

PARTICIPANT & FUNDRAISING GUIDE

BIKE MS

NYC - SOUTHERN NY



ACCEPT THE CHALLENGE



BIKE MS SOUTHERN NY
SUNDAY, SEPTEMBER 25
Limited to 1,000 riders

BIKE MS NYC
SUNDAY, OCTOBER 2
Limited to 5,000 riders

WELCOME TO BIKE MS 2011



Dear Bike MS Participants,

Welcome to Bike MS NYC – Southern NY 2011! My name is Steven Radoslovich and this is my fourth Bike MS ride.

In April 2008, my wife Dianna, was diagnosed with multiple sclerosis. Since her diagnosis, Dianna has battled chronic pain all over her body, problems with her vision, spasticity in her right hand and leg, and overall cognitive and mobility challenges. As a result, doctors have recommended that she stop working as a New York City attorney, unless her symptoms subside and she becomes more stable.

Dianna does not complain much her MS symptoms right now as she is very excited and hopeful about giving birth to our second son. But, she does worry about the future and fears that her MS will get worse and will prevent her from being able to stand at either of our son's high school graduations or be able to dance with them at their weddings... a fear, which doctors tell us, may unfortunately be a reality one day.

I try my best to be supportive of her efforts to slow down the progression of her disease. Upon hearing the news of her diagnosis, we decided that we would do everything we could in support of the National MS Society. Being an avid cyclist, this Bike MS was right up my alley. In my first two years, I participated as an individual rider and, last year, I was the proud creator and team captain of team "No MS'n Around." Last year, "No MS'n Around" raised nearly \$40,000 and we are looking to repeat that success this year. In addition to our success as a team, last year I individually raised over \$28,000 and was named the "Top Individual Fundraiser." As a result, I will proudly be wearing Bib #1 at Bike MS this year.

The money that is raised from this event goes to so many wonderful programs sponsored by the National MS Society for people living with MS. Not only does the money also fund research for the doctors and scientists who work hard every day to find a cure and new treatments to slow down the progression of the disease, but also to develop medications to repair the damage to the nervous system that is caused by MS.

That is why I will ride again this year. Thank you for joining me and the 6,000 other Bike MS participants. Together, we can move closer to a world free of multiple sclerosis.

Thank you,
Steven Radoslovich
Team Captain of No MS'n Around

This is your guide to success – everything you need to know about your fundraising and details for event day can be found here! Be sure to visit www.bikeMSnyc.org for more information and updates as we approach Bike MS. If you have specific questions not answered in this guide, staff are always available to help by contacting bikeMS@msnyc.org or 212-463-9791.

1. | Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikems@MSnyc.org

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EVENT DATES AND LOCATIONS

BIKE MS SOUTHERN NY

Date: Sunday, September 25, 2011

Fundraising Minimum: \$150 per participant

Route Options: 20 or 57 miles*

Age Minimum: 12 and older (Participants ages 12 to 17 must be accompanied by a guardian and can only participate in the 20 mile route option).

Start/Finish: Kraft Foods, Tarrytown

BIKE MS NYC

Date: Sunday, October 2, 2011

Fundraising Minimum: \$150 per participant

Route Options: 30, 50 or 100 miles*

Age Minimum: 12 and older (Participants ages 12 to 17 must be accompanied by a guardian and can only participate in the 30 mile route option).

Start/Finish: Pier 94, Manhattan

** Note: exact mileage and routes subject to change*

No tagalongs, trailers, youth bike seats or carriers will be permitted. All participants must be able to pedal their own bike.

All participants are **REQUIRED** to raise the \$150 fundraising minimum. **The minimum must be raised by September 9 in order to receive your packet of materials in the mail.** If it is not received by September 9, you will need to attend one of our Packet Pick-Up locations the week prior to Bike MS. There will be **NO** exceptions to this and there will be **NO** day-of-ride check-in/ Packet Pick Up at **EITHER** Bike MS location. If you do not raise the minimum, you will not receive your rider materials and will not be able to ride.

3. | Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikems@MSnyc.org

EVENT DETAILS

EACH BIKE MS LOCATION WILL INCLUDE

- A light breakfast at the start
- A catered lunch at the finish
- Plenty of water, sports drinks and snacks along the route at all rest stops
- Exciting finish line festival with informational and interactive booths including a sponsor expo, food and beverage samples, massage, entertainment and more
- Recognition areas for top fundraising teams and individuals

BEAUTIFUL ROUTE OPTIONS

- **Bike MS Southern NY**

Bike MS Southern NY gives cyclists the opportunity allowing participants to ride over the Tappan Zee Bridge in a traffic free lane! Cyclists can choose to ride 20 or 57 miles.

- **Bike MS NYC**

Bike MS NYC features the only route (30 miles) allowing participants to circle Manhattan on closed roads, including the FDR and West Side Highway - TRAFFIC FREE! The 50 and 100 mile routes allow you to ride through the Lincoln Tunnel - TRAFFIC FREE!



FUNDRAISING 101

KEEP THE FUN IN FUNDRAISING

Five easy steps to get you started:

1. **Set a goal.** Be BOLD with your goal – set your goal to \$1,000 to be an MVP Top Fundraiser and receive great perks and prizes! Update your goal in your Participant Center so it is proudly displayed on your fundraising Web page and share your goal when asking your friends and family for support. When you surpass your goal, be sure to update your page with a new one!
2. **Make a Donation.** Start your fundraising off right by making a donation to your fundraising efforts. Others will be more inclined to give if they see you have made a donation yourself.
3. **Share your story.** Tell everyone you know you are participating in Bike MS and tell them why.
4. **Go Online.** There is an entire set of easy to use online fundraising tools right at your fingertips! You can set up a personal Web page, send out emails, and track your progress. Go to www.bikeMSnyc.org and log in to your account to access your Participant Center and get started now!
5. **Check out** fundraising ideas and tips in this guide and online – don't be afraid to be creative! If you need assistance with your fundraising please feel free to reach out to the National MS Society at anytime.

TRY ONE OF OUR FUNDRAISING IDEAS

Social media:

- Our Boundless Fundraising tool will allow you to use Facebook as an easy and fun way to raise money and awareness to all of your friends. You can upload this tool to your Facebook account through your online Participant Center. Just click on the blue "Fundraise with Facebook" button on the homepage of your Participant Center to get started.

Help us raise awareness and funds! Join our page on Facebook at <http://www.facebook.com/BikeMSnycSNY>.

Get your company involved:

- Ask if they have a matching gift program – this is a great way to double your fundraising.
- See if your boss would be willing to grant anyone who gives a donation an extra casual/jeans day.
- Ask if you can change your voicemail or email signature to include a link for people to donate.
- Ask for permission to put brochures and a collection jar in the break room



The best tip we can give is to BE BOLD in your asking:

- Don't be afraid to share your story and make your fundraising personal. Tell your friends and family why you are passionate about raising money.
- Sticking to traditional methods of face to face asks, letter writing, and emails are sometimes the best methods.

Plan your own fundraising event:

- You can plan any kind of event yourself – a dinner party at your home, a garage or bake sale, a karaoke night, a bowling or poker tournament, a silent auction, etc. and put the proceeds back toward your Bike MS fundraising efforts.
- Partner with a local bar or restaurant for a fundraising night. Ask a local bar or restaurant if they would be willing to donate a percentage of their profits from one night to your fundraising efforts. They may even be willing to display information about MS or brochures on the tables too to help raise awareness AND money.

We can support you in your event planning:

- We can send you materials about multiple sclerosis and about the National MS Society – be sure to incorporate the mission in your event!
- We can provide the Bike MS logo for you to use (within our branding guidelines). Please note all logo usage must be pre-approved by the Society staff.
- A Society staff member may be able to attend your event.
- To receive a list of recommendations on local bars and restaurants to use for an event or for general questions about fundraising events, contact us at bikeMS@msnyc.org.

Matching Gifts:

Many companies have matching gift programs where they match up to 100% of their employees' charitable donations. Be sure to ask your company (usually the HR department is best to ask first) and prompt your donors to ask their companies about matching gift programs as well. Pay close attention to your company's matching gift program procedures and mail any printed materials or forms to:

**National MS Society
Attn: Bike MS Matching Gifts
733 Third Ave., Third Floor
New York, NY 10017**

If you have questions, please contact us at bikeMS@msnyc.org or 212-463-9791.

ONLINE FUNDRAISING TOOLS:

Make the most of your fundraising efforts – fundraise online using your Participant Center. Log-in to your account at www.bikeMSnyc.org to access your Participant Center where you will be able to:

- Set up your personal Web page
- Upload your email address book
- Send emails to solicit donations
- Send emails to thank your donors
- Track emails sent and actions taken
- Track your fundraising progress



Accessing my account

- **Step 1:** Go to www.bikeMSnyc.org and select 'My Account'.
- **Step 2:** Enter your username and password to access your Participant Center.

Setting up your personal web page

- **Step 1:** Once logged in, select the 'Personal Page' button.
- **Step 2:** Utilize this page to change the template or edit the font and color scheme. To upload photos and change the text for your personal page, select #2 and open the page for editing. Save your changes before you log out.
- **Step 3:** All photo images must be JPEG files smaller than 200KB. To choose a photo from your picture library, click on the browse button to begin your search. After you have selected your photo, click on the 'Upload Image' button to complete the selection.
- **Step 4:** To edit the text on your personal page, click in the text box and begin typing. After you have made your changes be sure to save them.





Uploading your address book

- From your Participant Center homepage, select the 'Address Book' button. You can import your address book from Outlook, Outlook Express, Yahoo, AOL, Gmail, Plaxo, or from another program. Choose "Import Other Address Book" and follow the instructions to import your address book from these accounts. You can also import your address book from a generic CSV file. To search for the file you're adding, select the browse button. Once you have selected the correct file, click on the 'Upload Now' button.

Sending emails

- From your Participant Center homepage, select the 'Email' button. From this section, you can send emails to potential donors to solicit donations, send thank you emails to those who have already donated, and recruit members to your Bike MS team. You can use the template emails or draft your own personal message. You can also send emails to teammates.

Tracking your progress

- From your Participant Center homepage, select the 'My Progress' button. This section also allows you to enter any offline donations. You will be asked to enter check number, donor, and amount and the donation will show on your personal page. You can then mail the check in and when we receive the check in the office we will simply confirm it has been received.

Using these online tools is the best and easiest way to grow your fundraising. Don't wait! Go now to www.bikeMSnyc.org to log in and get started!



Two fun facts about using your Participant Center

- People who sent 10 or more emails raised \$892 on average - versus the \$337 from people who sent less than 10 emails.
- People who updated and personalized their personal page at least once raised \$623 on average - versus the \$205 from people who never updated their personal page.

FUNDRAISING BENEFITS

There are many great prizes and rewards that come with different levels of fundraising for Bike MS. Check them out below and get started now! Please note there will be no post-event prizes. All prizes will be awarded based on pre-event fundraising efforts.

T-shirts

All Bike MS participants will receive a T-shirt on event day. There are a variety of T-shirts available based on your fundraising efforts:

- \$150 - \$999: white short sleeved Bike MS T-shirt
- \$1,000 +: colored long sleeved MVP Top Fundraiser Bike MS T-shirt
- Persons living with MS are eligible for an orange short sleeve Bike MS T-shirt

Did you know that \$150 will pay for someone living with MS to get to and from their doctor's appointment when they have no other form of transportation?

Early fundraising incentive

All participants who raise \$250 or more by August 4, 2011 will receive our early fundraising incentive – a pair of Bike MS socks.

Early incentive levels

If you reach one of the fundraising levels listed below by September 16, 2011, you will be eligible to select a prize within that level.

Level 1: \$500 - \$749.99

Level 2: \$750 - \$999.99

Level 3: \$1,000 + (MVP Top Fundraiser)

Visit the fundraising Web page on www.bikeMSnyc.org for the full list of prizes.



Fundraising week: September 12-16, 2011

We are hosting an entire week of fundraising challenges to give you the chance to win some amazing prizes! Fundraising week will be held September 12 - 16, 2011 for participants in both Bike MS events. Contests will be announced ahead of time on our Facebook page (www.facebook.com/bikeMSnycSNY) as well as via email the week prior.

Online fundraising blitzes

Several times throughout Bike MS season, we will hold one-day fundraising blitz days. On these days, different fundraising challenges will be issued and participants will have the chance to win a variety of great prizes for the donations they raise on the specific blitz day. Blitz days are done at random and prizes are only given for donations received online during that assigned 24 hour period. These days will be announced via email and on Facebook. Become a Facebook fan to receive advanced notice by going to www.facebook.com/bikeMSnycSNY.

TOP TEAM FUNDRAISING REWARDS

Top Tier Teams*

Teams that commit to raise \$30,000 or more receive these great benefits:

- An exclusive, private area to meet and enjoy breakfast the morning of the event, and relax at the finish line
- Team photographs
- Acknowledgement of your team's accomplishment in Bike MS materials
- And much more


Team village*

Teams that commit to raise \$10,000-\$29,999 for Bike MS 2011 earn a spot in an exclusive Team Village area at the finish line.

Team prizes

Teams that raise \$15,000 or more are eligible to earn a team prize after Bike MS 2011.

Contact teams@msnyc.org or 212-463-9791, option three, for more information on any of the above team rewards.



*For logistic and rental purposes, Top Tier Teams and Team Village teams must contact the Bike MS staff by August 24, 2011 to secure a spot in either elite area. Teams will have until the November 4 fundraising and ranking deadline to raise the specified amount.

ELITE FUNDRAISING CLUBS

Bike MS MVP Top Fundraisers:

All participants who raise \$1,000 or more before event day will become a Bike MS MVP and will receive great event day perks! On event day, you will be able to:

- Get a special MVP long-sleeve T-shirt at check-in that stands out from the other regular event T-shirts
- Access for you and a guest into our Barclays Capital Top Fundraiser Lounge on event day

All participants who raise \$1,000 or more by the final fundraising deadline, November 4, 2011, will be eligible to receive a commemorative Bike MS MVP jersey with the Bike MS logo and your MVP level on it.

MVP Levels: upgrade your level today!

- Raise \$1,000 - \$2,499 to become an MVP
- Raise \$2,500 - \$4,999 to become a Steel MVP
- Raise \$5,000 - \$7,499 to become an Aluminum MVP
- Raise \$7,500 - \$9,999 to become a Carbon MVP
- Raise \$10,000+ to become a Titanium MVP
- Raise \$15,000+ to qualify for Tour of Champions*

***Tour of champions:**

Any individual who raises \$15,000 for Bike MS 2011 will get to go to the National Conference in Dallas, TX November 4 - 6, 2011.

\$1,000 provides weekly adaptive tennis lessons for 7 people with MS.





Bike MS Top 200 Club:

Our 2011 Top 200 Club is made up of our top 200 fundraising individuals from both Bike MS events in 2010. The Top 200 Club members receive a full year of perks leading up to event day as well as great perks on actual event day in 2011. These perks include:

Pre-event:

- Name and ranking listed on www.bikeMSnyc.org
- Name and ranking listed in Bike MS Participant Guide
- Customized Top 200 Club Gift – your choice from our new top fundraiser website with your gift embroidered with your name and ranking
- Dedicated staff to assist you throughout the year
- Invitation to various special events throughout the year

Event day:

- Personalized bib number corresponding with members' 2010 fundraising ranking
- Admission for member and a guest to the Barclays Capital Top Fundraiser Lounge
- Top Fundraiser long sleeve T-shirt
- Goodie bag distributed in the Top Fundraiser area

Our Top 200 Club members from Bike MS 2010 raised \$993,280 – this is 36% of all donations raised last year!

Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikeMS@msnyc.org | 12.

2011 BIKE MS TOP 200 LIST

1. Steven Radoslovich	\$28,055	35. Michael Schenker	\$6,853
2. Peter Goettler	\$25,000	36. Steven Perelman	\$6,694
3. Andrew Tunick	\$22,191	37. Savitree Thampirak	\$6,675
4. Adam Burinescu	\$22,037	38. John Beaman	\$6,498
5. Robert Sandler	\$21,757	39. Susan Sampliner	\$6,415
6. Richard Morris	\$17,833	40. Sean Murdoch	\$6,352
7. Maya Sudhakaran	\$14,690	41. Kenneth Dupuis	\$6,264
8. Dennis Wan	\$13,264	42. Steven Vince	\$6,176
9. Meghan McNulty	\$11,736	43. GianLuigi Cavagna	\$5,950
10. Artie Cabasso	\$11,127	44. Rob Moore	\$5,900
11. Brian Wallach	\$11,050	45. Mitchel Kent	\$5,823
12. Lee Albertson	\$10,850	46. Kathleen (Kitty) Benden	\$5,810
13. Kerry Fitzgerald	\$10,526	47. Benjamin Emanuel	\$5,743
14. Paige Goodman	\$10,401	48. Stuart Sarnoff	\$5,675
15. Roberto De Azevedo	\$10,000	49. Delores Rubin	\$5,655
16. Michael Zimits	\$10,000	50. James Chatham	\$5,555
17. Christian Vardeleon	\$9,902	51. Harris Ferrell	\$5,540
18. Edward Morr	\$9,279	52. Becca Kornfeld	\$5,514
19. Steve Nettler	\$8,895	53. Patrick Barth	\$5,500
20. Edward Hogan	\$8,710	54. Cai Palmer	\$5,335
21. Darryl Burke	\$8,633	55. Michael Traverso	\$5,290
22. Philip Caracci	\$8,220	56. Tricia Nolan	\$5,265
23. Catherine Tsigakos	\$8,185	57. Nathan Holst	\$5,210
24. James Greebel	\$7,851	58. Frederick Harris	\$5,200
25. Joe Morris	\$7,650	59. Carrie Liaskos	\$5,200
26. Kevin Glascott	\$7,600	60. Mickey Carter	\$5,000
27. Ryan Glascott	\$7,600	61. Patricia Gagliano	\$4,970
28. Michael Halsband	\$7,585	62. Nancy Marcus	\$4,950
29. Jack Schmitt	\$7,550	63. William Spitz	\$4,918
30. Jeff Matusow	\$7,475	64. Carole Gambello	\$4,877
31. John Griffin	\$7,410	65. Michael Baudo	\$4,850
32. John Tully	\$7,175	66. Todd Cymbol	\$4,735
33. Dan Kusnetz	\$7,054	67. Douglas Fechter	\$4,690
34. Norman Parton	\$7,020	68. John Truehart	\$4,655



69. Peter Smith	\$4,645	107. Steven Diroff	\$3,560
70. Roseanne Macari	\$4,593	108. Sharon Weinberg	\$3,551
71. Boris Goberman	\$4,577	109. Colin Sutton	\$3,550
72. John Boyles	\$4,575	110. Steven Roth	\$3,450
73. Michael Valletta	\$4,400	111. Thomas Nofi	\$3,381
74. Susan Quigley	\$4,343	112. Micah Timen	\$3,336
75. Edward Kole	\$4,329	113. Jake Barton	\$3,275
76. Andrew Persampire	\$4,325	114. Michael Mariotti	\$3,275
77. Rudolf Von Bartesch	\$4,315	115. Christopher Pompeo	\$3,250
78. Patrick Yorke	\$4,265	116. John Froud	\$3,235
79. Michael Pagano	\$4,232	117. Andrew Schweitzer	\$3,184
80. Jim Dillon	\$4,230	118. Robert Calhoun	\$3,163
81. Khin Mee Wong Chan	\$4,135	119. Glenn Juhlin	\$3,150
82. Michael Novich	\$4,105	120. David Raney	\$3,150
83. Danielle Milota	\$4,100	121. Russell Kolbert	\$3,136
84. Virginia Bradley	\$4,084	122. Robert Sussman	\$3,121
85. Winston Crowley	\$4,075	123. Andrew Palmer	\$3,120
86. Marty Cammarata	\$4,000	124. Douglas Klion	\$3,101
87. Santiago Figueroa	\$4,000	125. Chris Hennessy	\$3,075
88. David Brown	\$3,970	126. Barbara Marino	\$3,075
89. Paul Low	\$3,900	127. Steve Varvaro	\$3,070
90. Silvia Shiliashka	\$3,840	128. Virginia Reiff	\$3,030
91. Naomi Polatsek	\$3,804	129. Veronica McTiernan	\$3,025
92. Peter Skae	\$3,800	130. Michael Ratpojanakul	\$3,010
93. Joshua Rosenblatt	\$3,786	131. Jim Gingrich	\$3,000
94. Robert Hellman	\$3,771	132. Hope Tannenbaum	\$2,968
95. Celeste Evans	\$3,725	133. John Katzman	\$2,950
96. Donald Asch	\$3,689	134. Pascal Pipponiau	\$2,940
97. Riley Jason	\$3,663	135. Joe Ierace	\$2,925
98. Mina Kim	\$3,640	136. Manar Zaher	\$2,900
99. Kate Matthews	\$3,640	137. Steve Cohen	\$2,864
100. Ted Berg	\$3,634	138. Travis Potter	\$2,864
101. John Kasarda	\$3,625	139. Kenneth Ilgner	\$2,847
102. Molly Richter	\$3,625	140. Pete Hayes	\$2,845
103. James Catrambone	\$3,615	141. Kai Chan	\$2,791
104. David Bilmas	\$3,604	142. David Wilscher	\$2,783
105. Alan Berstein	\$3,585	143. Steven Goldstein	\$2,779
106. Stephen Wylene	\$3,582	144. Scott Gleason	\$2,757

145. Michael Pinkerton	\$2,755	174. Jake Levine	\$2,400
146. Robert Koslow	\$2,746	175. Dhuane Stephens	\$2,400
147. Rajiv Shahani	\$2,745	176. Herbert Weltig	\$2,395
148. Jerry Ballanco	\$2,705	177. Stacy Fojas	\$2,375
149. Bryan Oconnell	\$2,705	178. James Toczylowski	\$2,375
150. Eric Kaye	\$2,700	179. James Cote	\$2,367
151. Mitchell Marcus	\$2,700	180. Stephen Kirshen	\$2,352
152. Ian Kaufman	\$2,694	181. Nigel Jobson	\$2,350
153. Lennie Barr	\$2,680	182. Ricardo Watson	\$2,325
154. Scott Ades	\$2,675	183. Robbi Nagel	\$2,325
155. Natalie Hennessy	\$2,665	184. Leon Frankel	\$2,318
156. Bradley Cymbol	\$2,651	185. Diane DeChiaro	\$2,315
157. Zachary Falk	\$2,625	186. Peggy Thomson	\$2,311
158. Jonathan Gordon	\$2,607	187. Aaron Kirtz	\$2,300
159. Terry Burd	\$2,600	188. Steve Peragallo	\$2,300
160. Dave Anchel	\$2,581	189. Willem Sutherland	\$2,295
161. Diana Doussant	\$2,571	190. Toni Anne Hirsch	\$2,280
162. Stephen Baierlein	\$2,560	191. Michael Fagan	\$2,268
163. Andrew Caselli	\$2,550	192. Ira Horowitz	\$2,266
164. Laura Nichols	\$2,525	193. Jeffrey Wichmann	\$2,265
165. Rey Black	\$2,525	194. Trent Lethco	\$2,263
166. Louise Weston	\$2,520	195. Rich Kennedy	\$2,250
167. Joe Soileau	\$2,515	196. Fred Leone	\$2,250
168. Dominic Lepore	\$2,504	197. Leonard Van Orden	\$2,250
169. Sarah Slattery	\$2,500	198. Elise Goldberg	\$2,239
170. Robert Young	\$2,500	199. Richard Handelsman	\$2,228
171. Christine Weston	\$2,455	200. Bobby Linton	\$2,225
172. Michael Almond	\$2,435	201. Ladie Whitaker	\$2,225
173. Marshall King	\$2,415		



CLAIMING YOUR PRIZES

Bike MS fundraising deadline and rankings

The fundraising deadline for Bike MS is November 4, 2011. You can continue your online fundraising or mail in donations up to this date. The total you have raised by this day will be the amount used to rank your individual and team fundraising efforts. These rankings are used to finalize our Top 200 Club eligibility for the following year, Top Fundraising Team rewards, and the opportunity to receive an MVP Top Fundraiser commemorative jersey. Final rankings will be announced at our Bike MS Awards Party held in January and posted online.

Claiming your bike MS benefits

All Bike MS participants who earn a prize from any of our blitz days or fundraising week challenges will be sent an email to claim their reward within one week of the contest. You **MUST** claim your prize to receive it, as they will not be automatically sent to winners. If you do not have an email address on file, a staff member will contact you by phone.

All Bike MS participants who earn the early incentive prize by September 16, 2011 will be mailed a redemption certificate in the mail approximately one month after the deadline to earn the prize with instructions on how to claim your prize.

If you are not receiving emails or mail from Bike MS, contact us at bikeMS@msnyc.org or 212-463-9791 to update your contact record.

Mission first club

Many of our participants who earn prizes generously donate them back to further support our mission – to create a world free of multiple sclerosis. By donating the cost of your prize back you are directly helping the National MS Society invest more money toward making a difference in the lives of those affected by MS. The Mission First Club is set up to honor and recognize these individuals. Contact us at bikeMS@msnyc.org or 212-463-9791 if you would like to forego your prize and become a member of our Mission First Club.

Don't forget that all participants who raise \$250 by August 4 will earn a pair of Bike MS socks! Remember, blitz days will happen and be announced at random so be sure to check your email and our Facebook page (www.facebook.com/bikeMSnycSNY) for these announcements.

WANT TO MAKE YOUR BIKE MS EXPERIENCE MORE FUN? START OR JOIN A TEAM!

There is no better way to make the experience more fun than to do it with a group of family, friends, or co-workers. It is easier to raise more money as a team AND it is more fun to ride and celebrate with a team on event day.

Start a team

There are many benefits to creating a team:

- Being a team captain makes you a key leader in our fight to create a world free of MS
- You can recruit your friends, family, and co-workers to ride with you
- Teams raise more money – fundraising is so much easier with a group
- And the #1 reason – having a team is just more fun! Both the riding and the fundraising challenge are more fun if you do it with others

How to form a team:

- Select a team captain (you!)
- Select a team name (get creative!) and then register online at www.bikeMSnyc.org
- Recruit, recruit, recruit – there is no limit to how many members you can have but you do need a minimum of 3 people, including the team captain. Be sure to use your Participant Center to send out recruitment emails

Want proof that teams are more successful in fundraising? Bike MS 2010 teams raised a total of \$2.1 million – 78% of the total amount raised!



Interested in forming a team? Contact teams@msnyc.org. Team captain guides can be provided with recruitment ideas, fundraising and training tips. Team captains will also receive team captain emails with tips and advice on team recruitment and fundraising. You will also have the opportunity to participate in team contests to win great prizes!

17. | Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikems@MSnyc.org

NOT A CYCLIST? BE A VIRTUAL PARTICIPANT OR VOLUNTEER

VIRTUAL PARTICIPANT

Friends and family members do not have to be present at Bike MS to be a participant. Encourage them to register and select "Virtual Participant" when choosing which ride they want to participate in. Virtual Participants can be members of teams, participate in fundraising contests and become Top Fundraisers. Virtual Participants can also create a personal fundraising Web page, and have access to all of our online fundraising tools.

HELP US RECRUIT VOLUNTEERS

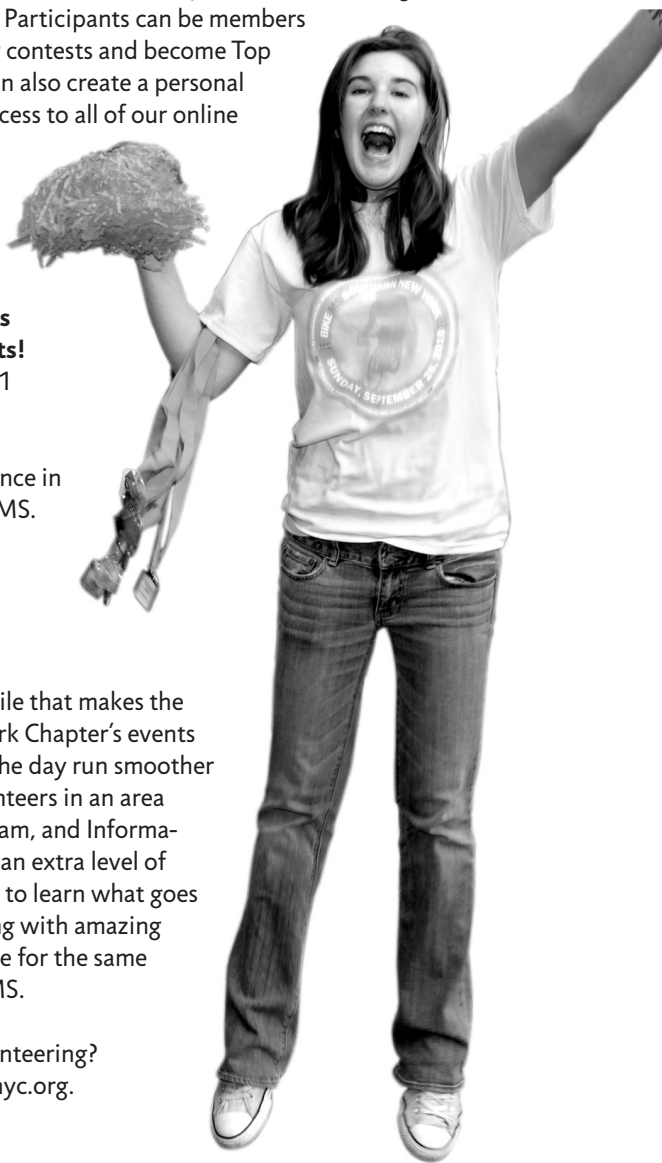
We could not produce Bike MS without the support of volunteers AND volunteers get great benefits!

- Commemorative Bike MS 2011 volunteer shirt.
- Chance to meet new people.
- Opportunity to make a difference in the lives of people living with MS.
- Opportunity to take on a vital leadership role by becoming a Volunteer Captain!

What is a volunteer captain?

Volunteer Captains go that extra mile that makes the New York City – Southern New York Chapter's events the best! Volunteer Captains help the day run smoother by managing the logistics and volunteers in an area such as Food Team, Registration Team, and Information Team. Volunteer Captains add an extra level of expertise, going above and beyond to learn what goes on behind the scenes, while working with amazing staff and volunteers who are all here for the same mission: to create a world free of MS.

Want more information about volunteering?
Contact Sasha Wells at swells@msnyc.org.



OFFICIAL BIKE SHOPS

Whether you need new equipment or expert advice, you will find everything you need at Bike MS NYC – Southern NY Official Bike Shops. **A list of current bike shop partners is available on our website at bikeMSnyc.org.**

Interested in getting your local bike shop involved? Email us at bikeMS@msnyc.org or call 212-463-9791 for more information.

BIKE SAFETY

The National MS Society and Bike MS is committed to providing a quality cycling experience by enforcing safety precautions while ensuring that all participants enjoy a fun experience. For this reason, we have included a list of safety tips and training information. It is our hope that you will find this information useful and easy to incorporate into all your cycling experiences.



RULES OF THE ROAD FOR BIKE MS

ALL RIDERS

- **All participants must wear a helmet!**
- **Know and obey all traffic laws:** stop at red lights, obey signs, observe speed limits, and follow lane markings. Cyclists in New York State have the same rights and responsibilities as motorized vehicle operators.
- **Stay to the right**, a few feet from the shoulder and only pass on the left.
- **Cycle with traffic**, never against it.
- **Never ride more than two abreast.**
- **Watch out** for metal plates, potholes and cobblestones in the road which can cause falls - especially in wet weather.
- **Bike MS is not a race**, ride at your own controllable speed.
- **Respect Bike MS marshals** and officials on the route. They are there for your safety.
- **Headphones, cell phones, radios and similar radio devices are not permitted while riding.**

Visit bikeMSnyc.org for more important safety tips and dates for upcoming bicycle maintenance clinics!

TRAINING

Bike MS is approaching quickly. It is important that you prepare your body and bike to complete the ride, by training consistently and adhering to all safety precautions. We wouldn't ask you to participate in Bike MS if we weren't prepared to help you do it!

Bike MS has once again teamed up with GP Sports and Nutrition and the training guy Michael Pagano, to provide training ride opportunities for all Bike MS participants. Training rides will include a brief safety seminar before the ride begins and have a no rider left behind policy. All levels of cyclists are encouraged to attend the rides. Training rides will be offered in the New York City and Southern New York region. Please continue to check our website for up to date training information: www.bikeMSnyc.org. Follow us on Twitter @bikeMStraining for more updates on training information. Be sure to check out The Training Guy on Facebook for more information about upcoming training rides.

Please check www.bikeMSnyc.org for more detailed information on training ride dates and locations. Please note, training ride dates are subject to change, always check www.bikeMSnyc.org for updates before attending a ride.

Official training ride leaders and the National MS Society are not liable for any injuries that may occur from any incidents or loss/damage of any equipment.

All cyclists should be prepared for the unexpected; it is important to carry spare tubes, water bottles and snacks while riding. Basic skills such as changing a flat tire and riding in groups will be taught at all training rides hosted by GP Sports and Nutrition; all riders, regardless of experience, should know how to change a flat and ride in a large group before committing to Bike MS.

Participants must be at least 12 years of age in order to ride in training rides and must be accompanied by a parent or guardian.

NO tagalongs, trailers, youth bike seats or carriers will be permitted. Tandem bikes will be permitted as long as both riders are physically able to pedal the bike.

Can't attend any of the above training rides? Visit the Training page on our website today to learn about TrainingPeaks. TrainingPeaks is an interactive, web-based training log and food diary designed to help individuals achieve their health and fitness goals. Subscriptions to the basic edition are FREE to our cyclists, and they have the opportunity to download custom-written cycling training plans for beginner and intermediate cyclists.

WHAT TO EXPECT

START LINE

The start line is an energetic, fun-filled area with fellow riders who are excited about the event. Early arrival is suggested so you will have time to turn in additional donations, eat a light breakfast, and secure your spot in the line up. Note there will be NO Packet Pick-Up the morning of EITHER ride.

ROUTE

Bike MS offers different route options perfect for cyclists of all levels. All routes are fully supported and complete with rest stops every 10-12 miles, bike mechanic support, support, vehicles and first-aid stations.

Bike MS Southern NY

Bike MS Southern NY features the only route allowing participants to ride over the Tappan Zee Bridge in a traffic free lane! Cyclists can choose to ride 20 or 57 miles.

Bike MS NYC

Bike MS NYC features the only route allowing participants to circle Manhattan on closed roads, including the FDR and West Side Highway. Cyclists can choose to ride the 30 mile route or the longer routes of 50 or 100 miles that allow you to ride through the Lincoln Tunnel - TRAFFIC FREE!

Please note: Participants aged 12 to 17 can only participate in the 30-mile route option at Bike MS NYC and the 20-mile route option at Bike MS Southern NY and must be accompanied by a guardian. NO tagalongs, trailers, youth bike seats or carriers will be permitted, all participants must be able to pedal their own bike. Tandem bikes will be permitted as long as both riders are physically able to pedal the bike and are 12 years of age or older. Both riders must register and meet the fundraising minimum to receive required bibs.

Visit the www.bikeMSnyc.org for up to date details about all of the route options.

HOW LONG WILL IT TAKE TO PEDAL THE ROUTE

Beginner cyclists pedal about 10 miles per hour on a flat road. Intermediate cyclists in good physical condition ride at approximately 15 miles per hour. Racers and advanced cyclists cruise at over 20 miles per hour. These speeds are estimates and do not include rest stops or mandatory stops.

FINISH LINE

Crossing the finish line is an incredible accomplishment and we intend to help you celebrate! After you complete the ride, be sure to get your medal, check in your bike at the mandatory bike parking area, and enjoy the finish line festival. The festival will include a sponsor expo, food and beverages, music, and VIP perks for top fundraisers and teams.

FREQUENTLY ASKED QUESTIONS

FUNDRAISING

IS THERE A REGISTRATION FEE TO PARTICIPATE?

Yes, the registration fees are as follows:

- \$35 until August 4
- \$50 August 5 through September 23
- \$100 September 24 – October 1

Registration fees are non-refundable and not transferable, even if you are unable to attend the event.

IS THERE A MINIMUM FUNDRAISING REQUIREMENT?

Yes. The fundraising minimum is \$150 for all routes at both rides. This is in addition to the registration fee. All riders are required to fulfill their \$150 minimum prior to participating in Bike MS 2011. Pending matching gifts will not count toward the \$150 fundraising minimum.

Please note: *If you wish to participate in both Bike MS NYC and Bike MS Southern NY, you are required to raise the \$150 fundraising minimums for both rides.*

WHERE DO I SEND MY DONATIONS?

National MS Society
Attn: Bike MS
PO Box 10123
Uniondale, NY 11555-0123

WHEN WILL I RECEIVE MY RIDER MATERIALS IN THE MAIL?

All participants must raise a minimum of \$150 by September 9, 2011 to receive rider materials in the mail. We encourage you to make sure your address is on file and up to date before September 9, 2011. In addition, we cannot guarantee that the USPS will deliver your packet to you. If you raised \$150 by September 9, 2011 and have not received your materials two days prior to your ride, you

will need to attend the Packet Pick-Up the day before your ride.

WHO SHOULD CHECKS BE MADE OUT TO?

Depending on which event you are participating in, checks should be made to Bike MS NYC or Bike MS Southern NY. Also, remember to put your name and account number in the memo section of each check so we know to credit your Bike MS account. Your account number is located on the mailing label of this participant guide and on the home page of your online Participant Center.

WHERE DOES MY MONEY GO?


Your fundraising efforts fund local programs and services for people living with MS and their families living in New York City, Westchester, Putnam, Rockland, Orange and Sullivan counties, as well as funding critical local, national and international research for the cause, treatment and a cure for MS.

WHEN SHOULD I TURN IN THE DONATIONS I COLLECT?

We encourage all participants to raise donations online or mail donations before the ride. All participants must raise a minimum of \$150 by September 9, 2011 to receive rider materials in the mail. If you don't reach the \$150 minimum by September 9, you will be required to attend a Packet Pick-Up before your ride to get your materials. NO rider materials will be available on the day of EITHER ride. However, you are welcome to bring additional donations with you to the event or mail them in after the ride.

ARE DONATIONS TAX DEDUCTIBLE AND HOW DO I GET A RECEIPT?

Yes. All donations are tax deductible to the fullest extent allowed by law. Your cancelled check or credit card transaction confirmation



serves as a receipt. Donors giving \$250 or more will automatically receive an acknowledgment from the National MS Society by the end of 2011. Please note donations are non-refundable and non-transferrable.

WHAT IF MY COMPANY WANTS TO MATCH MY DONATION?

Contact your HR department to learn about your company's matching gift policies and procedures. Follow the procedure outlined by your company's matching gift program; printed materials may be mailed to:

National MS Society
Attn: Bike MS Matching Gifts
733 Third Ave., Third Floor
New York, NY 10017

We will send a confirmation to your company and, upon receipt of the check, we will credit your Bike MS fundraising efforts.

HOW LONG AFTER I SEND IN A CHECK DOES IT TAKE TO SHOW UP ON MY PERSONAL WEB PAGE?

Donations made online are immediately posted to your account and will appear on your web page at the time of the donation. Donations that are mailed prior to the event can take two to four weeks to appear on your web page. Donations submitted on the day of the event can take up to six weeks to appear on your web page. To avoid the wait, encourage your donors to sponsor you online; online donations are safe and easy.

WHAT IS AN MVP?

An MVP is a top fundraiser who raises \$1,000 or more for Bike MS. MVPs who reach \$1,000 or more by event day will receive the special MVP T-shirt and an invitation for them and a guest to join us in the Barclays Capital Top Fundraiser Lounge. All participants who raise \$1,000 or more by the post-event fundraising deadline are eligible to receive a Bike MS

commemorative jersey.

WHAT IS THE TOP 200 CLUB?

The Top 200 Club is an honor awarded to our top 200 fundraisers from the previous year's Bike events. These 200 individuals have exhibited outstanding fundraising achievements that deserve to be recognized. This exclusive club is made up of riders from BOTH rides; there are not separate clubs for each ride. The Top 200 Club enjoys an entire year of special perks and prizes.

TEAMS

WHAT IS THE BENEFIT OF STARTING A TEAM?

Participating in Bike MS is more fun when you are part of a team and it's a fact that team members raise more than individual riders. Last year, teams were responsible for more than 78% of the total overall fundraising for Bike MS. Teams get a meeting area at the start line of the event and get the chance to participate in team contests with great prizes. Teams can also qualify for top fundraising honors and rewards.

HOW MANY PEOPLE DO I HAVE TO HAVE ON MY TEAM?


Teams must consist of three or more members in order to receive any team benefits, recognition, awards, and prizes.

CAN MY TEAM HAND IN OUR DONATIONS ALL TOGETHER WITH OUR TEAM CAPTAIN?

No. All donations must be handed in individually. Every participant is required to raise a minimum of \$150 in order to be able to ride in Bike MS 2011. Fundraising prizes and incentives are based on individual fundraising success.

WHAT ARE TOP FUNDRAISING TEAM HONORS?

Top Tier Teams are teams that commit to raise



\$30,000 or more. They receive a private meeting area at the start and finish lines of Bike MS. Teams are able to decorate their individual areas for the event.

The Team Village is an area at the Bike MS finish line for teams that commit to raise \$10,000 - \$29,999. Teams are able to decorate their individual Team Village areas for the event.

WHAT IF I ALREADY REGISTERED AS AN INDIVIDUAL BUT WANT TO START OR JOIN A TEAM?

We can make that change for you. Contact us at teams@msnyc.org or 212-463-9791, option 3.

EVENT INFORMATION

WHAT IF IT RAINS?

Bike MS takes place rain or shine. In the event of extreme weather conditions, routes may be altered or cancelled, but the Bike MS Festival will go on except in the case of emergency weather situations. These decisions are made prior to, and/or on the day of the event. We encourage you to check our web site the weekend of your ride for updated information.

WHERE CAN I PARK?

Bike MS Southern NY riders can park at the start/finish line location at Kraft Foods in Tarrytown, NY. Follow the signs for Bike MS Parking.

Bike MS NYC riders can find parking lot locations by neighborhood and estimated costs at <http://nyc.bestparking.com/>. We highly recommend that riders use public transportation and carpool.

WHAT DO I DO IF I GET A FLAT TIRE?

We recommend all participants know basic safety and repair skills, including fixing a flat tire. Be prepared and bring your own pump and extra tubes for your bike. However, if you

are still unable to make the repair, marshals and SAG vehicles will accompany riders along all routes. Should you need assistance, just let one of the marshals know and, if a marshal is unable to assist you with the repair, a SAG vehicle will take you to a rest stop where mechanical support may be available, or to the finish line. Please note that the wait for assistance and/or a ride to the nearest rest stop can be long and by waiting, you run the risk of not being able to finish the route. Visit your local bike shop to learn how to handle basic repair needs.

GENERAL QUESTIONS

IS THERE A MINIMUM AGE REQUIREMENT TO PARTICIPATE IN BIKE MS?

Yes. Participants must be at least 12 years of age in order to ride in either of the Bike MS NYC – Southern NY rides. Children under the age of 12 will not be permitted to ride in any portion of either Bike MS ride. If you are registering a minor aged 12 to 17, you can register online but must complete and send in a notarized waiver prior to the event. We must have a notarized waiver on file for all minors before they can receive their mandatory rider materials.

Participants ages 12 to 17 can only participate in the 30 mile route option for Bike MS NYC and the 20 mile route option for Bike MS Southern NY and must be accompanied by a guardian. NO tagalongs, trailers, youth bike seats or carriers will be permitted. Tandem bikes will be permitted as long as both riders are physically able to pedal the bike and both are registered, have met the fundraising minimum and each has a rider bib.

Every rider, regardless of age, must meet the \$150 fundraising minimum in order to ride.

HOW CAN I CONTACT THE BIKE MS STAFF?

You can contact us at bikeMS@msnyc.org or 212-463-9791.

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis interrupts the flow of information between the brain and the body and it 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

ABOUT THE NYC - SOUTHERN NY CHAPTER

The New York City – Southern New York Chapter of the National MS Society is committed to helping the thousands of residents affected by multiple sclerosis in the five boroughs and Westchester, Putnam, Rockland, Orange and Sullivan counties continue moving their lives forward. The chapter raises funds locally to support the Society's critical research initiatives and to provide hundreds of comprehensive support services and educational programs for people living with MS, their family and friends. Visit www.MSnyc.org for more information.

WHERE DOES THE MONEY GO

MS stops people from moving. The National MS Society exists to make sure it doesn't by helping each person address the challenges of living with MS. In 2010 alone, through our national office and 50-state network of chapters, we devoted \$159 million to programs and services that improved the lives of more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world. We are people who want to do something about MS now. Join the movement at nationalMSSociety.org.

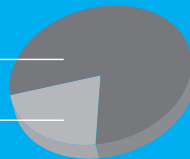
CHAPTER FINANCIAL INFORMATION

80 cents of every dollar raised in the New York City - Southern New York Chapter is spent addressing the challenges of each person whose life is affected by MS and helping them move their lives forward. The New York City - Southern New York Chapter depends on community support to fund programs and accelerate national research projects to identify the cause, treatment and cure for MS. We are thankful to our members and their friends, event participants, corporate partners and the general public who help us move toward a world free of MS.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at nationalMSSociety.org or 1-800-344-4867 (1-800-FIGHT-MS).

80% Programs / Education / Research

20% Fundraising / Administration



Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikems@MSnyc.org | 26.

TICKET TO RIDE

Introduce Bike MS to someone new and snag yourself a few cycling buddies for the event! We are introducing our Ticket to Ride program – recruit your friends and family members to participate in their first Bike MS event and we will provide a code for their free registration. Please contact Jenny You at jenny.you@nmss.org or 212-453-3228 for more information.

CHAMPIONS FOR A WORLD FREE OF MS

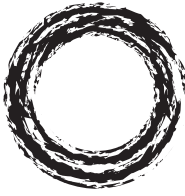
The Champions for a world free of MS program is one of the most important links between National MS Society, event participants and people living with multiple sclerosis. The connection between Champion and participant fosters education, awareness, gratitude and, most importantly, hope. If you and your team don't have a personal connection to MS we will match you with an inspirational Champion to make Bike MS a more meaningful experience.

You will receive an email or letter with your Champion's story and photo. You will also receive information about where to meet your team's Champion on the day of the event (if applicable). Your team can ride in honor of them and show your support in several ways:

- On your personal fundraising webpage, add their photo and explain why you are riding.
- Spread the word and share your Champion's story when fundraising. Tell others about your experiences.
- Honor your Champion on the Wall of Hope at the event.
- Wear an "I'm Riding For" bib or bandana with your Champion's name and/or photo.

If your team would like to ride on behalf of a person with MS, contact Kelly Kerins at kkerins@msnyc.org or 212-453-3256.





golden CIRCLE

On behalf of everyone affected by multiple sclerosis, the National MS Society has created a membership program acknowledging the generous support of individuals who contribute a gift of \$1,000 or more.

Members of the Golden Circle receive the following unique benefits:

- Access to chapter and national leadership
- Invitations to exclusive local and national special events
- Invitations to conference calls regarding the latest progress in MS research directly from world-renowned scientists, and to pose questions directly to the scientists on the calls
- The opportunity to connect with other Golden Circle members — people who share a passion for a world free of MS

All Bike MS participants who make a \$1,000 self-pledge or who receive a \$1,000 donation from a donor will be recognized in the Top Fundraiser Lounge on event day.



The National MS Society has declared that NOW is the time to take action and that when it comes to a world free of MS, enough is not enough. Only all is enough! We have embarked upon a five year \$250 million dollar research revolution N.O.W. so:

No Opportunity will be Wasted. Through the NOW campaign we will: Stop the progression of MS in its tracks; Restore function that has been lost; and End the disease forever. Together, we are making a bold commitment to do more NOW!



STOPPING THE DISEASE



RESTORING WHAT'S BEEN LOST



ENDING MS FOREVER

Visit: bikeMSnyc.org | Call: 212-463-9791 | E-mail: bikems@MSnyc.org | 28.

3 Days, 50 Miles, Closer to a Cure.

www.challengewalknyc.org



challenge
walk



Want more of a challenge? Join us September 9 - 11 in Cape Cod, MA.

MS Climb to the Top New York City 2012

presented by:

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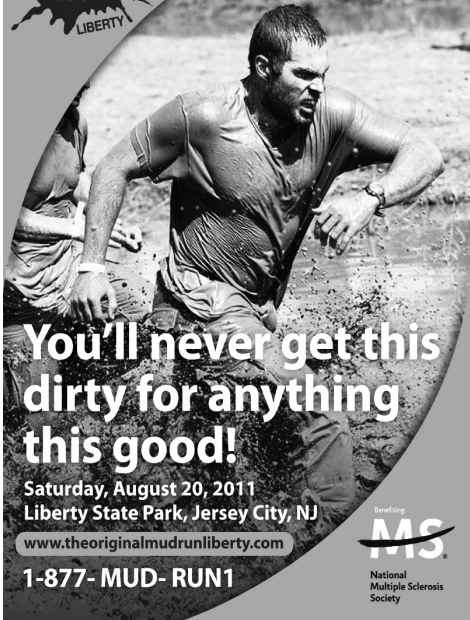


March 4, 2012:
Rockefeller Center®

Register today at
www.climbMSnyc.org or
call 212-463-9791.

Limited to 1,500 participants

THE ORIGINAL MUD RUN LIBERTY



You'll never get this
dirty for anything
this good!

Saturday, August 20, 2011
Liberty State Park, Jersey City, NJ

www.theoriginalmudrunliberty.com

1-877- MUD- RUN1

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