

The 2014

“Bike MS – Jack Daniel’s Bike to Jack and Back” Cyclist Handbook



Introduction

We've been asked why we provide a Cyclist Handbook for this ride when other organized rides do not offer one. After all, you just get on your bike and ride, don't you? We provide this Handbook for two main reasons:

- 1) This is a two day ride. The logistics of preparing for the longer ride and staying overnight are not as simple as the usual single day ride. We provide the information you need in easy-to-read checklists and bullet points to make it as easy as possible to be prepared to participate.
- 2) Those of us who are returning riders may have forgotten what it was like the first time we rode this ride. We want to encourage cyclists new to the Bike MS – Jack Daniel's Bike to Jack and Back experience to feel comfortable with what to expect. With this handbook, we want to be as helpful as possible by anticipating and answering questions that come up by first time and returning Jack and Back participants.

This year's *Cyclist Handbook* has been updated with new information since last year. If you found in the past that you had a hard time finding what you need when you need it - then try using this new handbook. We have received positive feedback about how we organized all the information you need to know by when it's important to know it, and put it into easy to read checklists and bulleted lists.

How to use the Handbook

We recommend you start with the first two sections, "About the Jack Daniel's Jack and Back," on page 5, and "When You First Get this Handbook," on page 7 ... well ... when you first get this handbook! Feel free to read through the entire handbook to get an overview of everything, and then refer back to the individual sections as the time for the ride draws closer.

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From the staff at the MS Mid-South Chapter

Welcome

Dear Cyclist,

This year's ride is swiftly approaching, and we are doing everything we can think of to make this event the most fun-filled and professionally run cycling event possible.

This *Cyclist's Handbook* is full of all the information you will need in order to prepare for and take on the "Jack & Back!"

Thank you for committing yourself to help end multiple sclerosis. Everyone here at the Mid-South Chapter is glad you have Joined the Movement. Our goal this year is to raise \$630,000 to help fund research and programs for people living with MS. It is a large goal to achieve, but together we can do it! We expect about 1000 riders and 150 volunteers to participate this year. Please read the cyclist handbook completely and continue to visit the Mid-South Chapter website at <http://tinyurl.com/MSJNB-2014-Homepage> for updates. We're here to make this experience the best possible for you, your team-mates, family and friends. Good luck with your fundraising. And healthy training!

THANK YOU!

The Mid-South Chapter Staff



Abby Mullen

Development Coordinator

615-690-5343 (office)

615-269-9470 (fax)

abby.mullen@nmss.org

PS. Like our "Jack & Back" Facebook page at: <http://www.facebook.com/JackandBack>



Don't just ride, Bike MS.

What you need to know

About the Bike MS – Jack Daniel’s Bike to Jack and Back

At A Glance

- Dates: October 4 & 5, 2014
- Day 1 Start Location: Page High School, Franklin TN
- Day 1 Finish Location: Motlow State Community College, Lynchburg, TN
- Day 2 Start Location: Motlow State Community College, Lynchburg, TN
- Day 2 Finish Location: Page High School, Franklin TN
- Ride Options: Up to 150 miles round trip. Select either the 56 or 75 mile route each day. You also have the option of a “Just Jack” one day ride. Optional return transportation is provided back to Page High School leaving Motlow at 4 PM on Saturday. Pre-registration required for return bus ride.
- Event Manager: Abby Mullen, abby.mullen@nmss.org, 615-690-5343
- Event Web Homepage: <http://tinyurl.com/MSJNB-2014-Homepage>
- Like our “Jack & Back” Facebook page at: www.facebook.com/JackandBack

New This Year

- The route this year is the same as last year and keeps the mileages close to the nominal distances of 56 miles and 75 miles. Since we didn’t ride the return route last year, it’s new again this year!
- There will be **Ride Marshalls** helping on the ride again this year. Trained cyclists will be riding the route ensuring safety, providing rider assistance, and encouraging fellow cyclists.
- New Prize Level – **Top 25 Club** - Special perks even V.I.B.E.s don’t get.
- **EPP** – Early Packet Pickup will now be at two other locations as well at the MS Mid-South offices.
 - 9/16/2014 – NOON-6pm @ National MS Society, Mid South Office - 214 Overlook Circle Ste. 153, Brentwood, TN 37027
 - 9/17/2014 – NOON-6pm @ REI - 261 Franklin Rd, Brentwood, TN 37027
 - 9/18/2014 - NOON-6pm @ Cumberland Transit - 2807 West End Ave, Nashville, TN 37203
- **Top Fundraising Team** gets a special steak dinner.
- **Team Photo** – Underneath the arch, first come first serve.
- **Check In** – Check in at the end of each day.
- **Just Jack** – We again have a “Just Jack” one day ride with optional transportation provided back to Page High. You must pre-register for the return bus ride or provide for your own transportation.

- **Lunch** – Lunch on Saturday is provided at the finish line again this year rather than mid-ride at the Fire Academy as in the past. The Fire Academy is still a rest stop.
- **Dinner slots** – There are again two dinner sessions for the Party on the Hill Saturday night. You must pre-register for one or the other session before 9/27.

This is the 20th year that The Mid-South Chapter of the MS Society has organized the Bike MS Jack Daniel's "Bike to Jack and Back." The Jack and Back is a well-supported one and two day weekend charity bicycle ride covering up to 150 miles from Franklin TN to Lynchburg TN and return. Cyclists raise funds ahead of time to support the work of the Mid-South Chapter of the Multiple Sclerosis Society. There are rest stops every 8 to 12 miles along the route with refreshments and supplies. Riders and volunteers look forward every year to a fun 21-and-over party on the hill at the Jack Daniels Distillery on Saturday night with entertainment.

The ride covers a beautiful scenic route through the rolling Tennessee countryside for 56 or 75 miles each day. The long routes are more challenging and are meant for experienced cyclists. Support and gear (SAG) vehicles are provided and bike mechanics and medical staff are available through the weekend to help you. The first day's ride ends at Motlow State Community College. Participants can enjoy an afternoon of tours of the Jack Daniel's Distillery and shop in downtown Lynchburg. Overnight accommodations are at local hotels, campsites on Motlow grounds, or in the Motlow gym.

- There is a registration fee which depends on when you register and if you register for transportation back after the first day.
- There is a fundraising minimum of \$300 to be raised by each rider.
- Cyclists ride on teams or as individuals.
- You must be at least 21 years old to participate as a rider.

Your participation allows the Mid-South Chamber to support programs, services, and research sponsored by the National Multiple Sclerosis Society, and that makes a huge difference to people right here in the mid-state who must fight MS every day of their lives.

The National Multiple Sclerosis Society is a community of individuals who are committed to achieving a world free of MS. They simultaneously fund research for a cure while also helping people who currently live with MS lead more fulfilling lives.



When you First Get this Handbook

Register

- Registration Webpage: <http://tinyurl.com/MSJNB-2014-Registration>
- Choose an existing team, start your own team, or ride as an individual.
- You do not need to choose your route mileage option at time of registration, but if you opt for the Just Jack one day ride and want return transportation, you need to pre-register for that.
- Registration fee is due at the time of registration
- Fundraising minimum pledge of \$300 due before 7:30 AM Saturday morning, October 4
- You must be at least 21 years old to participate as a rider.
- Jack and Back – two day option: fee \$45; fundraising minimum \$300
- Just Jack – one day “Bus Provided” option: \$65; fundraising minimum \$300
- Just Jack – one day “On Your Own Transportation” option: \$45; fundraising minimum \$300

Signup For

- Dinner Sessions – Sign up now for either the 5-6:30 or the 7-8:30 session for Saturday night. Check with your team if you want to eat together. Signup deadline is 9/26
- Call or email Abby Mullen to sign up. abby.mullen@nmss.org, 615-690-5343

Make Arrangements for Saturday Night Accommodations

Just Jack One Day “On Your Own Transportation” Option

- If someone is meeting you to pick you up, have them get directions to the finish line at Motlow State Community College: 6015 Ledford Mill Rd.; Tullahoma, TN 37388

Just Jack One Day “Bus Provided” Option

- We will accommodate all one day riders who pre-register for return transportation. There may be additional seats that day available only on a first come first serve basis.
- A bus will be provided to take you from Motlow Community College back to Page High School, leaving Motlow at 4 PM on Saturday.

Jack and Back Camping Option

- We transport 2 bags to Motlow and back for each rider (3 for VIBES)
- Camping is FREE of charge.
- Camping is available on the grounds of campus.
- The campus gym is also available for sleeping.
- Showers are available in the locker rooms beside the gym.
- There will also be a Shower Truck.
- Shuttles are provided from Motlow to the Lynchburg Square for shopping, for visiting the distillery and for the Saturday night Party on the Hill.

Jack and Back Hotel Option

- We transport 2 bags to Motlow and back for each rider (3 for VIBES)
- Cyclists may choose to stay at one of the area hotels. These room reservations are first come, first serve and at the cost of the cyclist. These rooms usually sell out quickly.
- Bus transportation is only provided to select hotels. See below.
- We have partnered with T3 Travel for hotel reservations.
- Use this link to book your room: <http://tinyurl.com/MSJNB-2014-Room> or call 877-865-2018.
- Shuttles are provided from Motlow to the Lynchburg Square for shopping, for visiting the distillery and for the Saturday night Party on the Hill.

Hotel Transportation

- The Society will provide transportation to only the following Tullahoma hotels:
 - Hampton Inn – 931-461-5222
 - Jameson Inn – 931-455-7891
 - Executive Inn/Quality Inn – 931-455-4501
 - Lynchburg Country Inn – 931-759-5995
 - Tullahoma Holiday Inn Express – 931-222-1414
- You will need to provide and set up additional transportation if you choose to stay somewhere else prior to the ride.



What you need to know and do This Summer

Raise Funds

Special event fundraisers such as the Jack and Bike MS Ride account for the majority of the funds raised by the Multiple Sclerosis Society. Your support is vital to our success. The funds you raise benefit 9,000 individuals in the Mid-South Chapter who have MS.

- Each Bike MS participant is required to raise a minimum pledge of \$300.
- The majority of riders go far above and beyond the fundraising minimum.
- Set a goal to be a V.I.B.E. – a very important bike entrepreneur by raising at least \$1000
- V.I.B.E.s get cool perks!
- Funds are collected by:
 - Donors can use their credit cards to make donations online on your individual Participant Center web page
 - Donors can send in check (have them put your name in the memo line) to:
214 Overlook Circle, Ste. 153, Brentwood, TN 37027
Office hours are 9:00 AM —5:00 PM
 - Donors can give you checks which you
 - Mail in to the above address
 - Bring in to the above address
 - Bring to Early Packet Pickup
 - Bring on Ride Day before 7AM
- Use your Participant Center online to help your friends and associates make donations.
- Email abby.mullen@nmss.org to request a Participant Center “How To” Guide.
- Use Facebook to assist in online fundraising: apps.facebook.com/bf_bikems/

Training Tips

Ride Nutrition

- Eat a good breakfast before a morning ride. During the ride, eat fruit, energy bars, or gels and blocks for riders every 15-30 minutes.

Hydrate

- Drink plenty of water before, during and after the ride. A general rule is to drink one 24 oz. bottle every hour.
- For rides over 2 hours and in hot, humid weather, drink more, preferably a sports drink. It empties more slowly from your stomach and can also increase your performance, reduce cramps, and lessen the possibility of heat stroke.

Dress Properly for Conditions

- Make sure you have a well-fitting helmet, eye protection, shoes, gloves, shorts and a jersey. Cycling gear is known for its functional design. Riding shorts are popular because they are comfortable and make riding easier.
- Good jerseys allow for evaporation of sweat, and gloves are important for minimizing hand numbness and providing protection.

Fund Raising and Prize Levels

Fundraising Ideas

- Use your Participant Center online to help your friends and associates make donations.
- Email abby.mullen@nmss.org to request a Participant Center “How To” Guide.
- Use Facebook to assist in online fundraising: apps.facebook.com/bf_bikems/
- How to raise \$500 in seven days:
 - Day 1: Sponsor yourself for \$20
 - Day 2: Ask five family members to sponsor you for \$25 each.
 - Day 3: Ask four friends to contribute \$20 each.
 - Day 4: Ask five co-workers to donate \$15 each.
 - Day 5: Ask five neighbors to contribute \$10 each.
 - Day 6: Ask your boss for a company donation of \$50.
 - Day 7: Ask four businesses you frequent for a donation of \$25
- Matching Gifts Program – Check with your human resources department or community relations representative to see if your company or organization has a matching gifts program. Your company's matching gifts can double your contribution to the cause you care about. Be sure to encourage your supporters to check with their employers about matching gifts.

Prize Levels

- Fundraising deadline is November 7, 2014
- All prizes are ordered AFTER the Ride Weekend except VIBE Jersey and Day-Of event prizes
- Prize form will be distributed after the ride
- \$600 – Official 2014 Bike MS Cycling Jersey
- \$1,000 - VIBE – Very Important Bike Entrepreneur: VIBE Bike Jersey, a TBD item of BikeMS apparel, complimentary massages, parking pass at Page High School, and other perks.
- \$2,000 – VIBE and \$50 Bike Shop Gift Card
- \$3,500 – VIBE and \$100 Bike Shop Gift Card
- \$5,000 – VIBE and \$200 Bike Shop Gift Card and eligible for Passport Program
- \$7,000 – VIBE and \$500 Bike Shop Gift Card and eligible for Tour of Champions Trip
- \$10,000 and up – VIBE and Tour of Champions Trip with guest, or \$1000 Bike Shop Gift Card

2014 Jerseys



2014 \$600 Level Bike Jersey



2014 \$1000 Level VIBE Bike Jersey

Top 25 Club – Returns for 2014

The TOP 25 CLUB will consist of the 25 top individual fundraisers! Your qualification in the club will be determined based on funds raised and received by Friday, September 26th!

TOP 25 CLUB Benefits

- Access to the Top Fundraiser Steak Dinner ON THE HILL- The Steak Dinner will be offered to The TOP 25 CLUB Saturday evening on BBQ Hill during BOTH dinner slots! Enjoy the atmosphere on BBQ Hill and dinner with your team while you feast on a delicious steak! You will taste the victory!
- Special Recognition - Throughout the event or TOP 25 CLUB will be recognized for their dedication and spectacular fundraising!
- Bragging Rights - This year's TOP 25 CLUB will be Jack and Back's 20th Anniversary members, and thus have bragging rights for eternity!
- Commemorative Jack Daniel's Memorabilia: We have something extra special planned for our TOP 25 CLUB to mark the 20th Anniversary...

Passport Program

When you raise \$5000 or more at your local ride, you qualify to participate in any of our 100 unique rides across the country without needing to meet the additional fundraising requirement of that ride. You only pay a \$50 registration fee.

Tour of Champions

When you raise \$7000 or more, you qualify for an all-expense paid trip to a pre-determined destination to celebrate your success with the other top fundraisers from across the country. Past destinations have been to Amelia Island, Savannah, Austin, and New Orleans.

Mission First Club

The Mid South Chapter delights in rewarding you for your fundraising efforts. However, 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.



What you need to know

Two Weeks Before

Early Packet Pick-Up (EPP)

- Make registration on Ride day easier and fast by attending an Early Packet Pick-up event.
- Early Packet Pick-Up is held from September 16th to the 18th 2014 as follows:
 - 9/16/2014 – NOON-6pm @ National MS Society, Mid South Office - 214 Overlook Circle Ste. 153, Brentwood, TN 37027
 - 9/17/2014 – NOON-6pm @ REI - 261 Franklin Rd, Brentwood, TN 37027
 - 9/18/2014 - NOON-6pm @ Cumberland Transit - 2807 West End Ave, Nashville, TN 37203
- At EPP, you get:
 - the official event T-shirt early
 - your luggage tags
 - rider number and bike frame number
 - VIBES will get all of their prizes early as well
- In order to pick up your packet at EPP, you must have met your \$300 pledge.
- If you are a team captain turning in money for your team, each member must have the minimum \$300 for you to pick up their packet.
- There can be no packet pick-ups before Sept. 17 (we are getting everything together) and no packet pick-ups after-Sept. 20 (we have packed it all in the trucks.)
- If you don't attend one of the EPP sessions, you will pick up your packets at registration on Saturday morning before the ride.

Maintain Your Gear

- Make sure your bike is in top mechanical working order
- Arrange early with your bike shop for a tune-up and inspection if needed
- Purchase spare tubes, patch kit & tire pump or CO² cartridges. Bike mechanics will be on hand to offer assistance during the ride, but are not responsible for having supplies to give out. SAG Vehicles cover the route but you may get on your way faster with your own supplies.
- If camping, layout and inspect and repair or replace your camping gear

Get Familiar With the Route

- Saturday Short - 56.8 miles, +2644 ft / -2230 ft – <http://ridewithgps.com/routes/2888557>
- Saturday Long - 74.7 miles, +3936 ft / -3522 ft – <http://ridewithgps.com/routes/3290238>
- Sunday Short - 56.2 miles, +2221 ft / -2628 ft – <http://ridewithgps.com/routes/3282112>
- Sunday Long - 75.9 miles, +3449 ft / -3871 ft – <http://ridewithgps.com/routes/3297817>

What you need to know

The Day Before

Congratulations! You've trained and prepared for these next few days all summer. We really appreciate that you put forth such a great effort in raising funds to meet and exceed your fund raising goals. Now it's time to prepare for the actual ride.

What to Pack

- Each cyclist is allowed 2 bags which will be transported by truck to and from Motlow.
- VIBE's (cyclists raising \$1,000 or more) are allowed 1 extra bag (total of 3).
- If you haven't met the minimum \$300 fundraising donation, bring your balance to tomorrow's check-in.
- 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 after the ride & Sunday's ride clothing
- Money for incidentals



What to Plan to have with you on the Ride

- Helmet – REQUIRED
- Cycling gloves, shoes & socks
- Padded shorts and a light-weight shirt or jersey
- A full Water Bottle. You can refill with water or sports drink at each Watering Hole.
- Sunglasses, lip balm & sunscreen
- Identification (Driver's License), Medical Insurance Cards, Medical Alert IDs.
- Your preferred Energy Bars and Gels if you use them, though there will be a wide variety of ride nutrition provided at the Watering Holes
- Spare tubes, patch kit & tire pump or CO² cartridges. Bike mechanics will be on hand to offer assistance, but are not responsible for having supplies to give out. SAG Vehicles cover the route and will take you to the next Watering Hole for assistance if needed.
- A jacket or poncho in case of cold or rainy weather
- Cell Phone
- Camera
- Print out the sections of this manual to have with you over the ride weekend

Prepare Ahead

- Check with your Team captain to coordinate when your team will gather under the arch.

What you need to know

The Morning Of

What if it rains?

- We ride, and we get wet! If conditions are questionable such as with thunder and lightning, the weather will be assessed each morning. Look for Ride Marshalls and announcements at each day's starting line.

Directions to the Start

- Use your favorite online mapping tool, your mobile device or GPS to find Page High School:
6281 Arno Road Franklin, TN 37064

Last Minute Notes

- Parking at Page:
 - The entire Page HS lot is available for parking. You can leave your car parked over night
 - As always, remove valuables from plain site
 - VIBE's have special parking to the left as you enter the parking lot
- Drop off your bags at the transport trucks which are parked between the VIBE parking lot and the front driveway loop/start/finish line. Place your bags in the sections based on your rider number
- Team Photos
 - Know your team photo time and be available at least 5 minutes early
 - Photos are taken at the end of the entrance hall near the soda machines next to the statue of Jack Daniels.
 - Teams and Individuals not riding on teams need to sign up as early as possible for photo times with Abby Mullen abby.mullen@nmss.org
- A variety of ride nutrition is available before the start; we expect bananas, oranges, sample gels, etc.
- Be sure to check out the various vendor booths for samples, SWAG and purchases
- A bike mechanic is available at the start for last minute adjustments. Please plan ahead and use your own mechanic for a routine tune-up.
- There are limited rest room options at Page and there is always a line. Plan accordingly
- Attach your rider bib showing your ride number to the back of your jersey or shirt
- You must wear a ride wristband the weekend of the ride at all times
- An on route emergency phone number is printed on your wristband

Check-In

- Everyone must Check-In even if you attended EPP
- Check-in is at Page High School, 6281 Arno Road Franklin, TN 37064
- Check-in opens at 6:30 AM
- Cyclists need to arrive and be checked-in no later than 7:15 AM
- The ride starts for all distance options at 7:30 AM
- Plan to arrive early to avoid the last minute rush
- Make sure you bring the following items to check-in:
 - Ride minimum donation of \$300

- Riders have until 7:29 am Saturday, October 4, 2014 to raise and turn in the \$300 minimum for the ride
- No riders under 21 are permitted on this ride.

Check-In Procedure If You did NOT Attend Early Packet Pickup (EPP)

- Make your way to the Page gymnasium and look for the sign that reads:
“I Need to Pick Up My Rider Number”
- Turn in additional donations you received
- All cyclists must sign a waiver on the morning of the ride to participate
- Pick up your registration packet, gift bag and shirts
- Fill out the emergency information on the back of your rider bib
- Pin your rider bib to the back of your jersey
- Get and attach the official ride wristband
- Pick up and fill out optional “I’m Riding For ...” bibs and bandanas
- Attach your rider number to your bike
- Attach the luggage tags provided at Check in.



Check-In Procedure If You DID Attend EPP

- Make your way to the Page gymnasium and look for the sign that reads:
“I Attended Early Packet Pick-Up”
- Turn in additional donations you received
- All cyclists must sign a waiver on the morning of the ride to participate
- Pick up your gift bag and shirts
- Get and attach the official ride wristband
- Pick up and fill out optional “I’m Riding For ...” bibs and bandanas
- Fill out and attach items you received at EPP if you didn’t do so already (rider bib, luggage tags, bike numbers, etc.)

Start Line Logistics

- Assemble in the front driveway loop at Page with your bike ready to go
- There are two start lines, one for the 57 mile route and one for the 75 mile route
- Long route riders turn left out of the driveway
- Shorter route riders turn right out of the driveway
- Listen for last minute announcements
- Be aware of other riders around you as you start. There are inevitable near misses and safety challenges during the start so be extra vigilant and safe.
- Hold your line and be predictable at all times, but particularly at the start with so many riders close by.

What you need to know

During the Ride

Bike Safety

- There will be traffic on the roads during the ride.
- You must wear a helmet at all times on the route. No exceptions.
- Only pass on the left and announce your presence with a friendly, “On your left.”
- 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 “slowing,” “stopping,” “car back,” “gravel,” “hole,” or “on your left” before acting.
- Always check behind you to be sure it’s clear before changing your line.
- 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.
- Headphones are not permitted
- Cross Railroad Tracks slowly at a right angle
- Look for new this year Ride Marshalls on the route for assistance, in addition to SAG and Road Crossing volunteers.



The Route

- The routes have changed since last year. Most significant are changes in Shelbyville and on the Sunday Long segment.
- There may be last minute changes due to unexpected construction or other constraints that occur that weekend.
- Saturday Short - 56.8 miles, +2644 ft / -2230 ft – <http://ridewithgps.com/routes/2888557>
- Saturday Long - 74.7 miles, +3936 ft / -3522 ft – <http://ridewithgps.com/routes/3290238>
- Sunday Short - 56.2 miles, +2221 ft / -2628 ft – <http://ridewithgps.com/routes/3282112>
- Sunday Long - 75.9 miles, +3449 ft / -3871 ft – <http://ridewithgps.com/routes/3297817>
- YMMV due to normal inaccuracies of your odometer and ours
- First day finish line is at Motlow State Community College:
6015 Ledford Mill Rd, Tullahoma, TN 37388

Route Markings

- The route will be clearly marked on the road and some road signs. However, pick up a route map or turn by turn instructions at check-in.
- Please listen to announcements for which color to follow.



Emergency and Non-emergency Assistance

- Signal a volunteer, Ride Marshal, or SAG driver 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.

Waterin' Holes (Rest Stops)

- Waterin' Holes are located every 8-12 miles on the routes.
- Rest stops have port-a-potties
- Rest stops will have sports drinks, water, homemade goodies, fruit, energy bars, and more!
- Each Waterin' Hole is competing to be named the "Best Darn Waterin' Hole" so keep good mental notes for the survey at the end of the second day's ride

SAG Vehicles

- SAG (Support & Gear) vehicles travel along to route to transport you and your bike to the next rest stop or to the Finish should you need it
- SAG drivers are not equipped to repair your bike

Mandatory Check-Ins

- On Saturday, the mandatory check-in is at the Motlow Community College Finish line.
- On Sunday the mandatory check-in is at the Page High School finish line.
- Cyclists must check-in so we can ensure the safety of all participants.

Route Volunteers

- Route volunteers are a responsible, committed, eager, and fun-loving bunch! Many volunteers have been driving a SAG vehicle, 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.
- The Gold Wing Road Riders Association patrols the route on motorcycles and will be at intersections to provide support - they ARE NOT authorized stop traffic
- Be sure to thank all volunteers as you pass

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.

**We are grateful to have the support of the best local bike shops in town!
Please visit our bike shop sponsors as you gear up for the ride, and thank
them for their involvement!**

What you need to know about the

First Day Finish at Motlow and That Night

The Finish

- Finish under the Start/Finish Banner to the cheers of the roaring crowds welcoming you to end of your first day's ride.
- Turn right into the parking lot
- Check in at the Finish Line with your Rider Number
- Store your bike in the Bike Compound (a fenced in temporarily repurposed tennis court)
- Place your bike on a rack designated by rider/bike number
- Plastic bags will be provided to cover saddles and bike electronics
- An officer will patrol the campus for the entire weekend. The bike compound will be chained and locked overnight
- Exit the Bike Storage Area and retrieve your luggage. The luggage is sorted by rider number.

Lunch

- Proceed to "Tent City" for lunch at one of the several lunch tents located in the parking lot.

Jack and Back Riders Camping

- Camping is available on the grounds of campus and the gym is also available for sleeping
- Take advantage of daylight before the Party on the Hill to set up camp
- You do not have to reserve a spot to camp - plenty of space is available!
- Showers are available in the locker rooms inside next to 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.

Jack and Back Riders Staying at Hotels

- Shuttle buses are provided to and from participating hotels listed on page 8
- Hotel shuttles will run every 10-20 minutes.
- Volunteers will assist you in finding the bus that goes to your hotel
- Please be patient while waiting on a bus. We move over 2,000 people so there may be small delays in waiting for a bus.
- All buses leave and return to the Motlow campus – return to campus to catch a bus to downtown Lynchburg, to the Distillery, which closes at 4:30pm, or to the Party on the Hill

Just Jack Riders Who Pre-Registered for Return Transportation

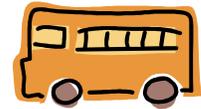
- Return transportation leaves the Motlow campus no later than 4:00 PM
- Volunteers will assist you in finding the proper bus

Just Jack Riders Providing Your Own Transportation

- Have your ride meet you at Motlow State Community College:
6015 Ledford Mill Rd. Tullahoma, TN 37388
- Have a safe trip home and see you next year!

Shuttle Buses

- Shuttle bus service is available for ride participants. Buses will travel the following routes on Saturday afternoon and evening:
 - Motlow State to all designated area hotels
 - Motlow State to the Jack Daniel's Visitors Center until 4:30pm
 - Motlow State to Jack Daniel's Party on the Hill for the Evening Program and Party
- On Sunday morning, shuttles will run from the area hotels to Motlow State Community College beginning at 5:30 A.M until 7:30 AM when the ride starts



Access to the Party on the Hill Saturday Night

- Access to the hill is only by shuttle bus. No vehicles will be allowed on the hill
- Only riders and volunteers who have volunteered BOTH days and are 21 years of age or older, authorized sponsors, and professional MS Staff are able to attend the party
- Unfortunately, no additional spots are available for the party for persons who are not in the above list
- You must also be 21 years or older to attend the party

Party on the Hill

- Dinner is served on the Hill in two sessions
 - 5 PM - 6:30 PM
 - 7 PM - 8:30 PM
- Sign up ahead of time for the session of your choice by September 26, 2014
- Email abby.mullen@nmss.org to reserve your team spot.
- Everyone needs a ticket to get served. Tickets are handed out getting off the bus at the Hill
- Musical entertainment is provided
- Jack Daniels adult beverages are served at the dinner – up to three drinks per person
- Menu for the Party on the Hill
 - Hickory Smoked BBQ Pork with homemade BBQ Sauce
 - Roasted Chicken
 - Three Bean Baked Beans
 - Creamy Cole Slaw
 - Southern Style Potato Salad
 - Mixed Green Salad served with House Vinaigrette Dressing
 - Jack Daniel's Double Chocolate Brownies
 - Iced Tea (sweet and un-sweet)



Weekend Itinerary

Saturday, October 4th

6:00 AM – 7:15 AM	Registration begins at Page High School
7:15 AM	Pre-Ride Program begins at Start Line
7:30 AM	RIDE BEGINS
8:30 AM	All cyclists must be on the route
11:00 AM	Motlow State Community College festivities begin!
12:00 PM	All buses will start departure to hotels and the Jack Distillery
12:00 PM – 4:30 PM	Tours at Jack Daniel's Distillery and shopping available at Lynchburg Square
4:00 PM	The route is swept and closed
4:00 PM	Just Jack bus transportation back to Page High School departs
4:15 PM	Bike Compound is secured for the evening
4:30 PM	Buses to the Hill start departure
5:00 P.M – 6:30 PM	Steak Dinner for Top Overall Team and Top 25 Club in Lynchburg Room of Jack Daniel's Visitor Center
5:00 P.M – 6:30 PM	Session 1 Party on the Hill at Jack Daniel's
7:00 PM – 8:30 PM	Session 2 Party on the Hill at Jack Daniel's

Sunday, October 5th

5:30 AM - 7:30 AM	Bus transportation begins from hotels to Motlow
6:00 AM	Bike Compound Opens
6:00 AM	Begin dropping off luggage at luggage truck
6:30 AM	Breakfast is served in Motlow Cafeteria
7:00 AM	Notify Bike Compound volunteers if you need to bus back to Page. A Super SAG will be available on a first come, first serve basis.
7:30 AM	RIDE BEGINS
8:00 AM	All cyclists must be on the route
10:00 AM	Finish Line celebration begins at Page High School!
10:00 AM - 4:00 PM	Enjoy another fantastic meal, cheer on fellow cyclists as they cross the finish line, and don't forget to register (RECYCLE) for the 2014 ride!
4:00 PM	The route is swept and closed



Don't just ride, Bike MS.

What you need to know about the

Second Day Start at Motlow and Finish at Page High School

Buses

- Shuttles will run from the area hotels to Motlow State Community College beginning at 5:30 A.M until 7:30 AM when the ride starts

Breakfast

- Hot breakfast is served at Motlow Cafeteria starting at 6:30 AM

Second Day Start

- Place your bags along Bike Compound fence in the places designated by bag number
- Retrieve your bike from the Bike Compound
- A bike mechanic with several air pumps are available at the start line
- Ride begins at 7:30 without a formal start
- Long route begins by turning right out of Bike Compound parking lot driveway
- Short route begins by turning left out of Bike Compound parking lot driveway

Second Day Finish

- Get your completion medal as you enter the Page High School Start Finish Line driveway
- Check in at the Finish Line with your Rider Number
- Retrieve your bags at the same place you dropped them off the day before

Lunch

- A buffet lunch is available at Page High School cafeteria for all riders and volunteers
- Lunch is provided by Farmers Family Restaurant of Dickson, TN
- Family and Friends can purchase lunch tickets for \$5.00 at the cafeteria

Re-Cycle

- Stop by the MS Mid-South table in the cafeteria and re-cycle i.e. sign up early for next year's ride
- VIBE riders can register for free



After You Return

After the Ride

- Our work at the National MS Society is never done (at least until we find a cure!) Preparations for the 2014 ride have already begun.
- After the ride in October, you will receive a survey and information about prizes via email.
- We want to make each ride better so please take time to complete this very important survey.
- Please note that after the ride it takes the staff time to get all donations in the database.
- We encourage everyone to add their own donations into the system for quicker results.
- **November 7, 2014 is the prize deadline** for the ride.
- In order to receive a prize you must have your donations turned in by this date. You must turn your prize form in to receive a prize. Prize form will be distributed after the ride.
- In December you will receive a “post ride” newsletter. In this newsletter you see ride highlights, top teams, top fundraisers and more!



Ride FAQ's

What if I can only ride on the first day after registering for the two day ride?

- 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 (of up to 1.5 hours) if additional trips are required to transport people.

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

- We provide SAG vehicles for this purpose. This is not a race and this is intended to be fun and enjoyable weekend!

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.

What meals are provided?

- Lunch on Saturday at the Finish Line
- Dinner at the Jack Daniel's Distillery Saturday evening (sign up for one of two sessions)
- Sunday breakfast at Motlow cafeteria
- Sunday buffet meal at the Page High School Finish Line

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

- The \$300 minimum must be turned in before or by 7:29 AM. on the day of the ride (October 4, 2014) in order to participate in the ride.

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, 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. All persons, including volunteers must also be 21 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.

A Shout Out to Our Sponsors



Robert S. Elam DDS, PC
2125 Blakemore Avenue
Nashville, TN 37212
615-383-3699
DentistryofNashville.com



WWW.REI.COM



Waterin' Holes

Bethesda Market

(Day 1 Long Ride Only)
4965 Bethesda Duplex Road
College Grove, TN 37046

College Grove Elementary

6668 Arno College Grove Rd
College Grove, TN 37046

Elrod's Cabinet Shop

8351 Jackson Ridge Rd
Rockvale, TN 37153

TN Fire Academy

2161 Unionville-Deason Road
Bell Buckle, Tennessee 37020

Eakin Primary School

1100 Glenoaks Rd.
Shelbyville, TN 37160

The Marshall House (Private Residence)

2703 Highway 130 E
Shelbyville, TN 37160-6873

Lynchburg Jiffy Mart

(Day 2 Long Ride Only)
2431 Lynchburg Hwy
Lynchburg, TN 37352



A Special Thank You to our Sponsoring Bike Shops

Biker's Choice

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



Cumberland Transit

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



Mac's Harpeth Bikes

1110 Hillsboro Road
Franklin, TN 37064
615-293-1857



MOAB

109 Del Rio Pike
Franklin, TN 37064
615-807-2035

Trace Bikes

8080B Hwy 100
Nashville, TN 37221
615-646-2485



REI

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



Ride 615

3441 Lebanon Rd.
Hermitage, TN
37067



RB'S Cyclery

3078 Maddux Way, Ste. 300
Franklin, TN 37069
615-567-6633



Sun & Ski Sports

545 Cool Springs Blvd.
Franklin, TN 37067
615-771-5523



What you need to know

About MS

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. 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.

Studies show that early and ongoing treatment with an FDA approved therapy can reduce future disease activity and improve quality of life for many people with multiple sclerosis. The National MS Society's medical advisors recommend that people with MS talk to their health care professionals about using these medications and about effective strategies and treatments to manage symptoms. If you or someone you know has MS, please contact the National MS Society at www.nationalMSSociety.org or 1-800-344-4867.

Who is the Mid-South Chapter?

The Mid-South Chapter staff is passionate in our commitment to people affected by MS. In 2012, we raised over \$2 million dollars, serving more than 8,800 clients in 107 counties across the state of Tennessee, northern Georgia, northern Mississippi and eastern Arkansas.

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 re-search and services rather than administration and fund-raising. All funds are privately raised ... we are not a United Way Agency.

JOIN
THE
MOVEMENT