

bike MS

bike to
create a world
free of MS

Shifting Gears

VOLUME 1, ISSUE 1

APRIL 2009



Official Newsletter
of the bike MS rides 2009



WELCOME TO BIKE MS 2009: Mid South Chapter

Thank you for registering for bike MS 2009! The sense of accomplishment that you'll feel as you cross the finish line can only be matched by the difference you'll be making in the lives of people affected by MS. It will be the most rewarding journey you'll ever make.

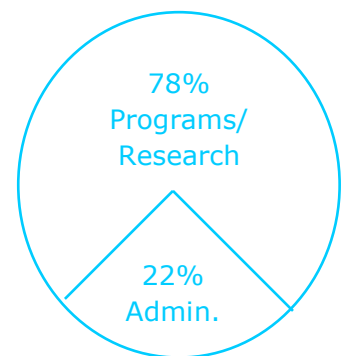
**Thank you for
accepting the
challenge!**

How Your Fundrais- ing \$ Helps:

The National MS Society helps people affected by MS by funding cutting edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

- ◆ \$500
- ◆ Will provide 25 clients with walkers
- ◆ Will help pay for approximately 5 utility bills for shut-in clients
- ◆ Will cover the expense of home delivered meals for 1

- ◆ month for 6 clients
- ◆ Will underwrite 25 self help groups for MS clients
- ◆ Will pay for 100 hours of respite care
- ◆ Will buy three batteries for motorized scooters
- ◆ Will provide ramps for five families



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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!

Fed Ex "Rock-N-Roll" bike MS ride

Nancy Laycook
Development Coordinator
901-755-0994
Nancy.Laycook@msmidsouth.org
6655 Quince Road, Suite 114
Memphis, TN 38119

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

Megan Wingo
Development Coordinator
615-690-5349
Megan.Wingo@msmidsouth.org
4219 Hillsboro Road, Suite 306
Nashville, TN 37215

V.I.B.E. CLUB

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 2 keepsake ride jerseys, custom cycling socks, bike gear, and more special 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 lounges, free whiskey tastings at the Jack Daniel's Distillery and special event parking
- ◆ "Rock-N-Roll" V.I.B.E.S. will receive access to an elite Harrah's lounge and special event parking

To be a member of this club your donation of \$1,000 or more MUST be turned in by August 21 (Rock-N-Roll) and September 18th (Bike to Jack & Back) to ensure your V.I.B.E. package and sizes are available! Join today!

Become Our FACEBOOK Friend

Another way you can stay up to date on bike MS happenings is via [Facebook](#).

- ◆ Look for us under the name [Mid South Chapter](#) and add us as a friend.
- ◆ Also, be sure to join the **Jack Daniel's "Bike to Jack & Back" bike MS ride 2009 group** and the **FedEx "Rock-N-Roll" bike MS ride 2009 group**.

These groups are growing every day! This is a great method of getting the word out about our ride. You can even use this as a recruitment tool to grow your team!

Also, use the discussion board to get ride tips from fellow cyclists. Meet new bike MS participants and train together using this great online tool!

Important Reminders

- ◆ You must be at least 18 years of age to ride in the Jack Daniel's "Bike to Jack & Back"
- ◆ You must be at least 12 years of age to ride in the FedEx "Rock-N-Roll"
- ◆ The minimum donation for both rides is \$300. This must be turned in on or before the ride to participate
- ◆ Do you have a friend or family member that wants to Volunteer? They can register to volunteer online at www.ms-mid-south.org
- ◆ All cyclists must sign a waiver on the morning of the ride or at Early Packet Pickup to
- ◆ 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.
- ◆ iPods or headphones of any kind are NOT allowed on the route

Thank you for biking to create a world free of MS

An unforgettable ride.



2008 Top Fundraisers



Bravo to our Top 10 Teams from each ride!

FedEx "Rock-N-Roll":

1. International Paper	\$81,412
Captain Ed Garrison	
2. MS Team FedEx	\$80,011
Captain Sylvia Greene	
3. Accredo	\$21,917
Captain Perrin Rowsey	
4. CC Riders	\$18,616
Captain Kevin McGill	
5. Bad Dog Cycle Team	\$12,146
Captain Stephanie Nadeau	
6. Team Cosmini	\$11,538
Captain Carlton Cosmini	
7. Oxford Cycling	\$8,502
Captain Charles Inman	
8. UPS	\$8,283
Captain Andrea Lum	
9. Temple Israel Bike Club	\$6,076
Captain Vic Butcher	
10. Team Hatton	\$5,945
Captain Regina Gray	

Jack Daniel's "Bike to Jack & Back":

1. KC Cruisers	\$29,648
Captain Charlie Smith	
2. Team Trace Bikes	\$27,098
Captain Scott Turner	
3. Harpeth Bike Club	\$24,565
Captain Pat Clements	
4. BAMS Bike Team	\$24,124
Captain Curt Walsh	
5. RAI Renal Riders	\$14,588
Captain Karl Kokko	
6. FOGBees	\$13,095
Captain Philip Vickery	
7. URSlowRiders	\$12,358
Captain Craig Bernhoft	
8. Jack Daniel's	\$12,322
Captain Andy Coates	
9. Sewanee Conglomerate	\$11,813
Captain John Benson	
10. Team 5/3.com	\$11,575
Captain Keith Hart	

Congratulations to our individual Top Fundraisers of 2008! These cyclists are dedicated to ending Multiple Sclerosis and they deserve a huge round of applause...

FedEx "Rock-N-Roll":

1st Place: Ed Garrison	\$11,656
2nd Place: Larry Gates	\$9,003
3rd Place: Rick Hartman	\$5,680

Jack Daniel's "Bike to Jack & Back":

1st Place: Roger Leitner	\$10,485
2nd Place: Tommy Baggott	\$8,101
3rd Place: Stephen Hanon	\$7,410



Want to be a 2009 Top Team? Check out the Team Captain Manual and Team Timeline information on our website at www.msouth.org for great fundraising tips & ideas!



National MS Society, Mid South Chapter

National MS Society, Mid South Chapter
4219 Hillsboro Road, Suite 306
Nashville, TN 37215

bike MS 2009 Calendar

MAY

- ◆ Team Week: May 18-22

JUNE

- ◆ Come by the MS office to pick up a yard sign to put in your yard or to place along your favorite bike route!

JULY

- ◆ Team Week: July 13-17

AUGUST

- ◆ Rock-N-Roll VIBE deadline: August 21
- ◆ Early Packet Pickup for Rock-N-Roll: August 25-28

SEPTEMBER

- ◆ Rock-N-Roll ride: September 12-13
- ◆ Jack & Back VIBE deadline: September 18
- ◆ Jack & Back Early Packet Pickup: September 22-25

OCTOBER

- ◆ Jack & Back ride: October 3-4
- ◆ Post ride Team Week: October 26-30

NOVEMBER

- ◆ Prize Deadline: November 6

bike

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**Thank you for
Joining the
Movement**