



# 2015 Sage Ruddy Tour de Cure What You Need to Know...

## Getting Ready for Tour!

The Sage Ruddy Tour de Cure is almost here! We are EXCITED to see YOU on Saturday, June 13 at Xerox Corporation. The Sage Ruddy Tour de Cure takes place rain or shine (but of course, were counting on SHINE...why wouldn't we?!).

## Early Packet Pick Up Dates

This is your chance to get ahead of the game and make sure you are ready to ride BEFORE Saturday, June 13<sup>th</sup>. Early packet pick up allows you to turn in donations and pick up your day of event materials!

All riders that have raised a minimum of \$200 (includes turning donations in at time of Early Packet Pick Up) will be able to participate. Here are the instructions:

1. Bring a completed Participant Event Waiver with you at the Early Packet Pick Up. Event waivers were included in your rider packet you received via the mail. If you do not have the Event Waiver, copies will be available and you can download the form at [diabetes.org/rochestertour](http://diabetes.org/rochestertour)
2. In exchange for your completed Participant Event Waiver you will receive the following:
  - a. Rider number
  - b. Lunch wristband
  - c. Event T-Shirt or Dri Fit (earned during Team Week)
  - d. Tour de Cure cycling jersey (or Prize Certificate if earned...\$500+ raised)
  - e. Route maps
  - f. 2015 Thank You Gift Certificate

*\*You must raise \$500.00 + to receive the official Tour de Cure cycling jersey. Cycling jerseys are first-come, first-serve basis. If supply runs out you will be able to order your cycling jersey through the Tour Thank You Gift website.*

Seems pretty easy but remember – you aren't done yet! **YOU MUST STILL CHECK IN ON SATURDAY, JUNE 13 at the CNB Mortgage Company Express Check In Tent adjacent to the CNB Mortgage Company Registration Tent.** Don't forget your Rider Number MUST be pinned on your back, lunch wristband on and visible at all times!

CNB  
Mortgage  
Company



Canandaigua  
National  
Bank & Trust

Our dates this year are as follows:

**Wednesday, June 3<sup>rd</sup>** 4:00PM-7:00PM Full Moon Vista - 661 South Ave, Rochester, NY 14620

**Thursday, June 4<sup>th</sup>** 4:00PM-7:00PM Park Ave Bike Shop – 2900 Monroe Ave, Rochester, NY 14618



\*Our Premier Bike Shop Sponsors



# What To Expect When You Arrive

## Saturday, June 13 at the Sage Ruddy Tour de Cure

This year there are OVER 1,700 riders registered and 100 Volunteers. Please allow yourself enough time to park, have breakfast and hydrate. Most importantly, make sure to check in at your appropriate route distance time. Route distance start times are available online at [www.diabetes.org/rochestertour](http://www.diabetes.org/rochestertour) and listed below:

**Gallo & Iacovangelo Century (100 Mile):** Check In: 5:30AM Start: 6:30 AM



**The DiMarco Group Metric Century (62.5 Mile):** Check In: 6:30 AM Start: 8:00 AM



**Excellus BCBS 40 Mile:** Check In: 8:00 AM Start: 9:00 AM



**Rochester Regional Health 25 Mile:** Check In: 9:00 AM Start: 10:00 AM



**Sam's Club 15 Mile:** Check In: 10:00 AM Start: 11:00 AM



**3 Mile Family Ride:** Check In: 11:00 AM Start: 11:30 AM

## Xerox Corporation Location and Address

Xerox Corporation is located at 800 Phillips Rd, Webster NY 14580. Please check our website at [www.diabetes.org/rochestertour](http://www.diabetes.org/rochestertour) for detailed maps and information.

## Parking at Xerox Corporation

### Parking Directions from 104W:

- Take Salt Rd exit off of 104W
- Turn R on Salt Rd
- Continue on Salt until Mitcheldean Dr
- Turn L on Mitcheldean Dr
- Turn L on Euston Rd
- Turn R into main parking lot past Bldg. 304 just before San Jose Dr.

\*See a parking map on next page and on the Local FAQ page on [diabetes.org/rochestertour](http://diabetes.org/rochestertour)

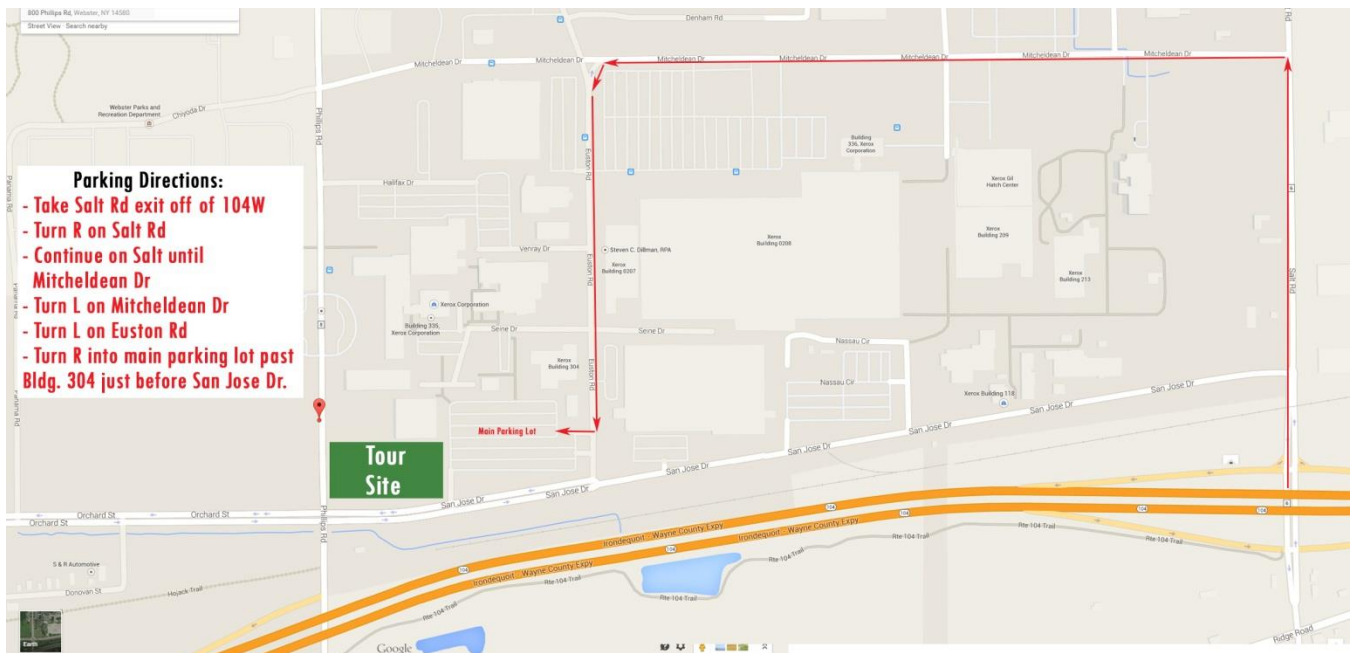
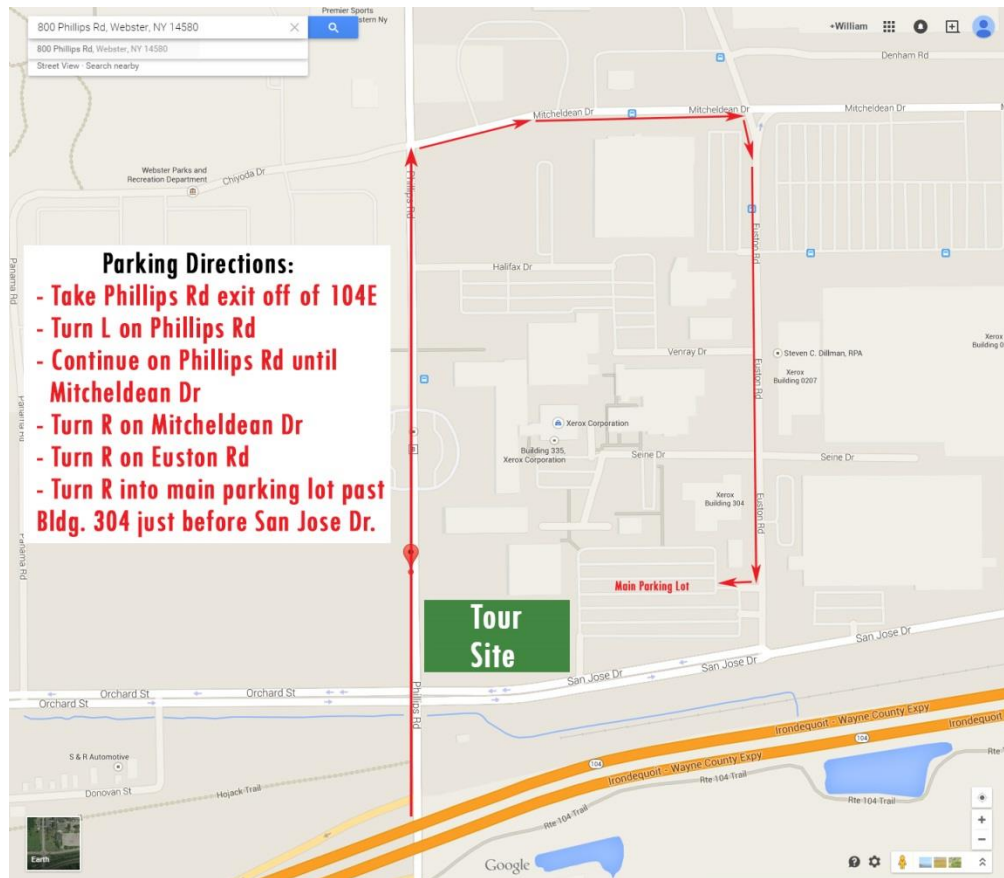
### Parking Directions from 104E:

- Take Phillips Rd exit off of 104E
- Turn L on Phillips Rd
- Continue on Phillips Rd until Mitcheldean Dr
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\*See a parking map on next page and on the Local FAQ page on [diabetes.org/rochestertour](http://diabetes.org/rochestertour)



# PARKING MAPS:





# Picking Up Your Rider Number on Saturday, June 13? Here's What You Need to Know:

1. Bring your completed Participant Event Waiver that you received in your rider packet in the mail. If you do not have your Participant Event Waiver there will be copies the morning of the ride or you can download a form on our FAQ page at <http://diabetes.org/rochestertour>.
2. Upon arriving at Xerox, visit the **CNB Mortgage Company Registration Tent**. Maps can be found on our Route Description page at <http://diabetes.org/rochestertour>.
3. Report to the line where the first letter of your last name falls in the alphabet. If you have raised \$1,000 or more please report to the Champions for Diabetes line. If you are a Red Rider, please report to the Red Rider line.
4. Turn in your completed Participant Event Waiver and donations. \* Remember, you must raise \$200 to ride.
5. You will receive your rider number, 4 safety pins, lunch wristband, Event T-Shirt or Dri-Fit T-Shirt for those who qualified and your Thank You Gift form to redeem your gift while supplies last in the Prize Tent, otherwise, thank you gifts can be ordered by participant online.
6. Pin your rider number on your BACK and put on your lunch wristband - must be visible at all times!
7. You are ready to ride!



## Food & Hydration:

The Sage Ruttly Tour de Cure provides riders and volunteers with a continental breakfast, rest stop snacks, finish line lunch, and hydration including energy drink and water. Here's what we have in store for you...

### Our Breakfast menu offers:

- Bruegger's bagels, Starbucks coffee and iced drinks!
- Once Again Nut Butter peanut butter and almond butter spreads for bagels
- Fresh fruit
- Go Macro Bars
- Water and Gatorade



### Our Rest Stops offer:

- Salty snacks
- PB&J crepe sandwiches compliments of Simply Crepes & Once Again Nut Butter at the Carestream Rest Stop – Lincoln FD
- Fresh fruit
- Go Macro Bars
- Water and Gatorade



### 100 Mile Century Lunch:

**Gallo & Iacovangelo Century riders** are offered an additional lunch at the Fairville FD Rest Stop is sponsored by Amiel's- The Original Submarine.

The Gallo & Iacovangelo 100 Mile Century Lunch offers:

- Turkey or Vegetable Submarine
- Chips
- Fresh fruit



Please say thank you to Amiel Mokhiber and his team at Amiel's Original Submarine for their support!



## Food & Hydration continued:

**Our Burgundy Basin Finish Line Lunch with Palmer Food Services offers:**

- Barbeque Chicken
- Pasta Salad
- Bean Salad



Please say thank you to Carl Arena and his team at Burgundy Basin and Dan Walsh and his team at Palmer Food Services team for their support!

### **Families, Friends & Spectators Food Options:**

We are fortunate to partner with the famous Rochester Food Trucks to offer additional meal opportunities for purchase. Our partners The Original Mac & Cheez, Tuscan Wood Fired Pizza and Eat Me Ice Cream!

## Premier Bike Shops & Route Support:

**Bike Shops:** Visit and support our 2015 Bike Shop Sponsors – Towpath Bike, Park Avenue Bike Shop and Full Moon Vista before, during and after the Sage RUTTY Tour de Cure.

They will be at the Tour throughout the day at the Start/Finish Line to assist you and your bike with last minute bike mechanical amenities. Each will have their signature tent displays so you spot them a mile away!

Make sure to give a BIG cheer for their outstanding mechanical support and donations that makes the Sage RUTTY Tour de Cure awesome!



## Sage RUTTY Tour de Cure Village Fan Fare:

The day of the Sage RUTTY Tour de Cure offers fun for everyone:

- Rohrbach Brewing Company Beverage Tasting Garden for participant 21 years of age and older offers samplings of Rochester’s first craft brewery...THE BEST!
- Manning & Napier Entertainment Stage featuring local bands: Significant Others & The Relix
- Massages
- The Rochester Regional Health - Total Sports Experience Kids Zone
  - Includes a small children’s bike course by Full Moon Vista!
- Team Tents for all Teams that raise \$7,500 or more





## Route Information

Each Route is marked with ADA arrows to help keep you on the straight and narrow. Also, we have marked the roads with paint. WATCH the COLORED SIGNS, ROUTE MARKING & USE the day of Tour ROUTE MAP!

- **RED:** 3 Mile Family Ride route
- **YELLOW:** Sam's Club 15-mile route
- **GREEN:** Rochester Regional Health 25-mile route
- **ORANGE:** Excellus BCBS 40-mile route
- **BLUE:** The DiMarco Group Metric Century 62.5-mile route
- **WHITE:** Gallo & Iacovangelo Century 100-mile route



### HOT PINK – ROAD OBSTRUCTIONS \*

We have tried to identify tricky spots along each route as well as circling road obstructions such as POTHoles in HOT PINK. **Stay Alert to HOT PINK ROAD PAINT!** Please also play special attention to your cue sheet where we have noted very busy intersections and police assistance. To assist you, we have placed Tour de Cure directional signs along the way. Special route information, as well as weather precautions, will be announced at the Start Line!



**Route Support:** There are Rest Stops every 8-14 miles complete with volunteers, food, and hydration, bike mechanical and medical support. In addition, there are Ride Leaders in Orange Vests riding with you as well as Support and Gear Vehicles provided by Van Bortel Ford and assist you with transportation along the route when needed.

**NEW! Gallo and Iacovangelo Century Club:** New this year, we will be starting the Gallo & Iacovangelo Century Club for all of our amazing 100 mile riders. At the NFP Rest Stop at Fairville Fire Dept (the 100 mile lunch by Amiel's Original Submarines), we will have a banner with the new Gallo and Iacovangelo Century Club logo to take pictures with as well as Gallo and Iacovangelo Century Club bumper stickers so you can show the world that YOU biked 100 miles to stop diabetes! Don't forget to stop and get your sticker and enjoy your lunch!



**Gallo and Iacovangelo Century Riders NY Rt 88 Closure** – In order to ensure all riders cross the finish line in time to enjoy the festivities, all century riders who have not reached Austin Rd along NY Rt 88 by 12:00pm will be redirected to continue their ride by following the 62 mile route.

If a rider chooses to continue on the Gallo & Iacovangelo Century - 100 mile route, they will be unsupported:

- All rest stops will close at 4:00pm
- Sweep SAG vehicles will not follow riders officially on the route

### Route Closes @ 4pm Sharp: ALL ROUTES WILL BE CLOSED

- Rest stops will be closed
- Sweep SAG vehicles and Cyclist Ride Marshalls will notify remaining cyclists on each route then return to XEROX
- Riders will have the option to request transport from the SAG vehicles or continue cycling to XEROX (not recommended)
- Riders who choose to continue cycling to XEROX will be unsupported while on the routes and do so at their own risk – no Rest Stops, no SAG vehicles



# Red Riders... Commemorative Jerseys and More!

## Tour de Cure Thank You Gifts

- 2015 brings amazing incentives for riders! Check Out the Elite Tour Fundraising Incentives on our website at <http://diabetes.org/rochestertour>
- Sage Ratty Tour de Cure Thank You Gifts can be redeemed on Saturday, June 13 if you are completed with your fundraising. All participants have until Friday, July 17<sup>th</sup> to qualify for prizes. Participants can then go online or call in to redeem their prize. Your prize will then be delivered right to your door!
- And don't forget – you can still get your 2015 Tour de Cure Commemorative Jersey on Tour Day WHILE supplies last! Turn-in or raise online \$500 and you will be riding in style! If we run out...you can still order your commemorative Jersey when Tour de Cure Thank You Gift Certificates are redeemable!

## Champions for Diabetes Club...Watch for the Gold Rider Number!

The Champions for Diabetes members are riders that raised \$1,000 on or before June 8th at 12Noon. This year our Champions for Diabetes members will receive AWESOME perks including:

- Email recognition sent out to all Tour Riders announcing the Champions
- VIP Parking at Xerox Corporation
- Enter into a drawing to win a bike compliments of Park Avenue Bike Shop
- Receive a key(s) for every \$1,000 you raise at the VIP Reception for a chance to win the Constellation Brands Wine Giveaway!
- Tour de Cure Champions Medal
- Unique Champion Gold Tour Rider number
- Entrance to the Champions Tent day of Tour that includes:
  - \*A grab and go breakfast compliments of Simply Crepes
  - \*Starbucks coffee and refreshers
  - \*Gear Bar with tubes, patch kits & CO2 cartridges compliments of Towpath Bike
  - \* Champions Lunch compliments of Simply Crepes
  - \*Lounge area with massages, personal bathroom and much more!
- Champions Prize Package for Thank you Gifts at the \$2,600 level and up



Constellation Brands



## Red Riders sponsored by UR Medicine.... It's Why WE Ride!



It is the mission of the American Diabetes Association to find a cure for diabetes and improve the lives of all those affected by diabetes. We ride for the Red Riders who are all people that have diabetes. WHAT DO YOU DO WHEN YOU SEE A RED RIDER?

There are over 100 Red Riders that will be riding in the Tour de Cure this year and we want YOU to help us recognize them. Red Riders will be wearing a Red Rider Jersey and a Special Rider Number that reads 'Red Rider' sponsored by UR Medicine! We want to hear you ALL say to them "GO RED RIDER! GO!" when you see them this year! It is our goal to encourage and support everyone with diabetes who is out riding at the Tour de Cure and taking charge of their health by being active. Practice in advance and we want to hear you out there! GO RED RIDERS!

**Red Riders...** To pick up your UR Medicine Red Rider Jersey please go to the **Red Rider/Team Red Team Tent!** A Special Thank You to UR Medicine for being the 2015 Red Rider Sponsor!



## Your Tour de Cure Checklist.... Get in check before rubber side down!

- 1. Emergency Waiver/Information Release Form:** Every Rider must have one of these filled out on Tour Day in order to ride – no exceptions! Copies will be available at early packet pickups and at the Registration Area at XEROX. You can find a link on Your Tour Center to print the Waiver if you misplaced yours!
- 2. Collection Envelope with Minimum of \$200 in Donations:** Check-in will go quickly if you complete your envelope in advance. If you've lost yours, or you already turned it in and have collected more donations, extras will be available at the CNB Mortgage Company Registration Area on Tour day!
- 3. Rider Numbers/Lunch Wristband:** When you turn in your Emergency Waiver/Information Release Form at the Registration Area on Tour day you will receive a Rider Number. **Pin your Rider Number on your back and make sure it is visible at all times!**
- 4. Helmet:** If you don't have one, you must get one! No one is permitted to ride without a helmet. If you forget, helmets are available for purchase at any of the sponsor bike shops. Price dependent per the bike shop.
- 5. Changing Route Options?** Inform the volunteer when you check in and you'll be provided the appropriate route map. Please make sure to always watch your time when changing distances. Riders must be finished at 4:00pm.
- 6. Tour de Cure Event T-Shirt**  
There will be a T-Shirt Area inside the CNB Mortgage Company Registration Area where you can pick up your Tour de Cure Event T-Shirt .You are eligible to receive your Event T-Shirt you MUST have raised a minimum of \$200.
- 7. What Should I Bring with Me on Saturday, June 13? Everyone Should Pack:**
  - Your Bike
  - Helmet
  - Extra Bicycle Tubes - **A MUST!**
  - Patch Kit - **A MUST!**
  - Sweat band or bandana to wear under your helmet (optional)
  - Water bottles and/or Hydration Pack - **A MUST!**
  - Emergency Contact Card/Medical Insurance Card - **A MUST!**
  - ID - **Mandatory**
  - Credit Card/Cash - **A MUST!**
  - Cell Phone - **A MUST!**
  - Lip Balm
  - Medical Alert bracelet/necklace
  - Sunglasses
  - Sunscreen (Make Sure to Lather Up on Sunscreen Before You Leave the House)
- 8. Tour de Cure Volunteers:** Our Volunteers will be wearing Orange T-Shirts this year! Make sure to give them a BIG cheer for their outstanding Volunteer Support... the Tour de Cure happens because of volunteers! Go Tour de Cure Volunteers!



**9. Live Entertainment!** To get you geared up before and after your ride...enjoy the sounds from Jimmy C's Music Machine! We also welcome The Relix & The Significant Others as our live music for the afternoon!

**10. The Rochester Regional health - Total Sports Experience Kid Zone:** The fun for families begins with the 3 Mile Family Ride at 11:30am. At 12:00pm the he Total Sports Experience Kids Zone Kid Zone opens with an obstacle course, kids bike course, bounce house, face painting, clowns, balloon artist and more!



**11. Tour de Cure Vendor Village:** Visit our new and improved Vendor Village this year comprised of our sponsors and new partners! The Vendor Village is located just before the Burgundy Basin buffet in the Food Tent. Stay tuned for a list of who's who closer to day of Tour on our website at [diabetes.org/rochestertour](http://diabetes.org/rochestertour)

**12. Food trucks:** Once again, family members and friends will be able to purchase lunch from one of our Food Trucks! Food Trucks will be located next to the burgundy Basin Food/Palmers Food Services Food Tent.

Burgundy Basin



**13. Last Rider Lounge:** The Last Rider Lounge is our Simply Crepes and Constellation Brands VIP/Champion Tent that turns over at 5:00pm to our lounge for riders who may be late crossing the finish line. The Last Rider Lounge will have a massage therapist, music, and food for you to enjoy. We want every rider to feel like they are part of the celebration – no matter what time they cross the finish line! **The Last Rider Lounge is open until 6:00PM!**

**Thank YOU for your support and participation! Looking forward to seeing lots of smiles and excitement on Saturday, June 13!!**

