



Don't just ride, Bike MS

BIKE MS: NEW HAMPSHIRE SEACOAST ESCAPE
AUGUST 24, 2013
RIDE GUIDE



National Multiple Sclerosis Society
Greater New England Chapter
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Welcome

Bike MS Ride Guide • New Hampshire Seacoast Escape • Saturday, August 24, 2013

Welcome to the 2013 New Hampshire Seacoast Escape, hosted by the Greater New England Chapter of the National Multiple Sclerosis Society! This ride is a celebration of your participation and fundraising efforts. It's our honor to welcome you into the movement to create a world free of MS. As a Bike MS cyclist, your physical movement will allow you to complete this ride, but your commitment to people who have multiple sclerosis will give hope a whole new meaning. For every dollar raised during the New Hampshire Seacoast Escape, 85 cents goes directly to MS education, support, advocacy, and research that benefits 18,000 people in Maine, Massachusetts, New Hampshire and Vermont. You are someone who wants to do something about MS now, and you are truly making a difference. Thank you!

HIGHLIGHTS OF NEW HAMPSHIRE SEACOAST ESCAPE 2012

TOP 10 TEAMS:		TOP 10 INDIVIDUALS:	
Polar-Type Bears	\$10,364	Mike Freeman	\$3,836
IIWII	\$7,678	Jim Winston	\$3,445
Team Biogen Idec	\$5,440	Mark Pitts	\$3,000
MS Avengers	\$4,235	Mark Zamir	\$2,943
Team Five	\$3,624	Desiree Roberts	\$2,815
Laura's Riders	\$2,986	Paul Klehm	\$2,175
Whistling Frogs	\$2,821	Jeffrey Brown	\$2,056
Kat's Wolfpack	\$1,870	Matt Duchesne	\$2,000
The Trophic Cyclers	\$1,786	Susan Simoneau	\$1,760
Lake Ossipee	\$1,177	Michael McNamara	\$1,699

2013 GOAL: \$130,000

2013 PRIZES

DOLLARS RAISED	T-shirt	Bike MS Top Tube Bag	1-Day VIP Jersey	Bike Shop Gift Card
Top 10 Fundraisers	Bike MS: Tech Hoodie			
\$20,000+	●	●	●	\$200
\$10,000 - 19,999	●	●	●	\$100
\$5,000 - 9,999	●	●	●	\$50
\$1,500 - 4,999	●	●	●	
\$1,000 - 1,499	●	●		
\$250- 999	●			



1-Day VIP Jersey

Pre-Ride / Start / Finish

PRE-RIDE PREP — BIKE TUNE/CHECK

We recommend that you have your bike tuned at one of the Bike MS supporting bike shops (see page 5) before the ride. All cyclists should carry an extra tube, a pump, and patch kit. You may not know how to repair a puncture, but another cyclist may be able to help you.

WHAT TO BRING FOR THE RIDE:

- Helmet – REQUIRED
- Tuned-up bicycle, with pump
- Seat bag with tire patch kit & spare tube
- Two water bottles and/or hydration pack
- Rider numbers and wristband – REQUIRED
- Padded bike shorts, jersey, gloves & shoes
- Jacket, rain gear, arm warmers, leg warmers or tights as needed for weather
- Sunglasses, lip balm, and sunscreen
- Identification (driver's license)
- Emergency cash and credit card
- Cellular telephone
- Medications

NO HEADPHONES, IPODS or RADIOS!!
Electronics are not permitted while riding.

VOLUNTEERS

Volunteers make it happen! Do you know anyone who can lend a helping hand? If so, contact Brenda Barbour, Associate VP of Volunteer Development at 781-890-4990 ext. 135 or brenda.barbour@nmss.org. Volunteer assignments range from preparing ride materials to loading truck or manangina rest stop.

WEATHER

We ride rain or shine, and there is no rain date. In the event of severe weather, the Ride Manager may suspend or cancel the ride. Should the weather take a turn for the worse during the ride, SAG vehicles will transport you to designated shelter areas along the route. If the weather looks questionable, call 781-693-5185 no earlier than 24 hours before the ride for a recorded message on the event status.

START / FINISH Stratham Hill Park
Route 33,
Stratham, NH

REGISTRATION..... Opens at 7:30 a.m.

START TIME 9:00 a.m.

ROUTE CLOSURES 3:00 p.m.

DIRECTIONS TO THE START/FINISH

From the north: Rt. 95 south. Take exit 3B, Rt. 33/ Greenland. Take a left off the exit onto Rt. 33. Follow for about five miles. Stratham Hill Park is on your left.

From the South and West:

Rt. 95 north. Take Exit 2, Rt. 101 west/Exeter toward Manchester/Concord. Take Exit 11, Stratham. Take a right off the exit onto Rt. 108. At rotary, bear right onto Rt. 33/Portsmouth Avenue. Follow for about two miles. Stratham Hill park is on your right.

PARKING is available on Jack Rabbit Lane.

REGISTRATION AND DONATION DROP

When you arrive at the start, go to check-in for registration.

JUNIOR RIDERS

All participants between the ages of 14 and 18 must have a signed and notarized waiver, and must be accompanied by a parent or guardian unless they have a signed and notarized Authorization of Responsibility waiver. Both forms can be found in the Document Downloads section of the website. All participants must be 14 years or older on the day of the event. No trailers or trailer-bikes and no child carriers/seats.

FOOD

The National MS Society provides nutritious snacks, water, PowerBars, PowerGels, and Gatorade along the route at each rest stop. A barbeque lunch is offered at the finish line.

Training

TRAINING

Bike MS rides can be challenging, but a little training and preparation make the ride easier and more enjoyable. Here are some simple steps to bicycling success: fitness training and sports nutrition.

Fitness Training

Bike MS rides are fun and achievable for nearly every skill level. As a starting point, less experienced riders should consider the steps listed below to help prepare.

Check with your bike shop

The best source for bicycling information is your local bike shop. Make sure your bike is properly fitted!

Official bike shop partners are a good source for any cycling question. (See page 5.)

Participate in team or bike shop training rides

You'll have a much safer and more enjoyable experience after you've spent time in the saddle during organized rides, learning the ins and outs of group cycling.

Contact one of our bike shops for more information on local rides or visit the training section at www.MSnewengland.org for a listing of training rides.

Keep track of your mileage

A key part of training is assessing how you've improved. Adding a bicycle computer to your bike is a good step. Basic bicycle computers can monitor your distance, ride time, and speed.

Start with short rides

Keep your first few rides of the year short and easy. 30-60 minutes of riding get you used to sitting on the saddle without over-tiring. Don't worry about speed or distance on these rides. The purpose is to become comfortable on the bike and to gain basic cardiovascular fitness.

Add in occasional longer rides

After becoming comfortable with riding for an hour or so, attempt an endurance day of two or more hours once a week. Try to maintain the same pace established during the shorter rides, but slow down if it is necessary to ride a longer time. Taking rest stops every hour can help rejuvenate you on longer rides. Be sure to eat and drink enough to avoid depleting your energy reserves (known as bonking). The purpose at this stage is to gain confidence in your ability to do long rides and to improve your cardiovascular fitness.

For more advanced training, add hill intervals

After mastering the basics, challenge yourself with more advanced training. After warming up for at least 20 minutes, find a hill you can climb in 10-20 minutes without totally exhausting yourself. After riding up the hill, recover on the way down, and then go up again. As your fitness improves, add more repeats. The power and stamina developed with hill work helps you to tackle the larger hills on the route.

Sports Nutrition

Eating and drinking right is just as key an element of training for and riding in Bike MS rides as is the number of miles a rider spends on a bike. The best way to take charge of your body is to use common sense. However, always consult your physician before starting any training program.

It is important to be well hydrated before, during, and after a ride. If you do not drink enough fluids, dehydration will result, causing nausea, muscle cramps, chills, and lack of motivation. Dehydration could lead to heat stroke, a serious medical condition.

To prevent dehydration, we recommend you use the following general guidelines: on all rides, you should drink 4 to 8 ounces of water or carbohydrate drinks every 15 to 30 minutes. Drink more if it's hot or humid, or if you're really riding hard. On rides over two hours in duration, carbohydrate replacement drinks empty more slowly from the stomach, so the total amount you drink should be increased to 5 to 10 ounces every 15 to 30 minutes. These energy drinks help increase your performance, reduce cramps, and lessen the possibility of heat stroke. In addition, energy bars help you avoid the famous "BONK" that many cyclists experience on longer rides. You should eat on long rides. Good food choices include energy bars and fruit.

SUPPORT VEHICLES (SAG)

To signal Support And Gear vehicles, follow these three steps:

- 1. Off Road.** Move off the path.
- 2. Off Bike.** Stand or sit nearby.
- 3. Signal to SAG or staff vehicle.**
 - Use thumbs down for help needed.
 - If resting, give thumbs up sign.

Etiquette and Safety

RIDER/SAFETY CYCLING ETIQUETTE

- Obey all traffic signs and signals. This includes traffic lights and stop signs. If in doubt, check www.massbike.org/bikelaw
- Communicate with your fellow riders using proper cycling terms, such as "On your left," "Car back," etc.
- Ride single file, please! Stay to the right, except to pass. Pass on the left side only. Do not pass on the right.
- Do not cross center line in roadway, regardless of passing zone.
- Use proper signals when turning. Make left turns from the center of the road or left turn lane.
- Cross railroad tracks perpendicular to the tracks.
- Ride in control of your bike at all times. You should be able to stop within a reasonable distance.
- Ride defensively and predictably, with consideration for your fellow riders. If you must stop, move off the road to the right.
- Don't use aero bars when in a group.
- Point out and call out any road hazards ahead. These include potholes, drain grates, stray animals, opening car doors, bigger sticks or stones, parked cars, etc.
- Do not overlap wheels of cyclist ahead of you. A slight direction change or gust of wind could easily cause you to touch wheels and fall.
- Pedal down hill when you are at the front of the bunch. Cyclists dislike having to ride under brakes.
- When climbing hills, avoid following a wheel too closely. Many riders often lose their momentum when rising out of the saddle on a hill which can cause a sudden deceleration. This can catch a rider who is following too closely, resulting in a fall from a wheel touch.
- Follow the instructions of MS Ride Leaders. Ride Leaders are registered riders who assist with safety and communication along the route. They are distinguished by their unique orange arm bands.
- Also check League of American Bicyclists website: bikeleague.org

BIKE MS TIPS - VOCAL WARNINGS

- **Slowing** - When someone yells out "Slowing," this means that there is something that is causing the pack to slow down. This can be anything from a light, a slower pack of bikes, or a car up ahead. In any event, prepare to slow down. Tap your brakes and repeat the yell "Slowing." This is to indicate to others that you've heard them and you are also slowing. This will also alert those behind you that you are slowing down.
- **Stopping** - When someone yells out "Stopping," this means that there is something that is causing the pack to stop. This can be anything from a light, a slower pack of bikes, a stop sign, or a car up ahead. In any event, prepare to stop. Tap your brakes and repeat the yell "Stopping." It's VERY IMPORTANT not to slam on your brakes, especially if there are others behind you!!
- **Hold your line** - When someone yells, "Hold your line," this means that you need to stay in a straight line as best you can. In most cases, the person yelling this out to you is attempting to pass. If you swing out or if you don't keep your bike steady, you could cause the other rider trouble.
- **On your Left** - When someone yells, "On your Left," this means that they are passing you on your left. No need to take this personally. Let them pass as they have the right of way. You should never hear "On your Right." That is, a cyclist should never pass on the right. However, there are many cyclists with varying experience. Be on the look out for those who will pass on your right. If someone does this, *kindly* remind him or her that they should pass on the left. Also, it is common courtesy to say "Thank You" to the person yelling "on your left." This indicates that you've heard them.
- **Car Up** - When someone yells, "Car Up," this means that there is a car up front. It is intended to be a verbal caution indicating that a stop may be necessary. If you hear this, repeat the call so that others know that you are aware of the vehicle up front. It is also common courtesy to repeat this so that others behind you know about the car.
- **Car Back** - When someone yells, "Car Back," this means that there is a car behind you. It is intended to be a verbal caution indicating that a car may be passing from behind. It is also common courtesy to repeat this so that others in front of you know about the car.

Good to Know

2013 BIKE MS STORE OPEN

Purchase top quality bike MS cycling apparel from Primal Custom offered at below typical retail pricing. Inventory includes Bike MS: water bottles, bib shorts, gloves, and socks.

To Order: Visit any of our ride pages at www.bikeMSgne.org, and click on Bike MS Store



Team photos

Team pictures are taken Saturday morning before the ride. Team pictures are great to use in thank you letters and next year's donation requests. Get your team together and strike a pose!



BIKE SHOPS

Partnering with Bike Shops is crucial to the success of Bike MS rides. The following are Bike Shops who support the New Hampshire Seacoast Escape:

Goodale's	goodalesbikeshop.com	Concord, Hooksett, Nashua, NH
Gus' Bike Shop	gusbike.com	North Hampton, NH
Buchika's Ski & Bike Shop	buchika.com	Salem, NH
EMS	ems.com	New Hampshire and Massachusetts
Trek Bicycle	trekportsmouth.com	Portsmouth, NH
Landry's Bicycles	landrys.com	Boston, Natick, Westborough, & Norwood, MA

Bike MS Champion

Bike MS Champions connects Bike MS cyclists to people living with MS. Many cyclists who ride in one of the Bike MS Rides, don't personally know anyone who has MS. Creating relationships between cyclists and people with MS helps motivate, inspire, raise awareness, and communicate the importance of finding a cure. Cyclists who choose to participate are connected with their Champion through a bright blue bandana, signed by the Champion. Cyclists keep this bandana with them throughout the ride. For many cyclists, MS Champions creates that extra motivation to reach the finish line. Many MS Champions like to write inspirational messages or words of thanks to their cyclists. Others prefer to share their personal experiences living with multiple sclerosis in a note to their rider, through email messages, over the telephone or in person. To join the Bike MS Champions program, please contact Sue Tidd at 207-781-7960 or sue.tidd@nmss.org.

Thank you to our Sponsors!



CONTACT INFO

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