

bike MS

bike to
create a world
free of MS

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SPECIAL POINTS OF INTEREST

Ride manuals are on the way! Look for them in your mail. You can also find on www.msouth.org

You must be at least 12 years of age to ride in the FedEx "Rock-N-Roll" bike MS ride.

You must be at least 18 years of age to ride on the Jack Daniel's "Bike to Jack & Back" bike MS ride.

The minimum donation which must be turned in on or before the ride is \$300.

Missed a newsletter? Check out www.msouth.org for previous newsletters & information.

Shifting Gears



VOLUME 1, ISSUE 2

AUGUST 2008

FedEx

Official Newsletter of the bike MS rides 2008



FedEx "Rock-N-Roll" - September 13-14th
Jack Daniel's "Bike to Jack & Back" - October 4-5th

Important bike MS Ride Information

Important dates to

remember:

Registration Fees

"Rock-N-Roll"

May 1-Aug 13th: \$55

Aug 14th-Sept 13th: \$75

"Bike to Jack and Back"

May 1-Sept 4th: \$35

Sept 5-Oct 4th: \$55

Team week

August 4-8, 2008

Team Captains watch your emails for information

Early Packet Pick-Up

FedEx "Rock-N-Roll"

(all location in West TN)

Tuesday, August 26th

Bikes Plus, Bartlett Store

5:00-8:00 pm

Wednesday, August 27th

Bike Plus, Germantown

11am-2:00 pm

Thursday, August 28th

Friday, August 29th

National MS Society, Mid South Chapter Memphis Office

9:00 am -5:00 pm

Jack Daniel's

"Bike to Jack and Back"

(all location in Middle TN)

September 22th

Sun and Ski (11am -6pm)

September 23th

Bike Pedlar (11 am - 6pm)

West End Location

September 24th

REI (11am-6pm)

September 25th

National MS Society Nashville Office 4pm-7pm

September 26th

National MS Society Nashville Office 7:30am-1pm

Mid South Contact Information

Need something? Have a question? Need fundraising ideas or someone to come and meet with your team or company? Contact the Mid South Chapter Staff today!

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Jack Daniel's "Bike to Jack and Back" bike MS ride



Team Highlight Team Trace Bikes

Team Trace Bikes was a new team for the 2007 Jack Daniel's "Bike to Jack and Back" bike MS ride.

Team captain, Scott Turner, wanted to get involved because of the mission of the MS Society and his passion for cycling. Scott's goal was to get other cyclists involved with his team by training them so that they would be prepared for the ride. Scott said that it was important to get those people involved who thought that they were not able to ride in Jack because of the length and/or terrain.

Team Trace Bikes grew to be one of the largest teams as well as being the second place top fundraiser for the 2007 ride raising \$23,267.

Again this year, Team Trace Bikes is on the move. They already have 39 cyclists on their team and have raised over \$3,000 for this year's ride. The MS Society is excited to have Team Trace Bikes back on board this year!

Sponsor Highlights

Thank you to the following sponsors who will be joining the **Jack Daniel's "Bike to Jack and Back"** ride this year:

Jack Daniel's
Fifth Third Bank
American Constructors
Aquarium Restaurant
Fleet One
Middle Tennessee Medical Center
Olive Garden
Monell's

Remember to visit our official bike shop sponsors for all of your biking needs!

Two Day Sponsors

Bike Pedlar
Cumberland Transit
REI
Sun and Ski

One Day Sponsors

Biker's Choice
Gran Fondo

FedEx "Rock-N-Roll" bike MS ride



Thank you to a new bike sponsor, **International Paper!** This is their first year as a sponsor, and they are back with their own team after a brief absence. Not only are they currently in first place as the top corporate fundraising team, but they also have the current top two fundraisers on their team! Welcome back in a big way, International Paper!

We would also like to thank **Bikes Plus, our exclusive bike shop sponsor!** They will host our Early Packet Pick-up party this year, and their staff works tirelessly to support every leg of the 2-day ride. You're the best!

And as always, a VERY SPECIAL thanks to **FedEx** for their chapter-wide and title sponsorship of this year's FedEx "Rock-N-Roll" bike MS

ride. Thank you to **MS Team FedEx** for all of their hard work and dedication to delivering a cure!

Individual Highlight

Carlton Cosmini

FedEx "Rock-N-Roll" bike MS ride would like to spotlight one of our riders, Carlton Cosmini of Bartlett, Tennessee. Carlton has participated in our ride since 2005. He was originally interested in the ride because some fellow riders had told him that it was fun and well run. After riding in 2005, he agreed and was hooked! A couple of weeks after the 2007 ride, Carlton began having some numbness on his right side. After experiencing several more symptoms in the following months, he received a shocking diagnosis—he now had MS. Carlton has a

positive attitude and is very proactive in regards to his MS. "I know it won't do me any good to worry about it," he said. Instead, he maintains his cycling schedule of 100-120 miles per week. He plans to even increase his pace, because he doesn't know what the future holds for him. For now, he is enjoying cycling and raising money and awareness in the fight against MS.

Thank you Carlton!

**FedEx "Rock-N-Roll" bike MS
And MS Team FedEx
Team Rally
Tuesday, August 5, 2008
EP Restaurant-Beale Street
6:00-8:00 pm**

V.I.B.E Club (Very Important Biking Entrepreneur)

Can you feel the V.I.B.E.? We are getting excited about this year's V.I.B.E. program.

FedEx and Fifth Third Bank are helping make this year's V.I.B.E. program a huge success!

New this year!

At Early Packet Pick-up this year all V.I.B.E.S will be able to

pick up their official V.I.B.E. bag filled with the official 2008 V.I.B.E. jersey and 2008 Official ride jersey, a sports pack towel, and other special goodies.

We plan to wash your jerseys for you on Saturday night so they will be fresh and ready for Sunday! Who can beat that!

Look for your name on the

route this year!

**TURN IN \$1000 OR MORE BY
THE FOLLOWING DATES AND BE A
MEMBER OF THIS ELITE CLUB**

**FEDEx "ROCK-N-ROLL"
AUGUST 22, 2008**

**JACK DANIEL'S "BIKE TO JACK
AND BACK"
SEPTEMBER 19, 2008**



Biker Boy's Training Corner

Safety Starts With You!

Cyclists need to possess basic bike-handling skills and safety knowledge in order to keep themselves and others around them safe, especially while participating in group cycling activities, like the Bike MS Ride. Our focus is to provide a high quality, safe and fun bicycling experience. For this reason, the National MS Society has partnered with the League of American Bicyclists to provide our cyclists with the knowledge and resources to cycle safely.

Headphones, cell phones, radios and similar radio devices are not permitted while riding.

The Basics of Riding in a Group

Group riding takes practice. Riding with other cyclists all around you may cause you to feel trapped. Relax. It is most important to create your own safety zone. This may vary depending on the speed and ability level of the people you are with, so be flexible. Let others

know of your anxiety—they may also be new at this.

Your responsibility in a pack includes:

- Be aware of others around you.
- Communicate well in advance. Use gestures in combination with verbal commands.
- Ride with your head up. Look down the road; not at the person in front of you.
- Maintain control and speed of your bike, even going downhill.
- Know your limits. Crashes can occur when inexperienced riders do not have bike-handling skills to make quick decisions in a pack.
- Safety starts with you. Group mentality is not always safe. Expect to stop at all red lights and stop signs—it is the law! Each cyclist is responsible for verifying that the intersection is clear.
- Adjust your safety zone to fit the conditions of the road, weather and traffic. Always plan an escape

route.

- Never overlap your wheels with another cyclist.
- Do not use aerobars in a pack.
- Be aware of how weather will affect your bike. Riding in wet conditions requires slower speeds and greater breaking distances.
- Be respectful of other riders. Help others when needed.

Helmet Smart

Head injuries are a special concern for cyclists. Even falling at a slow rate of speed can cause a serious head injury. **Helmets must be on your head and strapped while riding in a Bike MS event — no exceptions.**

Interested in learning more?

Visit www.msouth.org for our "Training for bike MS" Guide.



National MS Society, Mid South Chapter

National MS Society, Mid South Chapter
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Nashville, TN 37215

bike MS 2008 Calendar

August

- **Team Week:** August 4-8th
- **Hotel Room Forms Due for “Rock-N-Roll”:** August 13th
- **Early Packet Pick-Up “Rock-N-Roll”** August 26-29th
- **V.I.B.E \$\$** due for “Rock-N-Roll”: August 22nd
- **Visit www.msouth.org for the following:** Pledge Forms, Deposit Slips, Receipts, Sample Fundraising letters
- **Check out a training ride** sponsored by Bikes Plus, Harpeth Bike Club or check out other local rides

September

- **FedEx “Rock-N-Roll” bike MS ride:** September 13-14, 08
- **V.I.B.E \$\$** due for “Bike to Jack and Back”: September 19th
- **Early Packet Pick-Up “Bike to Jack & Back”:** September 22-26th

October

- **Jack Daniel’s “Bike to Jack and Back” bike MS ride:** October 4-5th
- **Complete Prize Form** at www.msouth.org

November

- **Prize deadline**-all money must be turned in by November 7th

Know someone who wants to **VOLUNTEER?**

**Contact the Mid South Chapter
TODAY!**

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Trainings August 21st & 23rd

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Trainings September 16th & 18th