Don't Just Ride, Bike MS

PEDAL LOS PUEBLOS 2012 AUGUST 25-26, 2012



WELCOME TO BIKE MS!

Whether this is your first year or your 20th year participating in Bike MS, you are in for the ride of your life! Not only will you experience the breathtaking beauty of Northern New Mexico and the best support you've experienced on a group ride, you will also be changing lives for people living with MS by funding local programs and cutting edge research that will end MS forever.

With your fundraising, the National MS Society supports and funds research activities spanning ALL research stages, including early discovery research, translational research that brings promising ideas forward into actual therapeutic solutions for testing, and clinical trials. Our unique approach drives the pursuit of all promising avenues that can impact those living with multiple sclerosis.

I am here to help you reach, and exceed, your riding and fundraising goals. Please feel free to contact me if you have questions, need ideas, or just want to do more! I can be reached by phone in my office at 505 243-2792, ext. 33301, on my mobile at 505 259-9164, or by e-mail maggie.schold@nmss.org.

Sincerely,

Maggie Schold Senior Development Manager

Start Today!

1. Set a fundraising goal

Set your goal well above the fundraising minimum of \$250. The average cyclist was able to raise \$750 last year! Be above average in the MS movement!

2. Start NOW

There are always a large variety of events going on. Therefore, it is always best to be the first one asking for donations.

3. Identify potential donors

Get out your address book, Rolodex, checkbook (to identify businesses that you frequent), and your holiday card list. Make a list and check it twice! Don't leave anyone out.

4. Use the online fundraising tools

It is proven that cyclists who use their online personal pages triple their donations! Look inside for easy set up steps!

5. Ask, ask, ask

Remember, you are giving your potential donors an opportunity to help people with MS. It never hurts to ask people for a donation - the worst they can say is "no." Ask businesses, not just individuals. Ask your spouse or other family members to collect donations, too. Visit our Web site to find our easy to use pledge sheet which you can print out and take with you to help you fundraise!

Why I Ride



All I remember is feeling helpless. My youngest sister Wendy was diagnosed with Multiple Sclerosis in 1992 after having symptoms for over three years. I remember that aching helpless feeling as I accompanied her to her tests, MRIs and spinal taps, just to never receive a definitive diagnosis. In some ways, the diagnosis was a relief but mostly it was a call to action.

Wendy's form of MS is progressive. Through her multiple relapses she has been left with damage to her left leg and weakness in other parts of her upper body. She now has to use a walker or wheelchair for any kind of mobility. With advances in medication and earlier interventions though, I am fortunate to say my sister has been relapse free for four years now.

Wendy with Team WRW

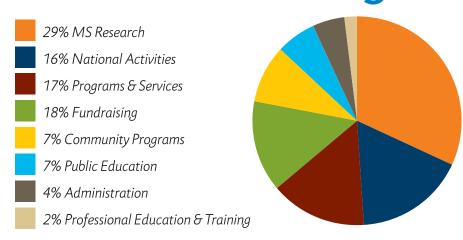
During this struggle I found the National MS Society and Bike MS, and I do not feel helpless anymore. Pedal los Pueblos is my chance to do something about MS for my sister and everyone else living with this disease. This way I can raise money to continue the research to find better treatments and eventually a cure for MS. I can also raise awareness by getting more people signed up to ride in August. This is a way I can show how proud I am of my sister's courage and persistence in continuing to fight MS by showing her my dedication to the National MS Society and their Pedal los Pueblos ride.

One of the positive outcomes of participating in the Pedal los Pueblos event is the number of truly amazing people I have met and befriended along the way. It is so rare to have a win-win-win situation here. I win by helping those living with MS. I win by improving my fitness through training for the ride and I win by being a part of a circle of generous, compassionate people who support me as a rider and those living with MS.

You are doing something truly amazing in the fight against MS by registering for Pedal los Pueblos. Thank you for becoming part of the solution for MS.

> - Mindi Horwitch 2012 Top Fundraiser

Your Fundraising



Seventy-eight cents of every dollar spent funded Community Programs, MS Research, National Activities, Professional Education & Training,

Programs & Services and Public Education.

How Your Donation Helps

\$1	One ticket for public transportation
\$75	Basic access ramp for the home
\$100	Bathroom safety grab bars
\$100	Incontinence supplies for one month
\$250	Air conditioning window unit
\$350	Self Help Group Training
\$400	Manual wheelchair
\$450	Shower and tub safety seats
\$500	Send one person to camp
\$1,600	Access modifications for vehicles
\$1,800	Scooter
\$1,800	Safety lifts for vehicles
\$2,000	Complex ramp system for home
\$3,000	Powered wheelchair

Percentages based on Fiscal Year 2011 Audited Financial Statements.

About the Ride

Bike MS: Pedal los Pueblos 2012, presented by Sam's Club, is a two-day journey through beautiful Northern New Mexico that funds the National MS Society's commitment to end MS forever. Enjoy 36, 58, 88, or 100

miles Saturday. Sunday, ride either 40 or 53 miles. The long route features an outand-back to the Puye Cliff Dwellings – a Bike MS exclusive!

You will enjoy rest stops, SAG vehicles, meals, mechanics, and plenty of enthusiastic volunteers



to cheer you on. The Finish on Saturday will include a banquet celebration under the big top on Saturday and barbecue on Sunday.

All Bike MS activities will take place on Pojoaque at the Cities of Gold Hotel and Casino overflow parking lot behind the hotel. Look for the big top tent!

Bike MS is open to cyclists age 15 or older. Every rider makes a commitment to raise \$250 or more to fund MS programs, education and research. The minimum pledge must be met on or before August 25th. All other fundraising must be received by September 25th to be eligible for prizes.

Website & E-mail

The Bike MS website is full of information you need to have a fun and successful Bike MS experience. Please take some time to explore the site and learn about all of the resources available to you to help you make the most of Bike MS: Pedal los Pueblos.

NEW! The News and Events section of the site is updated regularly with ride news, team events, fundraising ideas, and other helpful information. The page also features event fundraising and registration progress and shows our top teams and fundraisers. From the homepage, click the News and Events button to access this page.

Our primary method of communication with cyclists and volunteers is through our e-mail newsletters. If you have chosen to not receive Bike MS e-mail, the newsletters will be linked on the website.

Fundraising

Did you know that online fundraising TRIPLES your donations?

We make online fundraising easy for you with only 5 simple steps!

Step 1: Log in to your participant center

Step 2: Update your personal page

Step 3: Customize your URL

Step 4: Create your address book

Step 5: Send your fundraising e-mails

For more information visit bikeMSnewmexico. org and download our Participant Center How To PowerPoint.

What is the minimum fundraising?

The minimum fundraising is \$250. It must be met by August 25, 2012 or you will not be allowed to participate in Pedal los Pueblos.

How long do I have to turn in donations? The donation deadline for 2012 is September 25, 2012 to qualify for jerseys and other fundraising prizes.

When do I turn in my donations?
You can turn in donations by mailing them to

Bike MS: Pedal los Pueblos National MS Society PO Box 4125 Houston, TX 77210-4125

Or you can turn them in at one of our packet pick up events. Please note that you can not ride if you have not raised the minimum fundraising requirement of \$250.

Who do I make my check out too?

Make checks payable to the National MS

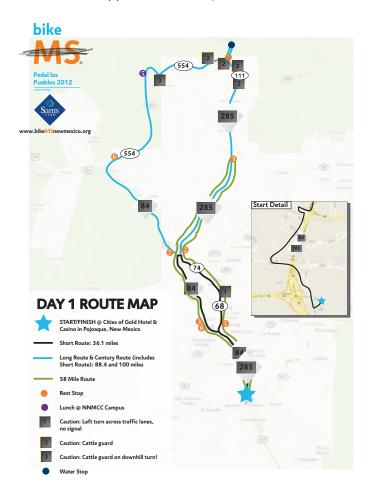
Society and include the participant's name in the memo line.

When will my donors receive receipts?
All online donations are acknowledged immediately with an e-mail confirmation. For donations made by check that are less than \$250, the donor's cancelled check serves at a tax receipt. Tax receipts for donations of \$250 or more will be sent in January of the following year.

Route Info

Route

The ride is fully supported with rest stops every and medical support. It is our goal to take care a





NEW! Route Options Have Expanded

Bike MS: Pedal los Pueblos is offering more options this year! We have added a 58-mile route and a century option (100 miles) on Saturday. Now our route will include our short route (36.1 miles), long route (88 miles), 58-mile route, and our century option.

SAG

SAG (Support and Gear Vehicles) are there to help you throughout your ride. If at any time along the way you need assistance or a break a SAG vehicle will be there to help you. The vehicle will pick you up from your location and take you to the closest rest stop or to the Finish Line.



Bike MS FAQ

Accomodations

Group rates apply for the following hotels in Pojoaque, NM, for Friday, August 24, and Saturday, August 25. Please make your reservations as early as possible as rooms at these rates are limited.

Cities of Gold Casino Hotel 1.877.455.0515 www.citiesofgold.com

Homewood Suites Santa Fe North 1.505.455.0515 www.homewoodsuites.hilton.com/SantaFe

Buffalo Thunder Resort 1.800.HILTON 505.455.5555 www.buffalothunderresort.com

Did you know?

Did you know that Bike MS: Pedal los Pueb is the only ride in New Mexico that tours through the pueblos in northern New Mexico? By participating in Bike MS: Pedal los Pueblos you are traveling through some of the most historic land in the state. Take advantage of this fantastic opportunity to explore New Mexico and all it has to offer!

NEW! Camping Option

This year we are pleased to announce a partnership with Cottonwood RV Park. They are offering a 10% discount to anyone with Bike MS. Cottonwood RV Park has both tent camping and RV spaces available. In addition, they have an onsite coffee house, massage center, and free Wi-Fi. Make your reservations early!

Cottonwood RV Park 505.753.6608 www.cottonwoodry.com



Meals

All meals are provided during Bike MS beginning with breakfast Saturday morning through lunch Sunday. All rest stops are stocked also with a variety of nutritious snacks to keep you going throughout the day.

We are committed to ensuring the greatest portion of your fundraising dollars goes to creating a world free of MS. Many generous sponsors donate food for Bike MS to keep our costs down.

Cancellations

We are so sorry you won't be able to participate this year! We will miss you! We can't reimburse you for your registration fee but required to raise the \$250 fundraising minimum as long as you do not pick up your packet. Please visit bikeMS.org if you are interested in finding another ride to participate in during 2012. We hope to see you out there next year for our 2013 ride!

Celebrate Success at Your Team Tent

The Team Village is an integral part of the Bike MS Home Base and your team's home for Bike MS weekend. If you choose to participate, your team will have its own tent in the Village for team members and supporters during the event. The advantages to your team are many:



- Create a meeting space for your team at the Bike MS Home Base.
- Generate excitement around your team and Bike MS
- Involve co-workers, friends and family members who want to be a part of Bike MS but do not want to ride.
- Network with other teams and other companies in the Team Village.
- Show your team spirit and team personality by decorating your tent.

More information is on our website in the Teams section under Team Village.

Jerseys & Prizes

If you raise \$1,000 or more, you are eligible for a Top Fundraiser jersey! Reach that fundraising milestone early and get your jersey before the ride. Limited quantities have been ordered and will be distributed while supplies last. If you don't get your jersey early, you will receive an order form after the ride.

Rider jerseys and other prizes are awarded for fundraising levels of \$500 or more. Order forms will be e-mailed at the end of September for prize and jersey redemption. To be eligible for these prizes please have all donations turned in by September 25th.





How to Navigate Your Personal Page

What is a Personal Page?

A personal page is an online promotional tool for your use when asking your friends and family to join your team or sponsor you. Once you sign up for an event online, by default, you will have a personal page created for you. You have the option of personalizing this page by going to your account. You will be able to customize images, text and the style/color layout

I forgot my Username and Password.

Remember that your username and password are case sensitive. To reset your password click "Forgot Password" from the login screen. You will receive an email with your username and password. If you still have problems, please contact us at maggie.schold@nmss.org for help.

How do I change my username and password?

First, login to the site using your username and password. Once logged in you will see a link at the top of the page called "Update My Profile." Once in your profile, you will be able to change your contact information, email address, username and password. All changes will be made to your account immediately. There is no need to sign in again.

How do I change my personal fundraising goal?

First, you will need to login to your account. On the bottom right side of your account home page is the location to modify your personal fundraising goal. Enter your new goal and submit

How do I change my team name or team goal?

Only the team captain has the ability to change the team name or team goal. The team captain will need to login to his/her account and click the "My Team Progress" button on the top right. On the Team Progress page, team captains will have the ability to update the team name and goal.

What is the difference between making my personal page private or public?

By default, a personal page is Public, meaning your name will appear in the participant search list and anyone accessing the site will be able to support you. Setting your personal page to Private means your name will not appear in the participant search list and only people you personally invite will be able to

For more information please e-mail: maggie.schold@nmss.org

About MS

Multiple sclerosis is a chronic, unpredictable disease of the central nervous system (the brain, optic nerves, and spinal cord). It is thought to be an autoimmune disorder. This means the immune system incorrectly attacks the person's healthy tissue.

MS can cause blurred vision, loss of balance, poor coordination, slurred speech, tremors, numbness, extreme fatigue, problems with memory and concentration, paralysis, and blindness and more. These problems may be permanent or may come and go.

Multiple Sclerosis is the #1 disabling disease among young adults in the United States.

At least 400,000 Americans are living with MS and an estimated 2.1 million worldwide.

MS is typically diagnosed between the ages of 20 and 50 but there are about 8,000-10,000 children under the age of 18 living with MS.

Every hour someone is diagnosed with MS.

For more information: national MSsociety.org



National Multiple Sclerosis Society



About MS and the National MS Society

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. 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 at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and over 2.1 million worldwide.

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move their lives forward. In 2009 alone, through its national office and 50-state network, the Society devoted over \$132 million to programs that enhanced more than one million lives. To move us closer to a world free of MS, the Society also invested nearly \$36 million to support 375 research projects around the world. The Society is dedicated to achieving a world free of MS. Join the movement at national MSsociety.org.