# American Diabetes Association. TOURO ECUTE

# **TABLE OF CONTENTS**

Fundraising Tips	1
Route Info	2
What to Bring	2
Schedule	.2
Red Riders	.3
Training Resources	4
Safety Information	4
FAQ	5

# 2010 Tour de Cure Sponsors



# TOUR DE CURE COORDINATOR

Sylvia Hough 1-888-342-2383 ext. 3693 shough@diabetes.org

# TOUR DE CURE SECOND STAFF MEMBER

Cheryl Jassak 1-888-342-2383 ext 3696 cjassak@diabetes.org

# **COMMITTEE CHAIRPERSON**

Greg Tyler 315-317-0940 greg.tyler@earthlink.net

# Welcome to the 2010 Verona Beach (Utica/Syracuse NY) Tour de Cure!

Thanks for registering! We're preparing a fantastic event for you with great routes, and a big party with food and entertainment at the end. This guide contains lots of information to help you prepare for the Tour and have a great time when you come. Your Tour de Cure will be more than just a great day in the saddle. You'll be giving hope to 24 million Americans with diabetes and their families.

# **Route Description**

Starting and finishing at Verona Beach State Park, these routes are guaranteed to be beautiful journeys through the quaint towns and villages surrounding Oneida Lake. The 62.5 and 100 mile routes travel around Oneida Lake. Both experienced and novice riders alike are encouraged to join us, as the day will provide an excellent challenge for all levels of cycling enthusiasts. Rest stops along the way will feature an array of nutritious snacks and dedicated volunteers. When you are finished, join us back at Verona Beach State Park for a victory party complete with food, drink, music and more.

Now that you've signed up, how do you raise \$150 and much more?

# **HOW TO RAISE \$400 IN ONE WEEK:**

1.	Start with your own contribution	\$25
2.	Ask three members of your family to contribute \$25 each	\$75
3.	Send an email to your friends asking them to match your	
	donation	\$75
4.	Ask your employer to contribute \$50	\$50
	(and ask about matching funds)	
5.	Ask five co-workers to contribute \$10 each	\$50
	(or sell Tour de Cure pin-up jerseys at the office)	
6.	Ask five neighbors to contribute \$10 each	\$50
7.	Ask three businesses you frequent for \$25 each	\$75
	(dry cleaner, hair stylist, doctor, etc.)	

Put the Tour de Cure widget on your Facebook page, post a message On Linkedin, or use your favorite web site to tell friends what you are doing and ask for their support! Congratulations! You've raised \$400!

# TOUR DE CURE STARTING TIMES

### **ROUTE DISTANCE 1:100**

Check in opens at 6:15 a.m. Route opens at 6:45 a.m. Route markings will be **RED** 

### **ROUTE DISTANCE 2: 62.5**

Check-in opens at 7:30 a.m.
Route opens at 8:15 a.m.
Route markings will be
YELLOW

### **ROUTE DISTANCE 3: 40**

Check-in opens at 8:00 a.m. Route opens at 9:00 a.m. Route markings will be **BLUE** 

### **ROUTE DISTANCE 4: 25**

Check-in opens at 8:30 a.m. Route opens at 9:30 a.m. Route markings will be PINK

### **ROUTE DISTANCE 5: 15**

Check-in opens at 8:45 a.m. Route opens at 9:45 a.m. Route markings will be GREEN

# TOUR DE CURE SCHEDULE

6:00 am Breakfast starts

6:15 am 100mi Riders' Registration

7:30 am. 62.5 Mile Riders

Registration Opens

8:00 am 40 Mile Riders

Registration Opens

8:30 am 25 Mile Riders Registration Opens

8:45 am 15 Mile Riders

Registration Opens

6:45 am 100 Mile Riders leave

8:15 am 62.5 Mile Riders leave

9:00 am 40 Mile Riders leave

9:30 am 25 Mile Riders leave

9:45 am 15 Mile Riders leave

11 - 3:30 Lunch Served

11 – 4 Post Event Party Begins

4:00 pm Route Sweep

# START/FINISH LOCATION

Directions to Verona Beach State Park:

# From Syracuse-Rochester-Buffalo

New York State Thruway East To Exit 34 (Canastota)

Route 13 North to Verona Beach State Park Entrance

# From Utica-Albany-New York

New York State Thruway West

To Exit 34 (Canastota)

Route 13 North to Verona Beach State Park Entrance

Any questions on Directions please call Sylvia Hough at 1-888-342-2343 ext. 3693 or email shough@diabetes.org

For more detailed route information and maps please visit our Web site:

http://diabetes.org/tour

Select: New York

Choose: Verona Beach

# **PARKING**

Parking will be provided at Verona Beach State Park.

American Diabetes Association® volunteers will direct you accordingly.

# WHAT TO BRING CHECKLIST

□ An	y c	cash o	or	check	donatio	ns ir	the	Collection	Envelope	provided
------	-----	--------	----	-------	---------	-------	-----	------------	----------	----------

□ Completed Emergency Information Form □ Any special food you must have

□ A well-tuned bike □ Spare tube, patch kit and tools

□ Your helmet. No helmet, no ride! □ Personal ID and insurance cards

□ Clothing appropriate for the weather □ Sunscreen & lip balm

□ A trained and hydrated body

□ A water bottle and another bottle for sports drink

□ Any diabetes supplies or medication you are taking

# WHAT TO KNOW

Each rider must turn in at least \$150 (the fundraising minimum) on or before the day of the Tour in order to participate. All minors (under age 18) must be accompanied by an adult at ALL times. This includes riding in the Support and Gear (SAG) vehicle. Your safety is our top priority. Please read all safety information in this guide as well as the more detailed Group Riding Manual on our Web site: diabetes.org/tour. Please help us make it a safe ride for everyone by using cycling etiquette.



# WHAT IS A RED RIDER?

A Red Rider is a person who lives with diabetes and showcases the courage it takes to live every day with this difficult disease. All riders who have type 1 or type 2 diabetes are eligible to become a Red Rider and receive special recognition materials. With hundreds of riders who may share a similar story, and hundreds more to support them, being a Red Rider can help with the first step or the millionth—in the fight to live a healthier life!

Red Riders participate in the Tour de Cure, riding on Team Red or being champions for their own corporate or family teams. Those individuals are passionate about changing the future of diabetes for themselves, their families and future generations.

# WHAT IS TEAM RED?

Team Red is a group of individual Red Riders and their friends and family who are on a mission to Stop Diabetes! If you are already part of a family or corporate team great! But if you are riding solo and want to join other Red Riders Team Red is for you! To join, contact

# TOUR DE CURE COORDINATOR

Sylvia Hough 1-888-342-2383 ext. 3693 shough@diabetes.org

### RECOGNIZING RIDERS WITH DIABETES



Mari Ruddy is the founder of the Red Rider program. Mari has lived with type 1 diabetes for more than 25 years. Mari wants to recognize people with diabetes who ride in a Tour de Cure as Red Riders:

If you are a person surviving diabetes, I implore you to ride this year and do everything you can to declare your status, so others on the course and in the wider community has the opportunity to celebrate and be inspired by you. I ask you to get on your bike and ride strong and sure. Riding in the Tour de Cure itself is the affirmation of your courage and perseverance."

# YOU ARE WHY WE RIDE!

HOW DO I JOIN TEAM RED OR BE RECOGNIZED AS A RED RIDER?

Contact Sylvia Hough, 1-888-342-2383 ext. 3693, <a href="mailto:shough@diabetes.org">shough@diabetes.org</a> to tell us you want to be recognized as a Red Rider. I will make sure that you receive your recognition on the day of the event, and put you in touch with the captain of Team Red if you want to join that team.

Please visit our Bike Shop Sponsors for more information about Training Rides and special offers for Tour de Cure participants.

Waye's and Meltzer's Syracuse Bike Store 2540 Erie Blvd. East Syracuse, NY 13224 http://syracusebicycle.co m

Phone: (315) 446-6816

For more information on safe cycling go to: http://www.bikeleague.org/

The League of
American Bicyclists
has been working to
improve the quality of
bicycling in America
almost as long as there
have been bicycles.

# Tour de Cure is looking for riding Route Marshals!

If you are interested in helping ensure the Tour is a safe and fun ride, please contact

# TOUR DE CURE COORDINATOR

Sylvia Hough 1-888-342-2383 ext. 3693 shough@diabetes.org

# COMMITTEE CHAIRPERSON

Greg Tyler 315-317-0940 greg.tyler@earthlink.net

# IDEAS TO USE AT YOUR WORKPLACE TO HIT YOUR TEAM GOAL

- Host a recruitment day with a Tour de Cure kick off to get more cyclists on your team
- Host an internal competition to sell Jersey Pin Ups for \$1 Last Place buys First Place Lunch!
- Make sure everyone uses the Company Matching Gifts forms
- Find your Company Red Rider to champion the team
- Dress Down Fridays! \$5 to wear jeans and your In Training Shirt, 2009
   Tour de Cure Tshirt or a cycling shirt
- Ride your Bike to Work Day Company donates \$5 for each person that rides their bike to work to promote Tour and Physical Fitness
- Host a Putt-Putt golf tournament where each floor designs a hole and charge an entry fee! Winner gets the proceeds in his or her individual fundraising total.
- Design the Team Jerseys Competition \$1 to vote for best design by employee for the Team Jersey

# **SAFETY INFORMATION**

# **Rider Safety Notice**

The Tour de Cure is conducted on open roads with vehicular traffic. Roads include both marked and unmarked hazards. Though we go to great lengths to make the ride as safe as possible, always remember that safety is in your own hands and ride by these rules:

- Wear a helmet at all times NO EXCEPTIONS
- Carry ID and relevant medical information
- No headphones or iPods: be aware of traffic sounds around you
- Rules of the road apply; you have the same rights and duties as the driver of any other vehicle
- Ride single file. Ride a <u>maximum</u> of two abreast when conditions allow, but do <u>not</u> impede traffic
- Ride as far right as reasonable
- Obey all traffic lights, signs, and regulations
- Pass on the left only, announce "passing" or "on your left"
- Use hand signals to indicate road hazards, stopping, slowing, right, and left turns
- Prepare properly in terms of nutrition, hydration, and training for the route distance you've selected to ride.
- Respect others: riders, volunteers, host communities, motorists, pedestrians, law enforcement, and the environment

Riding safely and considerately is vital to your enjoyment and the safety of other riders as well as our ability to obtain event permits from local authorities. The <u>future</u> of Tour de Cure as well as other organized cycling events depends on your cooperation with the rules above.

# VOLUNTEERS NEEDED FOR 2010 TOUR DE CURE!

If you or anyone you know would like to help make sure that the 2010 Tour de Cure is the BEST and SAFEST it can be, please contact:

Sylvia Hough 1-888-342-2383 ext. 3693 shough@diabetes.org

to volunteer for a range of times and activities. We need people to man rest stops and aid stations, direct parking and traffic flow, assist at the celebration, set up and clean up. Pick your activity and time slot to help out!

# If you have any questions about the Tour de Cure, please contact

Sylvia Hough 1-888-342-2383 ext. 3693 shough@diabetes.org

# TRAINING RESOURCES

We definitely recommend taking advantage of organized training rides. Don't forget to wear your helmet on all training rides! These rides are designed to cater to varying degrees of ability and are sure to help you prepare for the big day. Numerous training opportunities are available to you in your community through local clubs and the participating Tour de Cure® bike shops.

Check out diabetes.org/tour for future training ride information to be posted!

# FREQUENTLY ASKED QUESTIONS

This section will answer some of the most frequently asked questions. If you need additional information, please call Sylvia Hough at 1-888-342-2383 ext 3693 or via email at <a href="mailto:shough@diabetes.org">shough@diabetes.org</a>

# Q? How many route lengths are there?

There are 5 routes from which to choose: 15, 25, 40, 62.5 and 100 Mile

**Q?** Can friends and spouses participate in the festivities at the Finish Line? Absolutely! We encourage cheerleaders and supporters at the finish line. Your guests may enjoy the entertaiment and some refreshments, however, full lunches are reserved for our riders! Your guests may bring their own food, if they like.

## Q? Can I bring my own personal SAG?

Personal SAGs are not permitted on the route. Friends and family must wait for you at the finish line. However, if your friend would like to drive a SAG available to all riders, please have them contact Greg Tyler at 315-439-2974.

### Q? What if it rains?

We ride rain or shine! Pack rain gear just in case and don't let cloudy skies stop you in the fight against diabetes!

# Q? When does the finish line and route close?

The route and the finish line remain open until posted closing times. Please ensure you can ride at a speed to finish the longer routes--we want you to be back in time for the party! If it is taking longer for you to return, one of our SAG vehicles will bring you to the finish.

# Q? How many people form a team?

We like a team to be five or more individuals, but you can have a team with two or more people. This is a fun ride, so teams are not competing for time, but rather to share in the experience and help in the fight against diabetes. To thank you for encouraging friends, family and co-workers to participate, we have a variety of thank you gifts and incentives for the team captain, as well as each team member.

# Q? Can my child participate and ride with me?

Yes, but you or an appointed guardian must remain with the minor rider at all times. The minor is also responsible for turning in the \$150 minimum (regardless of age) and is also required to wear a helmet while riding.