

American Cancer Society

# BICYCLES BATTLING CANCER

**SUNDAY, JUNE 10, 2018**

**RIDER WELCOME KIT**

[BicyclesBattlingCancer.org](http://BicyclesBattlingCancer.org)




AMERICAN CANCER SOCIETY

# BICYCLES BATTLING CANCER

JOIN US! JUNE 10, 2018



# 10<sup>TH</sup> YEAR!



# Welcome!

Dear Rider,

Thank you for signing up to participate in the 2018 American Cancer Society Bicycles Battling Cancer event. We are thrilled to have you ride with us this year, as we celebrate our 10<sup>th</sup> year of Bicycles Battling Cancer! For those of you riding for the first time with us – welcome! For those of you who are returning riders – welcome back!

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.

In this welcome kit, you will find helpful fundraising ideas, event day information, and more. You will also want to 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](mailto: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,



**Robbin Price**

Senior Community Development Manager

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.

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  
[facebook.com/bostonbikeevents](https://facebook.com/bostonbikeevents)
- **Landry's Bicycles** – free group rides  
[landrys.com/about/landrys-group-rides-pg163.htm](https://landrys.com/about/landrys-group-rides-pg163.htm)
- **Mass Bike** – free group rides  
[massbike.org/calendar](https://massbike.org/calendar)
- **Cycle Massachusetts** – free group rides and tours  
[cyclema.com/community-bike-rides](https://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.

While most people know us for our research, we do so much more. Beyond investing in innovative cancer research, we provide support to patients and caregivers and help people reduce their cancer risk or find it early when it may be easier to treat. And we do it all 24 hours a day, seven days a week.



# 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 2008, the AstraZeneca Hope Lodge® Center in Boston has ...
  - Served 3,525 patients from 49 states and 16 countries
  - Provided 104,000 nights of free lodging
  - Saved more than \$25 million in lodging costs and averaged savings of \$6,970 per guest
- In 2017, Northeast Region volunteer drivers provided more than 9,825 cancer patients with more than 55,931 free rides to and from treatment through our Road To Recovery® program.
- At the start of 2018, the American Cancer Society funded 109 research grants with more than \$56.5 million at local hospitals and institutions throughout New England.



# 2018 Bicycles Battling Cancer incentives

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**RAISE \$500** by July 10 and receive a Bicycles Battling Cancer dri-fit shirt.



**RAISE \$3,000** by July 10 and receive the Bicycles Battling Cancer windbreaker, cycling shorts or the new wind vest, in addition to the cycling jersey and dri-fit shirt.



**RAISE \$750** by July 10 and receive a Bicycles Battling Cancer cycling jersey and the dri-fit shirt.



**RAISE \$5,000** by July 10 and receive a dri-fit shirt, cycling jersey, cycling shorts or wind vest, and a Bicycles Battling Cancer Eurotherm jacket – our highest fundraising incentive and the ultimate cold-weather riding jacket.



**RAISE \$1,250** by July 10 and receive either the Bicycles Battling Cancer cycling shorts or the new wind vest, in addition to the cycling jersey and dri-fit shirt.



## NEW FOR 2018 - WIND VEST

Our newest incentive is designed to protect you from the elements and keep you comfortable on your ride.

You may select the vest in place of the riding shorts at any of the incentive levels.



# 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 Facebook app. 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** – Offer your services as a dog walker in your neighborhood in exchange for donations.
- 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/laws](http://massbike.org/laws).
- 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.

## Rider Etiquette/Safety Cycling Etiquette

- 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](http://bikeleague.org).

## What to bring

### REQUIRED:

- Tuned-up bicycles
- Helmet
- Two water bottles and/or hydration pack
- Two 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 (including pain relievers and salt tablets, should you choose to use these while riding)
- NO HEADPHONES, IPODS, etc., permitted while riding



### SATURDAY NIGHT PRE-RIDE DINNER

6pm | Hillside School

No admission fee; you may bring guests.

**RSVP to [bicyclesbattlingcancer@cancer.org](mailto:bicyclesbattlingcancer@cancer.org)  
by June 6.**

# Before you ride

## Packet Pickup at Dinner or Event Day

### WHAT IS IN YOUR PACKET?

- 2018 Bicycles Battling Cancer dri-fit shirt (if you have raised \$500) and jersey (if you have raised \$750) – You have until July 10 (a month after the ride) to raise funds for all incentives, which will be mailed after the event. Windbreakers, shorts, wind vests, and Eurotherm jackets will also be mailed after the event.
- Bike number and bib number – Please write any important medical notes on the back of the bib.
- Goodie bag
- Cue sheets will be available at the registration check-in desk the morning of the ride.
- Bag drop number – Your bib number serves as your claim number for any bags left at Hillside School during the ride.

## Overnight Lodging at the Hillside School

### LODGING INFORMATION

- The cost is \$40 per person, based on double occupancy.
- Discounts are available based on fundraising achievements. (Raise \$1,500, and your lodging is free.)
- RSVPs are required, with a deadline of June 7.
- 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.
- Bathrooms are on each floor of the dormitory.
- 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.
- Check-in begins on June 9 at 5 p.m.
- Checkout ends on June 10 at 6 p.m. (post-ride showers available)
- Rooms are standard dormitory rooms, with most accommodating doubles or triples.

### 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. – Riders line up  
7:30 a.m. – Riders start!

## 70- AND 50-MILE RIDES

6 a.m. – Registration opens  
7:30 a.m. – Riders line up  
7:45 a.m. – Riders start!

## 30-MILE RIDE

9:30- 10:30 a.m. – Registration is open  
10:45 a.m. – Riders line up  
11 a.m. – Riders start!

## Directions to Parking Area

### 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.
- Riders for the 100-, 70-, and 50-mile rides should arrive before 7 a.m. to ensure we can shuttle and register everyone before the first two start times.
- Riders for the 30-mile ride 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

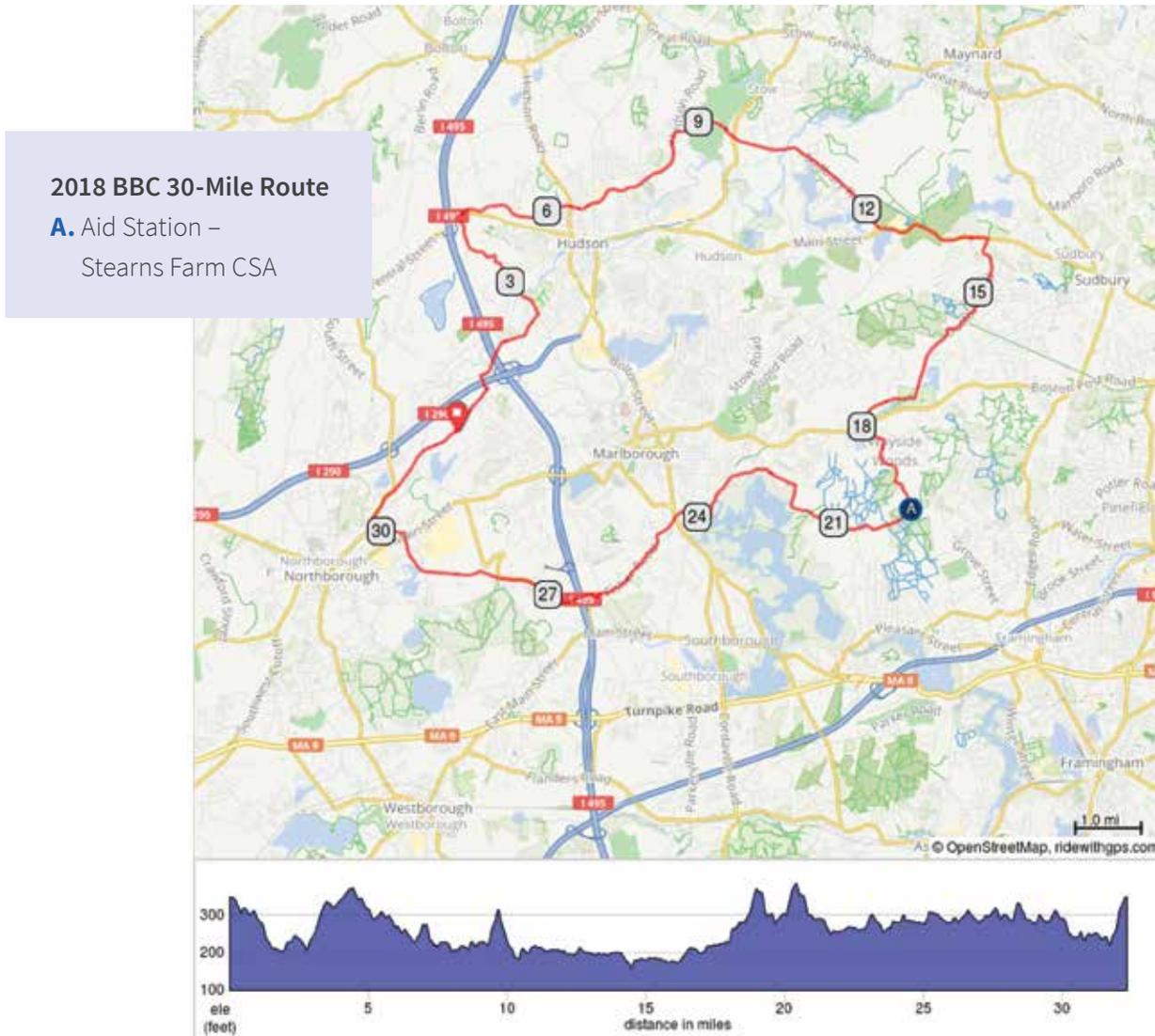


## Hillside School Setup



# During the ride

## 2018 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.

**100-mile route:** [ridewithgps.com/routes/21235255](http://ridewithgps.com/routes/21235255)  
(marked by ORANGE road arrows)

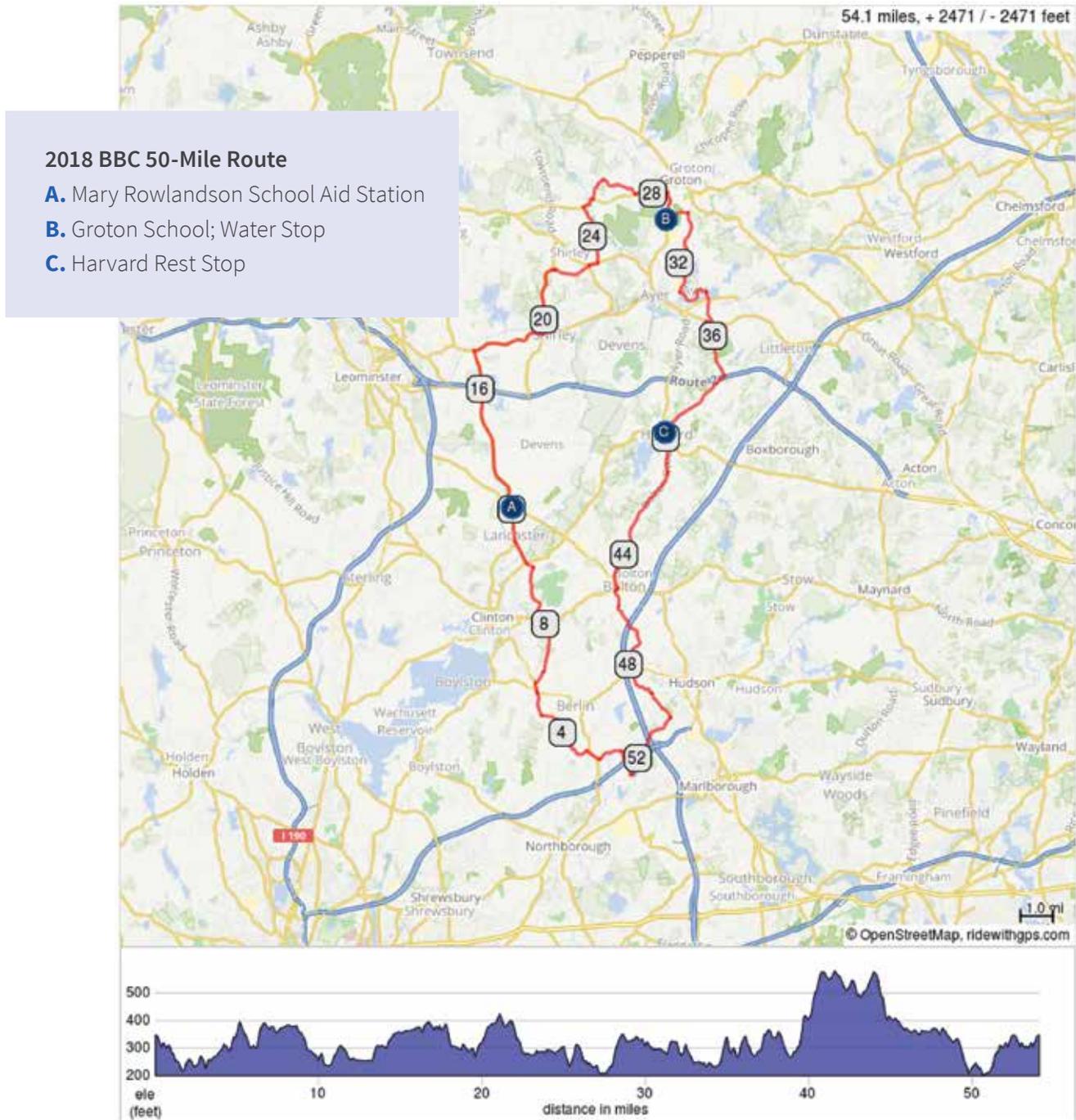
**70-mile route:** [ridewithgps.com/routes/26476324](http://ridewithgps.com/routes/26476324)  
(marked by YELLOW road arrows)

**50-mile route:** [ridewithgps.com/routes/26476575](http://ridewithgps.com/routes/26476575)  
(marked by YELLOW road arrows)

**30-mile route:** [ridewithgps.com/routes/21479796](http://ridewithgps.com/routes/21479796)  
(marked by PINK road arrows)

# During the ride

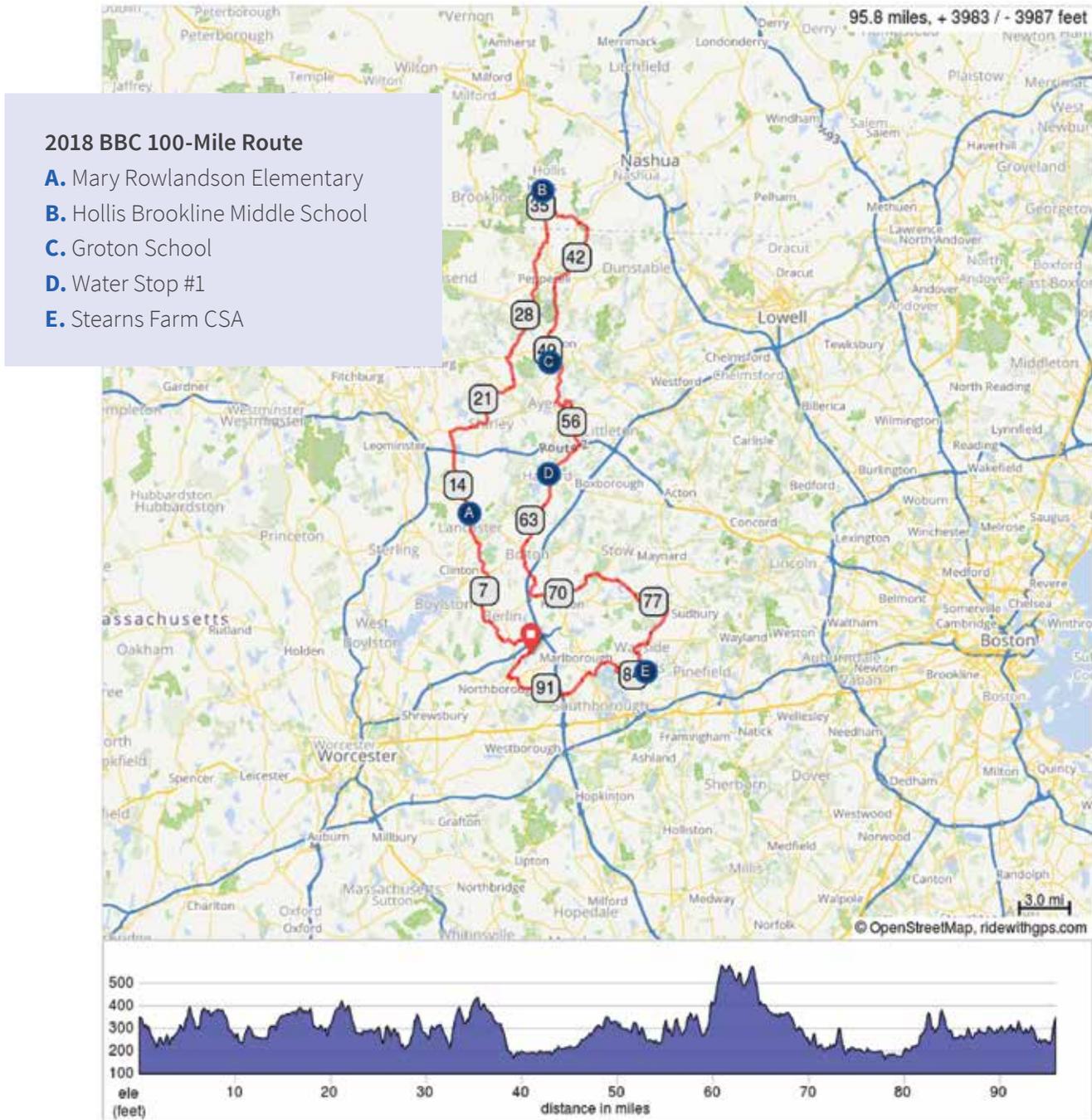
## 2018 Bicycles Battling Cancer Course Maps and Elevation Profiles





# During the ride

## 2018 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, bike mechanics, 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.

### 50-, 70-, AND 100-MILE ROUTES ONLY:

- **Mile 12:** Mary Rowlandson Elementary School, 103 Hollywood Drive, Lancaster, MA
- **Mile 35:** Hollis Brookline Middle School, 25 Main Street, Hollis, NH (70- and 100-mile routes only)
- **Mile 50/30:** Groton School, 282 Farmers Row, Groton, MA
- **Mile 60:** Option to refill water bottles at CK Bikes. **This stop is a water stop only** and does not have portable toilets or restroom facilities
- **Mile 85** (100-milers only): Stearns Farm CSA, 862 Edmands Road, Framingham, MA

### 30-MILE ROUTES:

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

*All stations have indoor bathrooms or Porta-Potties available.*

## Support and Gear (SAG)

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.



### SAFE AREAS ON ROUTE:

**Mile 67, I-495 Underpass**  
**Mile 91, I-495 Underpass**



### CONTACT FOR URGENT AND MEDICAL NEEDS

Michael Corrigan (Command Center Lead): **857-991-2875**.

This information will be printed on your bib and cue sheets.

# 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.

### MASSAGE

Complimentary post-ride massage therapy provided for all Bicycles Battling Cancer riders.



## 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](mailto:bicyclesbattlingcancer@cancer.org). Volunteers are needed along the route to help guide our riders at critical turns and to help cheer you on! A great opportunity to have a front row seat to the event!

For a complete list of volunteer opportunities, visit [BicyclesBattlingCancer.org](http://BicyclesBattlingCancer.org).

### BICYCLE SHOP PARTNERS

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

**Assabet River Bicycles** (90 Cherry Street, Hudson, MA)  
[assabetbicycles.com](http://assabetbicycles.com)

**Belmont Wheelworks** (480 Trapelo Road, Belmont, MA)  
[wheelworks.com](http://wheelworks.com)

**Bikes + Life** (1067 Main Street, Worcester, MA)  
[bikesandlife.com/pages/worcester-ma](http://bikesandlife.com/pages/worcester-ma)

**Cycling Emporium** (65 Holbrook Street Norfolk, MA)  
[cenorfolk.com](http://cenorfolk.com)

**CK Bikes** (1 Still River Road, Harvard, MA)  
[ckbikes.com](http://ckbikes.com)

**Giant Cycles** (11 Kilmarnock Street, Boston, MA)  
[giantboston.com](http://giantboston.com)

**Grace Bicycles** (1574 Washington Street, Holliston, MA)  
[gracebicycles.com](http://gracebicycles.com)

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

**Landry's Bicycles** (790 Worcester Street, Natick, MA)  
[landrys.com](http://landrys.com)

**N + 1 Cyclery** (57 Waverly Street, Framingham, MA)  
[nplusonecyclery.com](http://nplusonecyclery.com)

**Urban AvenTours** (103 Atlantic Avenue, Boston, MA)  
[urbanadventours.com](http://urbanadventours.com)



## More ways to get involved

### RELAY FOR LIFE®

American Cancer Society Relay For Life events unite thousands of communities across the globe to celebrate survivors, remember loved ones lost, and take action for lifesaving change. 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. The American Cancer Society hosts hundreds of Relay events throughout New England each year. Visit [RelayForLife.org](https://www.relayforlife.org) or call 1-800-227-2345 to sign up for your local event today!

### MAKING STRIDES AGAINST BREAST CANCER®

Every Making Strides Against Breast Cancer walk is a powerful and inspiring opportunity to unite as a community to honor breast cancer survivors and to raise awareness about steps we can take to reduce the risk of getting breast cancer. With more than 14 million participants since 1993, Making Strides Against Breast Cancer is the largest network of breast cancer events in the nation. Start or join a team, or walk as a survivor, by visiting [MakingStridesWalk.org](https://www.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](https://www.pedaltoendcancer.org).



[cancer.org](https://www.cancer.org) | 1.800.227.2345