.MSMIDSOUTH.ORG, OR CALL MEGAN WINGO AT 615-690-5349.

We need volunteer participation to make this year the best ride yet!

Join The Movement

Everything You Need to Know About Being On a Team:

- All teams must have at least 4 members.
- There is no limit on the maximum amount of members a team may have.
- Each team member must still raise the minimum \$300 to participate.
- All teams should set a fundraising goal and keep track of their progress!
- Create your own team jerseys so you stand out the week-end of the ride.
- If your team raises \$7,300 or more, the team will be a member of the Mission Possible Club

Ten great things about our online team tools

1. Post your team pictures online
2. Include your company's logo
3. Set up a simple URL for your Team page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E -mail your entire team at once
7. Track your team members' fundraising progress
8. See your real time team fundraising total
9. Track and thank your team gifts
10. Easily update your page and photo

Check out the Jack Team BlogSpot site:

We have created a Jack Daniel's "Bike to Jack & Back" Team Blog just for our team captains and team members. Please visit the blog and save it under your favorites – or become a follower!

<http://jackandback.blogspot.com>

Moving Together: 3 simple steps to starting a team

As a part of the MS movement, you and your team are committed to a world free of MS. We're committed to you and the success of your team.

1. Recruiting

Team members can be anybody — friends, family, co-workers, or neighbors — and they can all easily register as cyclists online at www.msouth.org. Whether you're a corporate team or a team of family and friends, just be sure to ask everyone you know.

2. Raising Money

Fundraising comes more naturally when you make it personal. If your team is cycling for someone with MS, ask them if they would be willing to tell their story. Be sure to follow that with a statement about how much progress we've made in treating the disease. Don't forget to ask everyone who sponsors you if their employer offers matching gifts!

3. Really Having Fun!

Being on a team is an opportunity to share a great experience with friends and family members, or coworkers — a community coming together for a common goal and the accomplishment of a unique personal challenge! Bike MS can be more than a fundraising event — it can be a joyous celebration of how far we've come together!



We are thankful to have the support of some of the best local bike shops around town! Please visit our bike shop sponsors as you purchase items for the ride, and thank them for their JACK involvement!

Bike Pedlar Brentwood

144 Franklin Road
Brentwood, TN 37027
615-373-4700

Cumberland Transit

2807 West End Avenue
Nashville, TN 37203
615-321-4069

Bike Pedlar Hermitage

5116 Old Hickory Boulevard
Hermitage, TN 37076
615-885-0881

REI

261 Franklin Rd
Brentwood, TN 37027
615-376-4248

Bike Pedlar West End

2910 West End Avenue
Nashville, TN 37203
615-329-2453

Sun & Ski Sports

501 Opry Mills Drive
Nashville, TN 37214
615-514-3300

Biker's Choice

709 W Main St
Hendersonville, TN 37075
615-822-2512



How to Raise \$1,000 in 10 Days:

Day 1

Start by sponsoring yourself for \$50

Day 2

Ask 2 of your family members to sponsor you for \$50

Day 3

Ask 10 friends to contribute \$20

Day 4

Ask 5 co-workers to contribute \$20



Day 5

Ask 5 neighbors to contribute \$20

Day 6

Ask 10 people from your place of worship to contribute \$10

Day 7

Ask your boss for a company contribution of \$50 (or better yet find out if your company will match what you raise!)

Day 8

Ask 5 businesses or companies that your business works with to sponsor you for \$40

Day 9

Ask 4 businesses you frequent to contribute \$25

Day 10

Share your success with you friends and family!



Donate Goods or Services!

Have you ever wondered how we get cases of bananas, drinks, snacks, etc.? We try to get them all donated by extremely generous sponsors and cyclists! And there are still supplies, services, and food that we need year after year to keep this bike MS ride running smoothly. Marketing and promotional opportunities are available for companies/individuals that provide cash sponsorship or in-kind product/services donations. Take a look at our list to see what you could help with!

Services:

- Bands/Entertainment
- Cheerleading Squads for finish lines
- Site Clean-Up
- EMT Services
- Media Services

Food:

- Juice, water, Gatorade
- Health food products/Snacks
- Ice

Supplies:

- Paper products such as plates, napkins, paper towels, etc.
- Helium tanks
- Decorations!
- 10 x 10 or larger tents
- Port-a-Potties
- Office supplies such as copy paper, poster board, etc.
- Balloon Arch

If you could donate any or these items or services, please contact Megan Wingo at 615-690-5349 or megan.wingo@msmidsouth.org

How do I turn in donations I have received?

1. Mail or drop them off at the National MS Society Office:
4219 Hillsboro Road, Suite 306 Nashville, TN 37215
Office hours are 8:30 A.M.—5:00 P.M.
615-690-5349
2. Attend Early Packet Pick-Up the week of September 21-25
3. At check-in the morning of the ride (arrive early!)
4. Enter your donations on-line then mail or bring them to the Mid South Chapter office.

If I mail donations in, will the donor be credited on my participant page?

Yes, please be mindful that our data department is small and entering information in for two bike rides. Please allow a turn around time of at least one week for this to occur. Enter your own donations so you can see your progress quickly!

If I turned in my money at Early Packet Pick-Up, do I still need to check in the day of the ride?

YES! All riders must check in on Saturday morning. If you have already turned in your money, look for the signs that say “I attended Early Packet Pick-Up!” (Your registration process on Saturday will be much quicker if you attend Early Packet Pick-Up!)

When will my team photo be taken?

Team photos will be taken at Page High School on Saturday morning. Sign up for a picture time by emailing Megan at Megan.Wingo@msmidsouth.org

What meals are provided?

Lunch on Saturday on the route, Cook-out at Saturday Finish Line, Dinner at the Jack Daniel’s Distillery, Sunday breakfast at Motlow, Sunday Lunch at the Page High School Finish Line. If you require a vegetarian meal, please contact Megan Wingo at 615-690-5349.

- **Establish a Letter Writing Campaign:** Write to everyone you know and ask them to support you. For best results, make the letter heartfelt, informative and compelling. Be sure to include a self-addressed stamped envelope, which makes donating convenient. Visit our website for sample letters at www.msmidsouth.org.
- **Make a Strong Personal Pledge 1st:** Your family and friends will be more apt to sponsor an event that you are committed to yourself.
- **Add a Personal Message to Your Voicemail:** Remind your friends and family of your commitment to the cause and encourage them to call you back with a donation.
- **Get the Word Out:** Hang Posters, send e-mails, leave voicemails, distribute brochures. Spread the work that you are riding to end the devastating effects of MS.
- **Fundraising Events:** Bake sales, car washes, raffles, garage sales, game night...these are just some ways to raise money for the ride.



For more helpful fundraising hints, please call 615-690-5349, or visit our website at www.msmidsouth.org!

What \$500 does for MS clients in the Mid South Chapter:

- Will support 5 clients to attend a month of aqua therapy classes
- Will buy 3 batteries for motorized scooters
- Will help pay for approximately 3 winter utility bills for shut-in clients
- Will cover the expense of home delivered meals for 1 month for 5 clients
- Will provide unrestricted financial aid for 2 families
- Will provide 4 window air conditioners for families in rural areas
- Will provide strength and stability training for 2 clients for a month
- Will provide ramps for 4 families
- Will provide mental health counseling services for 5 clients.
- Will underwrite 20 self help groups for 1 month
- Will provide diapers for 1 month for 5 clients
- Will provide cooling vests for 5 clients
- Will provide “sliding boards” that would help 6 clients with MS access bathtubs
- Will provide 25 clients with walkers



Who is allowed to attend the Jack Daniel's Party on the Hill?

Only riders who have turned in at least the \$300 minimum, volunteers who have volunteered BOTH days (& are 18 years of age or older), authorized sponsors, and professional MS Staff are able to attend the party. We are unable to make exceptions due to the limited number of spaces available at the party. You must also be 18 years or older to attend the party.

Do I have to attend the party at Jack Daniel's?

If you are too tired and simply do not want to go to the party at the Jack Daniel's Distillery, then you don't have to. However, this is where dinner will be served. Buses will be running continuously to and from Motlow and the Jack Daniel's Distillery. If anything, grab a bite to eat on the famous Lynchburg Square.

What if I get lost on the route?

First of all, we will mark the route extremely well so the chances of this happening will be slim! Secondly, each rider will have a wristband with an emergency contact number for you to call should you need it.

How much luggage can I bring?

Each rider is allowed two (2) pieces of luggage. You will only receive two (2) luggage tags. V.I.B.E. Club members can bring three (3) pieces of luggage.

What if it rains?

We ride! Should conditions be questionable the weather will be assessed the morning of the ride.

How many cyclists participate in the Jack Daniel's "Bike to Jack and Back"?

About 900 cyclists and 150 volunteers participate.

When does the \$300 minimum have to be turned in?

The \$300 minimum must be turned in before or on the day of the ride (October 3, 2009) to participate in the ride. No exceptions will be made.

Is my car safe parked at Page High School?

Security will be provided at Page High School (As always, remove valuables from plain site).

Is my bike safe at Motlow State Community College?

An officer will patrol the campus for the entire weekend. The bike compound will be chained and locked overnight.

What if a rider can only ride on the first day?

We are not able to provide a shuttle service. Please check-in at one of the check points and let our volunteers know that you will not be riding on day two. If you wish to wait until Sunday morning a Super Shuttle will be provided to take cyclists back to Page High School. This is on a 1st come, 1st serve basis and there may be a wait if additional trips are required to transport people.

What if I decide I can't make it any further?

We provide SAG wagons for this purpose. If you want to ride for awhile then cycle again, or just call it a day, we will cater to your needs. This is not a race and this is intended to be fun and enjoyable weekend!

What type of food/snacks are on the route?

Every 8-12 miles rest stops or as we call them "Waterin' Holes" will be sponsored & decorated by local companies each stocked with a variety of treats and snacks (remember, V.I.B.E. Club members get extra special goodies!), enthusiastic volunteers, porta-potties and fun!

- **Each cyclist must wear a helmet while riding.** No exceptions.
- **Only pass on the left**, and always call out "On Your Left" to alert your fellow cyclists.
- **Ride single-file on the right side of the road.** This will allow other cyclists and cars to pass safely.
- **Communicate with your fellow cyclists.** Warn other riders of your pending actions: say "stopping," "car back," "rider back," "gravel," "sand," "pothole," or "on your left" before acting. Pass only on the left. Always check behind you to be sure it's clear, then signal and yell out.
- **Obey all traffic laws.** Stop at all stop signs and red traffic lights, unless otherwise directed by a uniformed police officer. Ride volunteers ARE NOT authorized to stop traffic.
- **Be predictable.** Don't make any sudden stops or swerve. Smooth riding takes practice and strength.
- **Be alert.** Watch the cyclists in front of you. Watch for dogs; if chased, coast instead of peddling beside them.
- **Never wear headphones while riding.** Headphones are not permitted.
- **Cross Railroad Tracks at a right angle and slowly.**
- Remember to stop at Waterin' Holes to **stay hydrated.**



Directions to Page High School

From the North:

Take I-65 South toward Nashville or Huntsville (depending on your start location)

Take Exit 65 toward Franklin/Murfreesboro

Turn left on Murfreesboro Road and follow for 1.5 miles

Turn right on Arno Road and follow for 5.3 miles

Arrive at Page High School

From the South:

Take I-65 North toward Nashville

Take the TN-840 exit (Exit 59) toward Knoxville

Merge onto TN-840E via exit 59A toward Knoxville/
Murfreesboro

Take the Arno Road exit (Exit 37) and follow for 0.4 miles

Turn left onto Arno Road and follow for 1.8 miles

Arrive at Page High School

From the West:

Take I-40 East toward Nashville

Merge onto I-440 East via Exit 206 toward Knoxville

Merge onto I-65S via Exit 5 toward Huntsville

Take Exit 65 toward Franklin/Murfreesboro

Turn left on Murfreesboro Road and follow for 1.5 miles

Turn right on Arno Road and follow for 5.3 miles

Arrive at Page High School

From the East:

Take I-40 W toward Nashville

Merge on TN-840W via Exit 235 toward Murfreesboro

Take the Arno Road Exit (Exit 37)

Turn right on Arno Road and follow for 1.7 miles

Arrive at Page High School

**6281 Arno Road
Franklin, TN 37064**

Mandatory Stops and Check-Ins:

On Saturday, mandatory stops are located at the Start, the Lunch Stop at the TN Fire Academy, and at the Finish. Cyclists must check-in so we can ensure the safety of all participants.

Motorcycles:

The Gold Wing Road Riders Association patrols the route and will be at intersections to provide support. They WILL NOT stop traffic.

Bike Mechanics:

Our sponsoring bike shops have you covered should you run into mechanical troubles. They will be stationed at the start, rest stops, and the finish line.

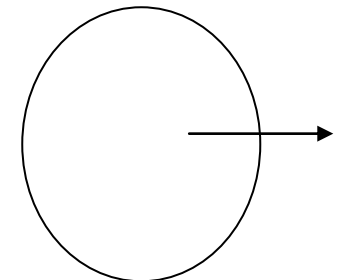
Volunteers:

Route volunteers are a responsible, committed, eager, and fun-loving bunch! Many volunteers have been driving a SAG wagon, volunteering at a rest stop, or serving as a bike mechanic for many years. They are committed to cheering you on, keeping you safe, and making this ride one of the best supported ones around.

Route Markings:

The route will be clearly marked with road hickies (painted markings on the road) and road signs. The Mid South Chapter will also provide each cyclist with a route map. All road hickies will be in fluorescent paint.

**Please watch for these
road hickies along the
route:**



Route Mileage Options:

Option 1: Participate in the 60-miles per day route. This is a great choice for beginning cyclists or those who are looking for a less challenging route.

Option 2: Participate in the 80-miles per day route. This route is meant for more experienced cyclists.

*All route markings are in the same color each day and are noted the morning of the ride. Please listen to announcements for route hickey color information.

Emergency and Non-emergency Assistance:

Signal a volunteer or Route Support Team member if you are having any problems. They have radios and/or cell phones that can get you the help you need. Remember to fill out the emergency information on the back of your rider number and wear your number at all times.

Safety/Security:

There will be traffic on the roads during the ride. All Route Support Team Members are authorized to pull any cyclist who is riding in an unsafe manner.

Waterin' Holes:

We offer fully stocked rest stops, or Waterin' Holes, every 8-12 miles. Rest stops will have port-a-potties, sports drinks, water, homemade goodies, fruit, energy bars, and more! Remember, each Waterin' Hole is competing to be named the "Best Darn Waterin' Hole," so make sure to stop at each one!

SAG Wagons:

SAG (Support & Gear) Wagons travel along to route to transport you and your bike to the next rest stop or to the Finish should you need it.

1. Check-in begins at Page High School Saturday, October 3rd at 6:00 A.M. Cyclists need to arrive and be checked-in no later than 7:15 A.M.

2. Make sure you bring the following items to check-in:

- Ride minimum donation of \$300
- Any remaining contributions in cash or check form
- Your driver's license or other form of identification (you must be 18 years of age to participate in the ride)

3. There will be two types of check-in Saturday morning:

- Option #1:
If you've attended Early Packet Pick-Up, look for the sign that reads:
"I attended Early Packet Pick-Up & need to check-in"
- Option #2:
If you did not attend Early Packet Pick-Up, look for the sign that reads:
"I need to pick up my rider number"

Everyone must check-in to receive the official ride wrist-band.

For a faster Saturday morning, you can attend one of our Early Packet Pick-up events:

Check the website for Early Packet Pick-Up locations and times the week of September 21-25.
www.msouth.org

When you arrive at Page, look for signs and volunteers in orange t-shirts that will help you get to the right place!

Saturday, October 3rd:

6:00 A.M. – 7:15 A.M.	Registration: Page High School
7:15 A.M.	Pre-Ride Program begins
7:30 A.M.	RIDE BEGINS
8:30 A.M.	All cyclists must be on the route
10:00 A.M.	Motlow State Community College activities begin!
12:00 P.M.	All buses will start departure to hotels and the Lynchburg Square
12:00P.M. – 5:00 P.M.	Free tours at Jack Daniel's Distillery & shopping available at Lynchburg Square
4:00 P.M.	The route is swept and closed for the day
4:15 P.M.	Bike Compound is secured for the evening
5:00 P.M.	Buses to the Hill start departure
5:00 P.M – 9:00 P.M.	Dinner and party on the Hill at Jack Daniel's Distillery.
7:00 P.M	Evening Program on the Hill
7:45 P.M.	Live Auction on the Hill

Sunday, October 4th:

5:30 A.M.	Bus transportation begins from hotels
6:00 A.M.	Bike Compound Opens
6:00 A.M.	Begin dropping off luggage at luggage truck
6:30 A.M.	Breakfast is served in Motlow Cafeteria
7:00 A.M.	Alert Bike Compound volunteers if you need to bus back to Page. A Super SAG will be available on a 1st come, 1st serve basis.
7:30 A.M.	Ride begins (Please note that if you leave prior to 7:30, you will not be supported on the route)
8:00 A.M.	All cyclists must be on the route
10:00 A.M.	Finish Line celebration begins at Page High School!
10:00 A.M. - 4:00 P.M.	Enjoy another fantastic meal, cheer on fellow cyclists as they cross the finish line, and don't forget to recycle for the 2010 ride!
4:00 P.M.	The route is swept and closed for the day