



# BIKE MS: CRUISIN' THE CROSSROADS FINAL DETAILS

SEPTEMBER 8-9, 2012 | CARMEL, IN

## IMPORTANT UPDATE: LOCATION CHANGE

### BIKE MS MOVED TO CREEKSIDE MIDDLE SCHOOL

As you may know, the National Multiple Sclerosis Society – Indiana State Chapter has been working for the last 10 months with Carmel / Hamilton County officials to plan Bike MS: Cruisin' the Crossroads around the BMW Championship, which will be taking place at Crooked Stick Golf Club in Carmel the same weekend. In an effort to help us provide the best experience possible for our participants, Carmel Mayor, Jim Brainard has requested that the Indiana State Chapter make a last-minute change to the location of Bike MS. In the spirit of partnership, **Bike MS is being moved from University High School to Creekside Middle School, located at 3525 W. 126th Street in Carmel.**



**\* NO SMOKING OR ALCOHOL IS PERMITTED AT CREEKSIDE MIDDLE SCHOOL. \***

#### **Why is Bike MS being moved?**

Carmel Mayor, Jim Brainard, made a last-minute request that we move the event. Thus, to accommodate the mayor's request, we decided to make a change to the Start / Finish location.

#### **How does this impact the routes?**

It is currently our plan to keep all eight routes north of 116th Street. This will mean re-routing approximately four to six miles of each route near the Start / Finish. Otherwise, the routes and rest stops will remain largely the same. Updated route maps will be made available as soon as possible.

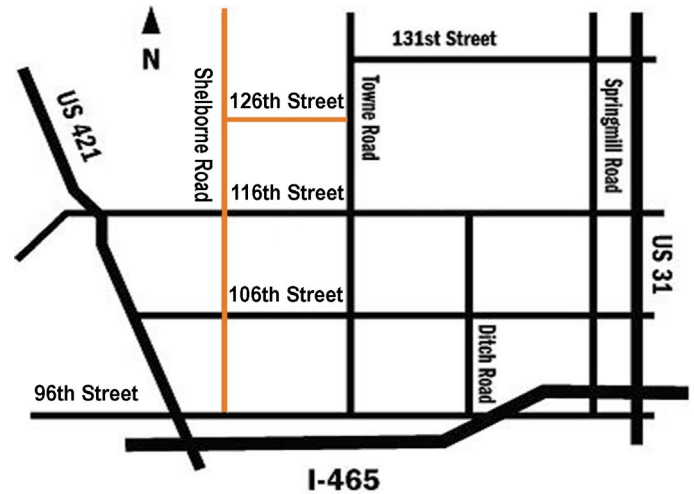
**Please see the next page for more information.**

# LOCATION CHANGE UPDATES

## How do I get to the new location?

Creekside Middle School is located at 3525 W. 126th Street in Carmel – near 126th and Shelborne. The best route to avoid traffic congestion due to the PGA tournament, from the west, is to take 96th Street to Shelborne and travel north, and from the east, to take 131st (Main) Street to Shelborne and travel south. It is best to avoid 106th, 116th and Meridian Streets altogether.

- Please enter the school grounds from 126th Street. Turn right (south) into the entrance across the street from Wexley Chase subdivision.
- Parking will be available in front of the building.



## How does this impact my accommodations?

Creekside Middle School is only about two miles from University High School. Thus, your hotel reservations are still appropriate. In addition, the same camping amenities that were available at University will also be available at Creekside.

## Why wasn't the Society aware of this before?

The Indiana State Chapter has been working with city and county officials for the last 10 months to accommodate for the BMW Championship.

## What else has changed about the event?

Creekside Middle School will offer similar amenities to University High School. While the routes will be altered slightly to support the new Start / Finish, it will still be a fully supported, challenging ride with lots of food, fun and enthusiasm.

# ACCOMMODATION INFORMATION

Need a place to stay Saturday night? Pitch a tent at the school or camp out on the gym floor.

**Remember that because Creekside Middle School is a public school, USE OF ALCOHOL OR TOBACCO IS STRICTLY PERMITTED.** Not a camper? Enjoy the night at **Caribbean Cove Waterpark, Hotel & Conference Center** on the northwest side of Indianapolis. Book with a special Bike MS block rate of \$85 per night for a room only or **\$99 per night for a room and waterpark passes** by calling (317) 872-9790. Passes are available to the water park only for \$15 each as well. Room prices include a complimentary breakfast. Rooms are also available to Bike MS participants at a discounted rate at **Fairfield Inn & Suites Northwest**, located at 5905 West 86th Street in Indianapolis. Rooms are available for **\$84 per night** under the National MS Society block. Call (317) 228-9300 for more information.

# SCHEDULE OF EVENTS



## FRIDAY, SEPTEMBER 7

**4:00 - 6:00 P.M.** | Team Tent Setup at Creekside Middle School

**6:00 - 8:00 P.M.** | Early Check - in at the Caribbean Cove Hotel & Waterpark Lobby

## SATURDAY, SEPTEMBER 8

**6:30 - 7:30 A.M.** | Rider Check-in at Creekside Middle School

**6:30 - 7:45 A.M.** | Continental Breakfast

**7:45 A.M.** | Opening Ceremony

**8:00 A.M.** | Group Start

**TIME TBD** | Sandwiches Served on the Route for 50-, 75- & 100-milers

**11:00 A.M. - 5:00 P.M.** | MS Experience at the School

**11:30 A.M. - 5:00 P.M.** | Lunch / Dinner Served at School - Catered Pasta Meal with Sides

**NOON - 4:30 P.M.** | Team Photos at the School

**4:00 P.M.** | Route Closes

**4:30 P.M.** | Evening Program | Team Spirit Awards, Riders' Choice & More

## SUNDAY, SEPTEMBER 9

**6:30 - 7:30 A.M.** | Rider Check-in at Creekside Middle School

**6:30 - 7:45 A.M.** | Hot Breakfast Served by Carmel Lions Club

**7:45 A.M.** | Opening Ceremony

**8:00 A.M.** | Group Start

**TIME TBD** | Burritos Served on the Route for 50-, 75- & 100-milers

**11:00 A.M. - 4:00 P.M.** | MS Experience at the School

**11:30 A.M. - 5:00 P.M.** | Lunch / Dinner is Served at School - Burritos

**4:00 P.M.** | Route Closes

**5:00 P.M.** | School Campus Closes

# RULES OF THE ROAD

- All participants must raise a minimum of \$150 to participate in Bike MS
- All cyclists are required to wear a helmet at all times while riding.
- No iPods / earphones while riding.
- Indiana law permits no more than two cyclists riding abreast.
- No riders under the age of 12 are permitted on the route. Participants ages 12 to 17 must have a signed, notarized youth waiver and be accompanied by an adult.
- Event personnel will be monitoring the radar for severe weather and will notify riders of event conditions utilizing a colored flag system. Please see section on Event Alert System.
- Absolutely no tag-a-longs or carriers allowed on the route. Tandems are permitted.
- All vehicle laws apply to bicyclists, including staying on the right side of the road, stopping at stop signs and signaling for turns and stops.
- Bike MS is not a race. Course marshals will be along the route.



## WHAT TO PACK FOR BIKE MS

### EVERYONE should pack:

- ID (mandatory)
- Emergency contact information
- Medical insurance card
- Cash (there will be vendors on site this year)
- Rain jacket
- Comfortable shoes / sneakers / flip flops
- Sleepwear
- Camera
- Sunglasses / hat
- Sunscreen / insect repellent
- Prescription medications / medical alert bracelet

### RIDERS should also pack:

- ANSI / SNELL approved cycling helmet
- Bike
- Water bottles and / or hydration pack (required)
- Pump (recommended)
- Patch kit / tire irons / bike tools
- Spare tubes
- Jersey and bike shorts
- Bike shoes and socks
- Cycling gloves
- Windbreaker / cycling jacket
- Sweatband / bandana for under helmet
- Seat bag

# BIKE MS EVENT ALERT SYSTEM

Health and safety is the top priority for Bike MS: Cruisin' the Crossroads. We know that uncontrollable variables can affect the event—especially weather conditions. The National Multiple Sclerosis Society - Indiana State Chapter will be utilizing a color-coded system again this year to advise participants about issues which could potentially affect Bike MS. This system will be communicated utilizing colored flags at all rest stops and on all motorcycle support and gear vehicles. The flags will notify participants of the current alert level.

ALERT LEVEL	EVENT CONDITIONS	RECOMMENDED ACTIONS
<b>EXTREME</b>	Event cancelled. Extreme and dangerous conditions	Participation stopped. Follow event official instruction.
<b>HIGH</b>	Potentially dangerous conditions	Slow down. Observe course changes. Follow event official instruction. Consider stopping.
<b>MODERATE</b>	Less than ideal conditions	Slow down. Be prepared for worsening conditions.
<b>LOW</b>	Good conditions	Enjoy the event. Be alert.

**Green:** Optimal riding conditions for cyclists—dry road surfaces, moderate temperatures and humidity levels. Cyclists should follow basic safety rules including, but not limited to, riding single file, wearing a helmet at all times, taking full advantage of rest stops and proper hydration.

**Yellow:** Weather conditions could potentially affect bike performance. Most likely, this would include light rain and / or wet road conditions, high temperatures, humidity or a combination of rain and low temperatures. Cyclists should exercise the same basic safety rules but, in addition, should allow a greater amount of space between themselves and other cyclists, remember that it takes longer for the bike to respond when braking and take caution when navigating turns. Cyclist who are uncomfortable in less-than-optimal conditions might consider waiting for the weather to improve.

**Red:** Weather conditions are hazardous. Cyclists at a rest stop, should NOT return to the route until weather conditions have improved and the “red” status has been changed to “yellow.” Cyclists between rest stops should consider seeking shelter where available or, if close to a rest stop, should safely proceed to that area and expect to NOT return to the route until weather conditions have improved and the “red” status has been changed to “yellow.”

**Black:** Weather conditions are too hazardous and not expected to improve enough to allow for the safety of all participants; thus the day’s event has been cancelled. Cyclists on the route should remain at rest stops until transportation back to the Start / Finish Line is available.

# BIKE MS 2012 FUNDRAISING INCENTIVES

Prizes for Bike MS: Cruisin' the Crossroads are cumulative, so the more you raise, the more you get! T-shirts will be available the day of the event for those that qualify at that time. You have until September 30 to qualify for fundraising incentives. Prizes not given day-of will be mailed after the first of the year.

- \$200 - Bike MS: Cruisin' the Crossroads Event T-Shirt
- \$500 - Bike MS Insulated Water Bottle
- \$1,000 - Bike MS Cycling Jersey
- \$2,000 - Bike MS Fleece Vest
- \$5,000 - Bike Pannier Courtesy of Natril Gear
- \$10,000 - Trip to Society Leadership Conference
- \$15,000 - Trip to Society Leadership Conference with a Guest



Remember that you can help us move closer to a world free of multiple sclerosis by joining Club Hope and donating your prize back to the National Multiple Sclerosis Society - Indiana State Chapter.

## WHY WE RIDE

In addition to being the ride of your life, Bike MS offers you the unique experience to make a difference in the lives of the more than 7,500 Hoosiers living with multiple sclerosis and the additional more than 50,000 affected by the disease. The dollars you raise help fund research for a cure and provide programs and services that help maximize independence and quality of life.



**Be sure to check out the MS Experience in the Hospitality Tent to see for yourself what it can feel like to live with multiple sclerosis. The MS Experience will be open from 11:00 to 5:00 both Saturday and Sunday.**

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 [www.nationalMSSociety.org](http://www.nationalMSSociety.org) or 1 800 344 4867.

# BIKE MS WEEKEND ENTERTAINMENT



## EARLY CHECK IN AT CARIBBEAN COVE

Join us at Caribbean Cove Waterpark, Hotel & Conference Center on the northwest side of Indianapolis from 6:00 to 8:00 p.m. for early check in. Turn in your donations, sign your waiver and get your rider number. Enjoy the waterpark for just \$15 per person, or turn in early for the night. Make your reservations by calling (317) 872-9790.

## TEAM VILLAGE

Bring your own pop-up tent and have the perfect spot for your team to meet in our Team Village. Swing by Creekside Middle School from 4:00 to 6:00 p.m. on Friday to get your site set up early. It's your home base for the weekend, so have fun with decorations and team signs! **Please contact Jane to reserve your space** at (317) 870-2501 or [jane.corbett@nmss.org](mailto:jane.corbett@nmss.org). Vendors will also be located in this area, so be sure to bring some cash. Due to the location change, it is our plan to have a site map available on the website as soon as possible.

## SATURDAY EVENING PROGRAM

This year, the Saturday evening program will feature awards in a variety of categories including Most Bike MS Events Ridden, Furthest Traveled and Largest Team, as well as Rider's Choice Awards (vote by applause) for Best Rest Stop and Best Team T-Shirt / Jersey. We'll also be announcing the winner of the Zipp Wheels Summer Giveaway, so be sure to stick around after you cross the finish line!

## GREEK FESTIVAL

Once you put away your bike, check out Greek Fest 2012 until 11:00 p.m. at Holy Trinity Greek Orthodox Church of Indianapolis. Enjoy authentic food, live music and dancing, wine and more. Free tickets will be available for Bike MS: Cruisin' the Crossroads participants after the evening program at 4:30. Holy Trinity is located at 3500 W. 106th Street in Carmel. Parking is available for \$3.00 on the grounds of Holy Trinity at 106th & Shelborne and free parking is available at Riley Llama Farm at 106th & Towne Road. For more information, visit [www.indygreekfest.org](http://www.indygreekfest.org).

## AROUND TOWN

Before turning in for the night, be sure to take in the great night life that Indianapolis has to offer. If you want to avoid the crowd attending the BMW Championship at Crooked Stick Golf Club in Carmel, consider heading to neighboring Zionsville. Walk along Main Street, the village's brick-paved thoroughfare to shop at one-of-a-kind boutiques and stores, visit a variety of art galleries or dine at one of many locally-owned restaurants.

# EVENT DETAILS: WHAT TO EXPECT

**Start Line:** The start line is an energetic, fun-filled area with fellow riders who are excited about the event and music each day. It's very important that all riders report to the Start / Finish at 7:45 for the Opening Ceremony and group start.

**Route:** Bike MS: Cruisin' the Crossroads offers four different route options each day of the ride—30, 50, 75 and 100 miles. All routes are fully supported and complete with rest stops, support and gear (SAG) vehicles and first aid. All routes are marked with spray-painted tags on the road.

**Rest Stops:** Located every 10-15 miles throughout the route, rest stops keep you fueled for the challenge of Bike MS. Well-stocked with the fixings for peanut butter sandwiches, water, Gatorade and other high-energy snacks, you'll be able to take a break from the road and re-energize. **Be sure to take note of your favorite rest stop, because we'll be giving out a Rider's Choice Award (vote by applause)** in that category during the Saturday evening program.



**Finish Line:** Crossing the finish line is an incredible accomplishment, and we intend to help you celebrate!

Be prepared for cheers and a medal for a job well done as you complete your ride. Join us at the Hospitality Tent for more water, Gatorade and snacks. Breakfast and lunch will also be served both days, so you won't go hungry!

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# SPECIAL THANKS TO OUR EVENT SUPPORTERS

