

BIKE MS VILLAGE MAP



- REGISTRATION**
 - Pick up your rider information packet.
 - Purchase meal wristband for friends and family.
 - Tent camping is free, pay \$10/day for an electrical hookup.
 - Register for Bike MS 2012
- REFRESHMENTS**
 - Load up before the ride.
 - Cool down and replenish after the ride.
- BICYCLE STORAGE**
 - Secure, covered overnight storage is free.
 - To retrieve your bike, the rider number pinned to your back must match the number on your bike.
 - Overnight security will be provided.
- SHOWERS**
 - Friday: 4-10 p.m.
 - Saturday: 6 a.m. - 10 p.m.
 - Sunday: 6 a.m. - 7 p.m.
- MEDICAL**
 - Qualified medical volunteers will be available who can offer treatment or advice about anything from headaches to relieving sore muscles (Please bring any medications you may need).
- DINING**
 - Saturday: 6-8 a.m. and 5-7 p.m. (Lunch for short route Noon - 3 p.m.)
 - Sunday: 6-8 a.m. and Noon - 6 p.m.
- CAMPING**
 - Campgrounds open at 4 p.m. on Friday.
 - Electrical outlets are \$10/day payable in cash only upon arrival through Gate 2
- MASSAGE**
 - Not all massage therapists will be free. Please be prepared to pay for services.
- INFORMATION**
 - Get answers to your questions.
 - Register for Bike MS 2012.
 - Vote for 'Best Rest Stop.'
 - Submit your jersey for best team jersey and view other teams' jerseys.
 - Purchase meal wrist bands.
 - Get route maps and event guides.
 - Turn in your pledges.
 - Lost and found
 - Pick up safety pins and twist ties for bib numbers.
 - Register as a Legend (10 years), Lifetime (5 years), or Legacy (3 years) cyclist and pick up your sticker.
- NO VEHICLE TRAFFIC**
- RESTROOMS**
- MICHELOB ULTRA BEER TRAILER**
- PARKING**
- PORT-A-POTTY**
- VIP PARKING**
- BICYCLE MAINTENANCE**
- ACCESSIBLE PARKING**

THANK YOU TO OUR SPONSORS



MS = a strong headwind

bike ms = a team on my side

Dear Cyclist,

While the hills and miles of open road at Bike MS present a challenge for me, it's nothing like living with MS. I ride with MS and for me, living with MS is like facing the challenge of Bike MS every day. Living with MS, I never know when I'm going to have an exacerbation that saps all of my energy for days or weeks.

On the route, I know that even when I'm facing a brutal headwind, the next rest stop is just around the corner. Volunteers are always there to look out for my safety, and I can recover over a beer and catch up with friends at the team tent village after the ride.

Off the route, the Gateway Area Chapter of the National MS Society is like a Support and Gear van for 6,600 people in our area living with MS. Just like those SAG vans, it's comforting to know that the Chapter is there when I need a little support or even a lift.

Because you ride in Bike MS, the Chapter can help people in our community living with MS pay their bills and stay in their homes; educate people about the disease and treatment options; and help people living with MS stay active and strong. You're also helping fund research to stop the disease, restore lost function, and end MS forever.

Thank you for riding in Bike MS.

Sincerely,

Jason
diagnosed in 1996
bike ms participant since 2005

BE SAFE, BE COURTEOUS

The National MS Society will have plenty of support on the route with rest stops, SAGs and motorcycles, but it's up to YOU and your fellow cyclists to make the ride safe for everyone.

Your responsibility in a pack includes:

- **Awareness** — Be aware of others around you and make sure they are aware of you.
- **Communicate** — be sure to call out "on your left" when passing, yell "car back" when a car is coming from the back or "car up" when a vehicle is approaching, alert other cyclists to potential road hazards: "gravel, pot hole, tracks."
- **Be predictable** — let others know when you're "slowing" or "stopping" by using the palm of your hand towards the rider behind you and by calling out.
- **Rest stop etiquette** — when pulling into a rest stop, pull over, dismount and move completely away from the road and rest-stop entrance. When exiting, move beyond the rest area and proceed with caution on the right side of the road before merging with faster cyclists.
- **Be courteous** — Bike MS cyclists are privileged to ride on the roads of mid-Missouri. Be courteous and ride no more than two abreast as the roads are NOT closed to traffic.
- **Heads up** — Ride with your head up. Focus on the road ahead of you; not directly on the person in front of you.

• **No safety in numbers** — 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.

- **R-E-S-P-E-C-T** — Be respectful of other riders and help others when needed.



IF YOU READ NOTHING ELSE READ THIS!

Getting to the Fairgrounds

In order to expedite traffic entering the Boone County Fairgrounds, MEXICO GRAVEL ROAD WILL NOT BE USED. From US 63 use the E. Prathersville Road Exit (NOT THE MEXICO GRAVEL ROAD EXIT) to North Oakland Gravel Road and make a right on North Oakland Gravel Road.

Construction in Mid-Missouri

Please be aware that the Missouri Department of Transportation (MoDOT) is rebuilding several bridges around Columbia that we have used on previous routes. We are working with MoDOT and KTU Construction to ensure that the ride is as safe and as enjoyable as possible, but routes could change. Thanks to MoDOT and KTU Construction for agreeing to delay the construction on one bridge. Thank you for your patience and understanding.

It's About Time!

Be sure to follow the instructions in your packet and attach your timing chip correctly to your bike. Sign up beforehand to enable automatic Facebook and mobile updates, and find your photos and video online after the event!

Enhanced Finish Line Experience

Those timing chips will also help us have a more memorable finish line experience, so be sure to enjoy your accomplishment.

A Picture Is Worth A Thousand Words

Be sure to get your team photo taken before or after the ride! When you get home be sure to check out the photos at www.facebook.com/gatewaysbikeride.

Protect & Use Your Noodle

Helmets are required to participate in Bike MS. Any rider not wearing a helmet will be pulled from the route and their rider number will be revoked. Please be courteous to other cyclists and volunteers and respectful at rest stops, many of which are on private property.

New This Year!

The Columbia Chamber of Commerce will open Bike MS village at 6 p.m. Friday, September 9.

bike MS champions

Be a Bike MS Champion! Dedicate your ride to a "Champion" living with MS in our community. Stop by the Bike MS Champions Tent to:

- Meet people from our community living with MS, and learn how your fundraising makes a difference in their lives.
- Learn more about the research and local programs that your fundraising dollars support.
- "Try on Symptoms of MS," and experience for a moment what it is like to live with MS.
- If you are a cyclist with MS, pick up your special "I Ride with MS" jersey if you have not done so in prior years.

If you know anyone living with MS who will be attending the event, they are welcome to help hand out Finish Line medals Sunday, September 11. They are also invited to volunteer at the Champions Tent throughout the weekend.



MEALS

- Food will be available for purchase on Friday evening.
- Breakfast, lunch and dinner will be provided for all cyclists on Saturday and Sunday.
- Breakfast and dinner will be served in the dining building at the Boone County Fairgrounds.
- Lunch for the short route will be served at Boone County Fairgrounds.
- Lunch for the 75-mile and century routes will be served on the routes (Rest Stop 3 on Saturday and Rest Stop 4 on Sunday).
- Friends and family members can purchase meal wristbands for \$10 at the registration or information areas.

ON THE ROUTE

Support & Gear (SAG) Vehicles

- SAG vehicles patrol each route to provide support for cyclists in between rest areas.
- Flashing the thumbs up sign to oncoming SAG drivers will let them know you are cycling without problems, and seeing the thumbs down sign will alert them to stop and help.
- SAG drivers will not be able to transport gear, bags, medication or any other items for cyclists. We are not responsible for any items left in SAG vehicles.
- Personal/Team SAG's will not be allowed to pull into, park, or distribute any materials (including lunch) at Bike MS Rest Stops.
- Will have a limited supply of water, first aid kits and a tire pump.
- Can inform cyclists how far the next rest stop is, alert them to any traffic problems and provide overall moral support.

Medical

- Certified medical personnel will be at each rest stop and will also be traveling the route.
- If you need certain medications, please be sure to bring them with you to Bike MS.



Bike Mechanics

- Mechanics from Maplewood Bicycle, Cyclextreme, Walt's Bicycle Fitness and Wilderness Co. and Big Shark Bicycle Co. will be at each rest stop to lend a hand. Please have a credit card or cash to pay for parts.

Time Trials

- Push yourself on a time trial from the first to second rest stop on the century (100 mile) route each day. YOU MUST STOP AT THE REST STOP BEFORE ENTERING THE TIME TRIAL. LEAVE TIMING CHIP ON YOUR BIKE BOTH DAYS.
- The Saturday time trial is 9.7 miles. Sunday's is 7.9 miles.
- Find your official time online after the ride.

BIKE MS ITINERARY

FRIDAY, SEPTEMBER 9

4-9 p.m.

- Packet pick-up at the Registration Pavilion.
- Bike storage open.
- Campers and RV's can set up.
- Team tents open for pre-ride bonding and relaxation. Please note that cars will not be allowed in the team tent area. Staff and volunteers will be available to help transport items. **(NO ONE WILL BE ALLOWED INTO THE FAIRGROUNDS BEFORE 4 P.M.)**
- Pre-event party - Listen to live music by Maxx Roby.
- Ribbon cutting by Columbia Chamber of Commerce, 6 p.m.
- Food and beverages will be available for purchase.
- Showers open from 4-10 p.m.

SATURDAY, SEPTEMBER 10



As the top fundraising team in 2010, Team THF will have the honor of starting off this year's ride.

5:30 a.m.

Boone County Fairgrounds gates open.

6-9 a.m.

- Packet pick-up in the Registration Pavilion.
- Team Photos near the Information Pavilion.
- Refreshment Pavilion near the Information Pavilion open.
- Breakfast served from 6-8 a.m.
- 7 a.m. Opening ceremony including remembrance of 10th Anniversary of 9/11
- Staggered team start of the top five fundraising teams and the 2010 Bike MS Top Rookie Team.
 1. Team THF
 2. Team Express Scripts
 3. Team Kaldi's Coffee
 4. Cannonball Express
 5. Monsanto Mavericks
- Rookie Team: MEMC Bike Team

DIRECTIONS & PARKING

Getting to Boone County Fairgrounds

Take Interstate 70 to Exit 128. Go north on US 63 for approximately 4.1 miles to the E. Prathersville Road Exit (DO NOT USE THE MEXICO GRAVEL ROAD EXIT). Turn right onto E. Prathersville Road to North Oakland Gravel Road. Make a right on North Oakland Gravel Road.

Day Parking

If you are just parking for the day, make a left into Gate 3 (at Cottonwoods RV Park).

RV and Tent Camping Parking

If you are camping make a left into Gate 2 (south of Cottonwoods RV Park). Please be prepared to pay \$10 for electrical hook-ups upon arrival.

VIP Parking

VIP parking will be provided to those who have earned the distinction through their outstanding fundraising efforts in last year's ride. Enter Gate 3. Instructions for VIP parking are included in your rider packet. VIP parking will be located near the team tent area.

Accessible Parking

Accessible parking will also be available near the start/finish line. Properly tagged vehicles will be directed into this area. Enter Gate 3.

Drop Off

If you are being dropped off, follow the signs into the Boone County Fairgrounds and tell the parking attendants that you are heading for the drop off area. Please pull to the side and unload promptly to avoid congestion of the roadway.



BIKE MS ITINERARY

SATURDAY, SEPTEMBER 10 (cont.)

7:30 a.m.

Official Day 1 start of Bike MS: Express Scripts Gateway Getaway Ride 2011

9 a.m.

- **All riders must start by 9 a.m. Cyclists starting after 9 a.m. will be taken by SAG to a rest stop on the route.**

Noon - 9:30 p.m.

Bike MS Day 1 Finish Line is open. Inside Bike MS Village you will find:

- Massage & Medical Pavilions
- Beer garden hosted by Michelob Ultra
- Team Tents & VIP Tent
- Live Entertainment (Noon - 9:30 p.m. including: Maxx Roby, Expressions, Pro-Bono & The Non-Billables)
- Registration for Bike MS 2012
- 5-7 p.m. Dinner served in the main building at the Boone County Fairgrounds.

SUNDAY, SEPTEMBER 11

6-8 a.m.

- Breakfast served.
- Refreshment Pavilion near the Information Pavilion open.

7 a.m.

Official Day 2 start of Bike MS: Express Scripts Gateway Getaway Ride 2011 (no ceremony).

9 a.m.

- **All riders must start by 9 a.m. Cyclists starting after 9 a.m. will be taken by SAG to a rest stop on the route.**



Noon - 6 p.m.

- Finish line cheering and medals presented
- Bike MS Champions Tent
- Live entertainment (The Brothers)
- Dinner
- Massage & Medical Pavilions

2011 CYCLIST'S EVENT GUIDE

BIKE MS: EXPRESS SCRIPTS GATEWAY GETAWAY RIDE

- LOOK INSIDE FOR:
- BIKE MS VILLAGE MAP
- MEAL INFORMATION
- WEEKEND ITINERARY
- DIRECTIONS
- PARKING INFORMATION
- ROUTE INFO



bike MS EXPRESS SCRIPTS Gateway Getaway Ride 2011