



American Cancer Society

BICYCLES BATTLING CANCER

SUNDAY, JUNE 11, 2017

RIDER WELCOME KIT

BICYCLESBATTLINGCANCER.ORG



Welcome

Dear Rider,

Thank you for signing up to participate in the 2017 American Cancer Society Bicycles Battling Cancer event. We are thrilled to have you ride with us this year!

There are many reasons why participants choose to ride. We hope you will share with us why – and for whom – you are riding. Be sure to customize your fundraising web page with photos and your personal story.

Beyond the information in this welcome kit, we encourage you to stay connected with us for more information. Watch your inbox for regular emails with updates about the ride, additional fundraising tips, training information, and more. Follow us on Facebook, Twitter, and Instagram for real-time updates and to connect with fellow riders.

Thank you for taking the time to review the information provided here to ensure a safe, enjoyable ride for everyone. If you have questions, please feel free to contact us at BicyclesBattlingCancer@cancer.org. We understand the training and fundraising commitment you make when you sign up to participate, and we are here to help.

Thank you for helping us save lives and celebrate lives. Every mile counts, and with your help we are one step closer to a world without cancer!

Sincerely,

A handwritten signature in black ink that reads 'Robbin Price'.

Robbin Price
Community Manager, Special Events
American Cancer Society
508.270.4665

Fundraising, training, and safety commitments

TRAINING AND SAFETY

Riders should take personal responsibility for their safety by preparing and training for this endurance event. When you registered for the American Cancer Society Bicycles Battling Cancer ride, you verified that you are medically able to participate and agreed to assume all risks of participating in this event.

We recommended that you talk with your doctor to confirm you are physically able to begin training for the ride. Your safety during training should be your number one priority. Please abide by all the rules set forth by your training program.

CHECK OUT SOME OF OUR LOCAL RESOURCES FOR TRAINING RIDES:

- **Boston Bike Events** – free group rides and fun cycling events
<https://www.facebook.com/bostonbikeevents>
- **Landry's Bicycles** – free group rides
<http://www.landrys.com/about/landrys-group-rides-pg163.htm>
- **Mass Bike** – free group rides
<http://www.massbike.org/calendar>
- **Cycle Massachusetts** – free group rides and tours
<http://cyclema.com/community-bike-rides/>

Your contribution can help save lives

Your support enables the American Cancer Society to help those touched by cancer and continue our lifesaving mission. Thanks to our generous donors, we're making more progress every day toward our mission of saving lives, celebrating lives, and leading the fight for a world without cancer.

Our vision is a world free from the pain and suffering of cancer.
Our purpose is to achieve it.

WE'RE DOING EVERYTHING IN OUR POWER TO PREVENT CANCER.

We promote healthy lifestyles by issuing cancer guidelines for early detection, helping people avoid tobacco, and reducing barriers to healthy eating and exercise.

IF YOU ARE DIAGNOSED, WE'RE THERE FOR YOU, EVERY STEP OF THE WAY.

Whether it's providing emotional support, the latest cancer information, or a home away from home when treatment is far away, we're there when you need us — 24 hours a day, 7 days a week.

WE HELP YOU STAY HEALTHY AND THRIVE AFTER TREATMENT.

We research ways for survivors to not only live longer, but live better. And we offer information and tools for staying healthy, both physically and emotionally.

How we're fighting back in New England

- Breast and colon cancer screening rates for New England are among the nation's highest, thanks to our focus on the medically underserved and our work with community partners.
- Since opening in November of 2008, the AstraZeneca Hope Lodge® Center in Boston has ...
 - Served 3,230 patients from 50 states and 16 countries
 - Provided 104,000 nights of free lodging
 - Saved more than \$22.5 million in lodging cost and averaged savings of \$6,970 per guest
- In 2016, New England volunteer drivers provided more than 2,000 cancer patients with more than 18,000 free rides to and from treatment through our Road To Recovery® program.
- At the start of 2017, the American Cancer Society funded 109 research grants with more than \$53.5 million at local hospitals and institutions throughout New England.



2017 Bicycles Battling Cancer incentives

RAISE \$500 by July 13 and receive a Bicycles Battling Cancer dri-fit shirt.



RAISE \$750 by July 13 and receive a Bicycles Battling Cancer riding jersey.



RAISE \$1,250 by July 13 and receive Bicycles Battling Cancer cycling shorts.



RAISE \$3,000 BY JULY 13 AND BECOME A BICYCLES BATTLING CANCER PACESETTER!

As leaders in helping the American Cancer Society save lives, Pacesetters receive the dri-fit shirt, riding jersey, cycling shorts, AND a special windbreaker jacket, available only to Pacesetters.



RAISE \$5,000 by July 13 and receive a Bicycles Battling Cancer Eurotherm jacket – our highest fundraising incentive and the ultimate cold-weather riding jacket.



Bicycles Battling Cancer | **RIDERS WELCOME KIT**

Success with online fundraising

By registering for this ride, you have committed to raising funds to help the American Cancer Society save lives. We've set an easy-to-achieve fundraising goal for participants to make sure that every mile has the most impact. Whether you have fundraising experience or are brand new to the idea, we support our riders with resources, tips, and suggestions – like those found in this kit – that will help you successfully engage family, friends, and coworkers in your efforts.

The number one reason people donate to American Cancer Society events is because someone asked them to contribute. Whether you are participating on your own or are part of a team,

the goal is to reach out to as many people as possible and ask them to support your effort with a donation of any amount. Because so many people have been affected by cancer in some way, it's easy to find others who want to support your effort with a donation. All you have to do is ask.

Once you sign up online, you will be able to send personalized emails to friends, family, and coworkers asking them for their support. Once you start sending emails, you will quickly see your fundraising thermometer rise! It's amazing how a few small donations can add up.

Don't forget to ask your donors if their employer offers a matching gift program. Matching gifts are an easy way to double, or even triple, your donations!



[BicyclesBattlingCancer](#)

Fundraise with Facebook

Did you know you can use your Facebook page to raise funds for the Bicycles Battling Cancer event? Log in to your participant dashboard, and check out the Boundless Fundraising application. This app will add the American Cancer Society logo to your profile page, which allows friends to donate directly from your Facebook profile. Don't forget to update your status to remind people of your efforts!

The A to Z of fundraising

There are many creative and easy ways you and your team can raise funds. In fact, we've got ideas for every letter of the alphabet to help you reach your goal!

- A Auction** – Hold a live or silent auction. Better yet, auction off bike equipment donated from local companies!
- B Bake Sale** – Host a bake sale at work or at school.
- C Car Wash** – Round up some of your friends and hold a car wash in your neighborhood.
- D Dog Walking** – Go around the neighborhood and offer your services as a dog walker.
- E Email** – Ask friends and family for donations via email.
- F Facebook** – Update your profile with a picture of you in your Bicycles Battling Cancer jersey, and post information about the event on your timeline. Make it easy for your friends to connect to your participant dashboard to donate.
- G Game Night** – Invite friends over for a game night, and ask them to make a donation in order to play.
- H Hat Day** – Ask students for a donation in exchange for wearing a hat to school.
- I Ice Cream Social** – Ask your boss if you can host an ice cream social at work; coworkers can make a donation per scoop.
- J Jeans for a Week** – Ask coworkers to make a donation in exchange for wearing jeans all week.
- K Karaoke Night** – Invite your friends over for a karaoke competition, or hold a competition at a local hall or pub. Instead of a donation, charge them a fee to sing.
- L Lunch with the CEO** – Auction a lunch with the CEO or president of your company.
- M Matching Gifts** – Check with your company to see if they have a matching gifts program, which could double (or triple!) your donations.
- N Newsletter** – Create a newsletter to send to friends and family updating them on your cause and your fundraising progress. Share your training and fundraising goals, and be sure to post photos as you achieve those goals.
- O Office Collection Day** – Designate one day a week in your office for a donation collection.
- P Pancake Breakfast** – Hold a pancake breakfast at your workplace, school, place of worship, etc.
- Q Quarter Race** – Have a quarter race between floors at your office. Whoever collects the most quarters wins!
- R Restaurant Fundraiser** – Ask a local restaurant to donate a portion of one night's proceeds to your cause. Invite friends, family, and coworkers to dine with you.
- S Sports** – Round up a group of friends to play your favorite sport (baseball, basketball, flag football, etc.). Charge an "admission fee" for participation.
- T Training Play List** - Make a training play list with your favorite upbeat songs and offer them to friends and coworkers in exchange for a donation.
- U University Challenge** – Set up a challenge between you and your rival school or alumni group to see who can raise more funds and/or recruit participants.
- V Vacation Day Raffle** – At work, raffle a paid vacation day. Be sure to seek approval from management.
- W Web Page** – Share your personal fundraising web page so friends and family can follow your training and fundraising progress.
- X X-tra Mile** – Ask supporters to donate an extra amount for every mile you log training for the ride.
- Y Yard Sale** – Clean out your house, and raise funds at the same time!
- Z Ziti Dinner** – Hold a delicious ziti dinner and invite friends and family to eat for a donation.

Before you ride

Pre-ride Preparations

We strongly recommend that you have your bike tuned up before riding in Bicycles Battling Cancer.



Rider Etiquette/Safety Cycling Etiquette

- Obey all traffic signs and signals. This includes traffic lights and stop signs. If in doubt, check out massbike.org/resourcesnew/bike-law.
- Here are the most common vocal warnings you will hear while on the ride, what they mean, and steps you should take when you hear them yelled by fellow riders:
 - **Slowing:** This means that something is slowing the pack down. This could be caused by a traffic light, slower pack of bikes, stop sign, or 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:** Be aware that the pack is coming to a stop. This could be caused by a traffic light, slower pack of bikes, 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:** Stay in your line and do not make any sudden changes. In most cases, the person yelling this is attempting to pass. If you swing out or don’t keep your bike steady, you could cause trouble for the other rider.
 - **On Your Left:** A fellow rider is planning to pass 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.”
 - **Car Up:** There is a car ahead and it may become necessary to stop. If you hear this, repeat the call to acknowledge that you heard it and to alert those riding behind you.
 - **Car Back:** There is a car behind the group that may be passing from the back. It is also common courtesy to repeat this so that others in front of you know about the car.
- Ride single file, please! Stay to the right, except to pass. Pass on the left side only.
- Do not cross the center line in the roadway, regardless of passing zone.
- Use proper signals when turning. Make left turns from the center of the road or from the 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.
- Do not use aero bars when in a group.
- Call attention to any road hazards ahead. These include potholes, drain grates, stray animals, opening car doors, large sticks or stones, parked cars, etc.
- Do not overlap wheels of cyclists ahead of you. A slight direction change or gust of wind would easily cause you to touch wheels and fall.
- Pedal downhill when you are at the front of the bunch. Cyclists dislike having to ride their brakes.
- When climbing hills, avoid following another rider's wheel too closely. Riders often lose momentum on hills, resulting in sudden deceleration and possible touching of bike wheels if another rider is following too closely.
- Check the League of American Bicyclists website for more information – bikeleague.org

What to bring

REQUIRED:

- Tuned-up bicycle
- Helmet
- Two water bottles and/or hydration pack
- 2 spare tubes

OPTIONAL:

- Tire pump or Co2 canister
- Seat bag with tire patch kit, common utility tool
- Padded bike shorts, jersey, gloves, and shoes
- Jacket, rain gear, arm warmers, leg/knee warmers or tights as needed for the weather
- Sunglasses, lip balm, and sunscreen
- Identification (drivers license in plastic baggie to keep dry)
- Cash and credit card
- Mobile device
- Medications as needed
- NO HEADPHONES, IPODS, etc., permitted while riding

Saturday Night Pre-ride Dinner

- 6 p.m. at the Hillside School
- RSVP to bicyclesbattlingcancer@cancer.org by June 7
- No admission fee; you may bring guests

Before you ride

Packet Pickup at Dinner or Event Day

WHAT IS IN YOUR PACKET?

- 2017 Bicycles Battling Cancer dri-fit shirt (if you have raised \$500) and jersey (if you have raised \$750) – You have until July 13 (a month after the ride) to raise funds for all incentives, which will be mailed after the event. Windbreakers, shorts, and Eurotherm jackets will also be mailed after the event.
- Bike number and race bib – Please write any important medical notes on the back of the bib.
- Cue sheet
- Goodie bag
- Timing chip – The ride is professionally timed, and rider names will be announced as they cross the finish line.

Overnight Lodging at the Hillside School

LODGING INFORMATION

- The cost is \$40 per person.
- Discounts are available based on fundraising achievements. (Raise \$1,500, and your lodging is free.)
- RSVPs are required, with a deadline of June 8.
- Overnight lodgers can enjoy a full breakfast on Sunday morning from 6-7 a.m. in the school cafeteria.
- A Saturday night pre-ride dinner will be available on campus as well.
- Check-in begins on June 10 at 5 p.m.
- Checkout ends on June 11 at 6 p.m. (post-ride showers available)
- Rooms are standard dormitory rooms, with most accommodating doubles or triples.

- Bag drop number – This will be your claim number for any bags left at Hillside School during the ride.

WHAT ELSE CAN I EXPECT?

- Split point time at mile 50 at the Groton School
- Live web updates every 30 seconds on 2LRaceServices.com
- Text message updates as people finish – You'll need to provide the SMS phone number and cellular provider if you wish to send this information.

- Bathrooms are on each floor of the dormitory. A separate women's bathroom will be available.
- Those requesting to stay together will need to make that request when completing their reservation. Teams and companies are also encouraged to use the weekend accommodations as a retreat or team-building event.
- Participants *must* bring their own linens.

OPTIONS FOR RIDE-DAY PARKING

- At 6:30 a.m., cars must be moved to the Sunovion lot. Participants will be shuttled back to the Hillside School.
- Cars can be left in the back lot, but they may only be moved *after* 5 p.m. on Sunday.

During the ride

STARTING LINE

Hillside School
404 Robin Hill Street, Marlborough, MA

100-MILE RIDE

6 a.m. – Registration opens
7:15 a.m. – Century riders line up
7:30 a.m. – Century riders start!

70-MILE RIDE

6 a.m. – Registration opens
7:30 a.m. – Metric Century riders line up
7:45 a.m. – Metric Century riders start!

30-MILE RIDE

9:30- 10:30 a.m. – Registration opens
10:45 a.m. – 30-mile riders line up
11 a.m. – 30-mile riders start!

Directions to Parking

Sunovion Pharmaceuticals, 84 Waterford Drive, Marlborough, MA

Take Exit 25 off I-290 onto Solomon Pond Road South, and take the 1st left onto Goddard Road. This road will turn into Waterford Drive and lead to the Sunovion parking lot.

- Shuttles are provided to and from the Hillside School to Sunovion. Cyclists are encouraged to bike the short distance before and after the ride.

- Bike drop-off is available on the north side of Robin Hill Street in front of the main school building for riders unable to bike from the lot to school.
- Please arrive before 7 a.m. to ensure we can shuttle and register everyone before the 7:30 a.m. start time.
- 30-mile riders should arrive before 10:30 a.m. to register and prepare for the ride.
- Friends, family, and supporters can park at any time, as shuttles will circulate throughout the day.



During the ride

Maps



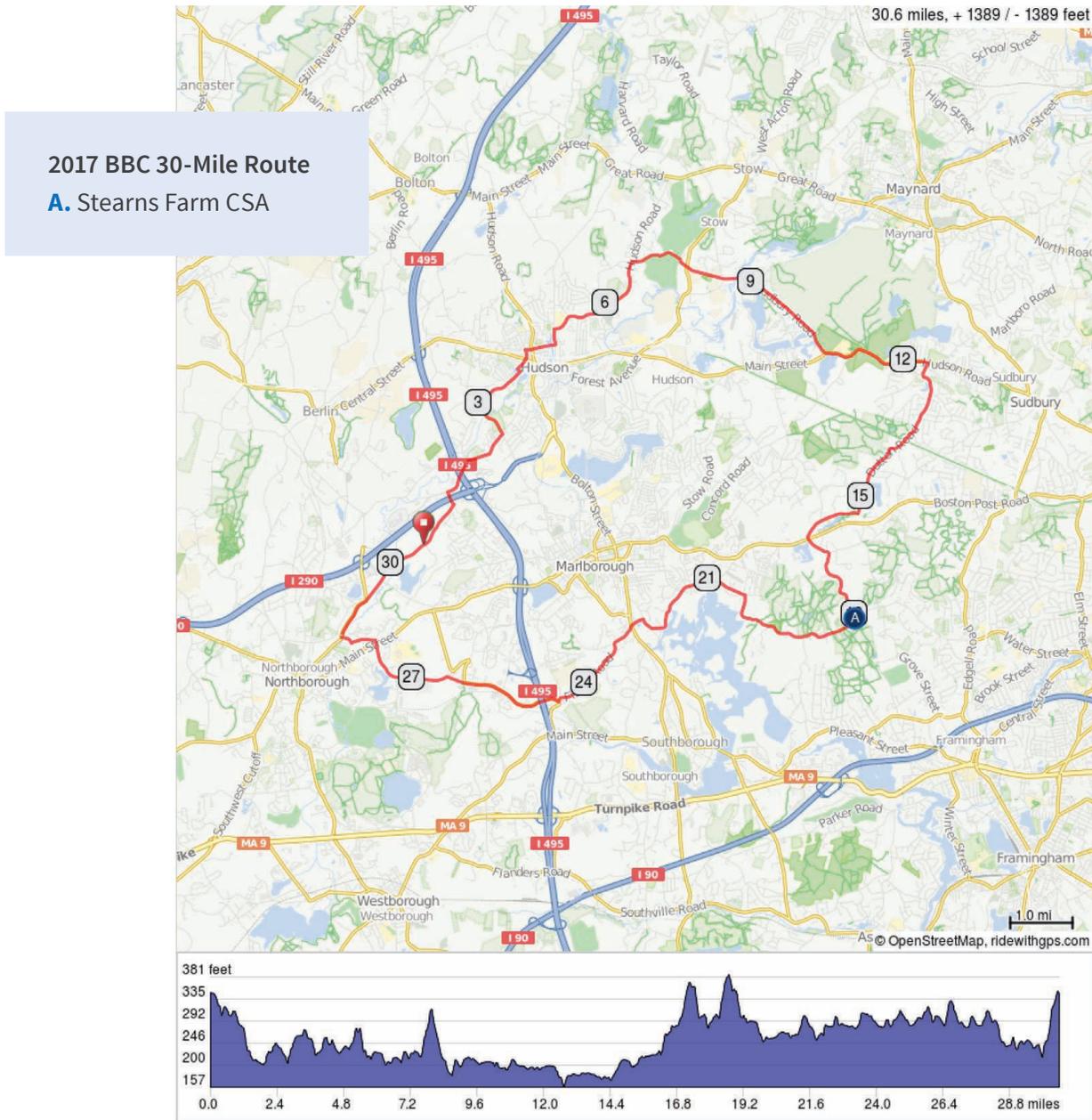
Parking at Sunovion Pharmaceuticals



Hillside School Setup

During the ride

2017 Bicycles Battling Cancer Course Maps and Elevation Profiles



ROUTE

The route will be marked with road arrows (corresponding colors for each route), yellow directional signs, and white square lawn signs in some towns. Look for markings at major intersections to stay on the route. Signs will be located before and after the turns. If you get off course, turn around and look for directional signs.

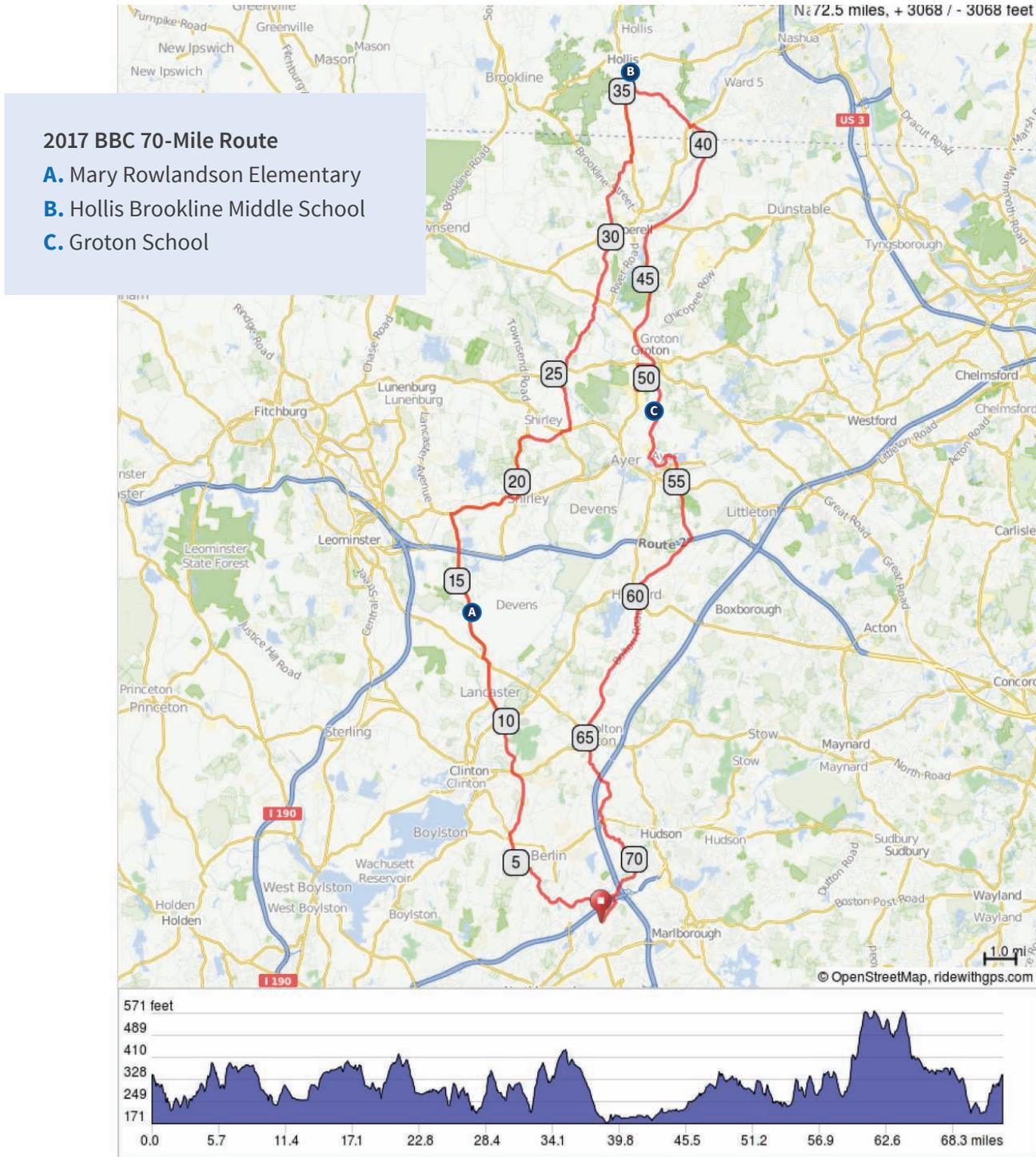
Century Loop Link: <https://ridewithgps.com/routes/19442471>
(marked by ORANGE road arrows)

Metric Century: <https://ridewithgps.com/routes/19442531>
(marked by YELLOW road arrows)

Lite Ride: <https://ridewithgps.com/routes/11708850>
(marked by PINK road arrows)

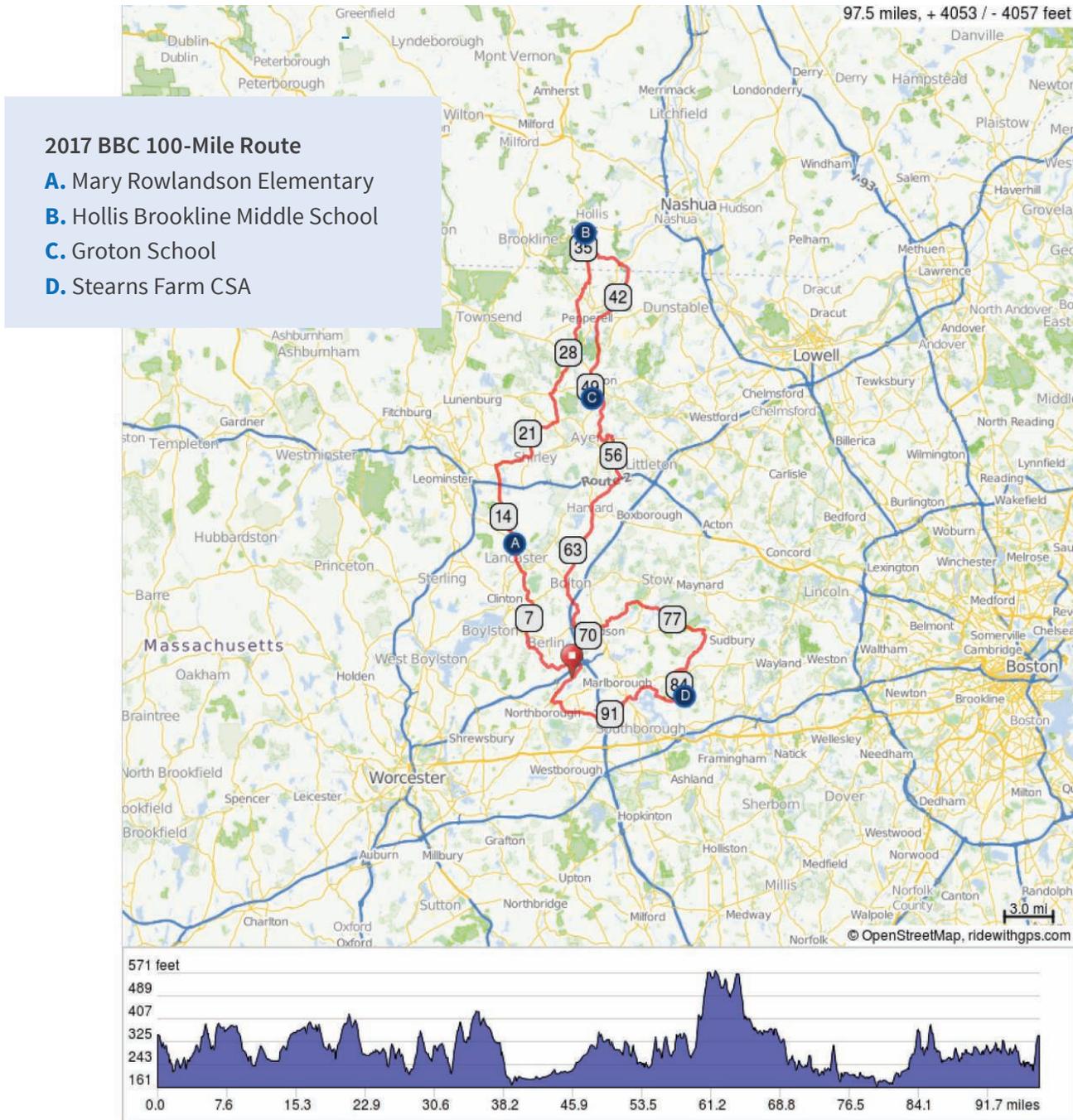
During the ride

2017 Bicycles Battling Cancer Course Maps and Elevation Profiles



During the ride

2017 Bicycles Battling Cancer Course Maps and Elevation Profiles



During the ride

Aid Stations

To help you along the route, we will provide four aid stations (listed below). Volunteers and medical support personnel will be available at these stops, which will be stocked with water, sports drinks, energy bars, PB&J sandwiches, and more. Use your time at these aid stations to fill your bottles or hydration packs, but don't stay too long. Your muscles will cool down after about 10 minutes, and it will take more energy to get back on your regular riding pace.

70 AND 100-MILE ROUTES:

- **Mile 12:** Mary Rowlandson Elementary School, 103 Hollywood Drive, Lancaster, MA
- **Mile 35:** Hollis Brookline Middle School, 25 Main Street, Hollis, NH
- **Mile 50:** Groton School, 282 Farmers Row, Groton, MA (Timing*)
– You must go around the school circle to be picked up by the timing system.

SAG (Support and Gear)

Mobile vehicles will be traveling the route looking for riders in need of aid.

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

1. Off road – Move out of the path of other riders.
2. Off bike – Stand or sit nearby.
3. Signal to SAG – Use thumbs down for help needed.

Weather

We ride rain or shine, and there is no rain date. In the event of severe weather, the ride director may suspend or cancel the ride. Should the weather take a turn for the worse during the ride, please proceed to the nearest covered safe area. Aid stations are priority, but several other refuges are available later in the route. Once weather has cleared, riders may be allowed to continue the ride.

- **Mile 60:** Option to refill water bottles at CK Bikes. **This stop is a water stop only**, and does not have portable toilets or rest room facilities
- **Mile 85** (100-milers only): Stearns Farm CSA, 862 Edmands Rd., Framingham, MA

30-MILE ROUTE:

- **Mile 18:** Stearns Farm CSA, 862 Edmands Rd., Framingham, MA.



Contact for Emergencies and Medical Needs

Michael Corrigan (Command Center Lead):

857-991-2875 This information will be printed on your cue sheets.

Mile 67, I-495 Underpass

Mile 91, I-495 Underpass

After the ride

Finish Line Celebration

LUNCH

BBQ Lunch: complimentary for riders, \$5 for non-riders

Beer: Harpoon Beer has been donated for our riders and their supporters this year. Riders must be at least 21 years of age and show proper ID.

Volunteers

WE CAN'T DO IT WITHOUT THEM!

Do you know anyone who would be interested in lending a hand on the day of the ride? If so, please contact us at bicyclesbattlingcancer@cancer.org. Volunteers are needed at the start line, along the route, and at the finish line.

For a complete list of volunteer opportunities, visit bicyclesbattlingcancer.org.

BICYCLE SHOP PARTNERS

Many thanks to our bicycle shop partners, who help make this ride possible. Together, we are stronger than cancer!

Belmont Wheelworks (480 Trapelo Road, Belmont, MA)
www.wheelworks.com/

Bikes + Life (1067 Main Street, Worcester, MA)
www.bikesandlife.com/pages/worcester-ma

Cycling Emporium (65 Holbrook Street Norfolk, MA)
www.cenorfolk.com

CK Bikes (1 Still River Road, Harvard, MA) www.ckbikes.com/

Giant Cycles (11 Kilmarnock Street, Boston, MA)
www.giantboston.com/

Grace Bicycles (1574 Washington Street, Holliston, MA)
www.gracebicycles.com/

Goodale's Bike Shop (14B Broad Street, Nashua, NH)
www.goodalesbikeshop.com/about/nashua-nh-pg92.htm

MASSAGE

Complimentary post-ride massage therapy provided by Joint Ventures Physical Therapy and TheraCopia of Southborough.

Landry's Bicycles (790 Worcester Street, Natick, MA)
www.landrys.com/

Maverick's Square (141 Route 101-A, Amherst, NH)
www.maverickssquare.com

N + 1 Cyclery (57 Waverly Street, Framingham, MA)
www.nplusonecyclery.com/

Urban AvenTours (103 Atlantic Ave, Boston, MA)
www.urbanadventours.com





More ways to get involved

RELAY FOR LIFE®

American Cancer Society Relay For Life events bring communities together, embracing their collective power to improve and save lives from cancer. At Relay events, teams and individuals camp out at a school, park, or fairground and take turns walking or running around a track or path. Each team has at least one participant on the track at all times and participates in fundraising in the months leading up to the event. New England hosts more than 200 Relay events each year. Visit RelayForLife.org or call **1-800-227-2345** to sign up for your local event today!

MAKING STRIDES AGAINST BREAST CANCER®

At Making Strides Against Cancer events around the nation, people gather in communal determination to raise money and awareness and to state, in no uncertain terms, that they are there to eliminate the threat of breast cancer. With three- to five-mile walks in 300 communities, it is the largest network of breast cancer events in the nation. We walk together – with determination, hope, empathy, caring, and passion – to ensure that, when facing breast cancer, no one walks alone. Start or join a team, or walk as a survivor, by visiting MakingStridesWalk.org or calling **1-800-227-2345**.

PEDAL TO END CANCER®

Pedal to End Cancer is a three-hour indoor cycling event at participating health clubs and cycling studios across New England. Traditionally held on the first Sunday of March, participants ride to help the American Cancer Society achieve its goal of saving lives, celebrating lives, and leading the fight for a world without cancer. To learn more about this event, visit pedaltoendcancer.org or call **1-800-227-2345**.



cancer.org | 1.800.227.2345