



**TourdeCure**  
American Diabetes Association®

**Many Roads. One Purpose.**

# LOCAL EVENT GUIDE

## Phoenix

### TOUR DE CURE

Saturday, March 19, 2016

REACH 11 Sports Complex

Tour de Cure is thousands of people across the U.S. riding to stop diabetes. Supported by contributions from thousands more, Tour de Cure participants ride for the nearly 30 million people living with diabetes, and the 86 million more Americans currently at risk. Join them for the ride of your life.



Find your local tour and register to ride at: **diabetes.org/tour** or **1-888-DIABETES**



## Local ADA Office, Route Descriptions....

American Diabetes Association  
5333 N. 7<sup>th</sup> Street Suite B-212  
Phoenix, AZ 85014  
Tour de Cure Local Staff:  
Mary Rein  
Tel: 602-861-4731 x7093 , Fax: 602-995-1344  
Email: mrein@diabetes.org

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## ***Thank you for registering for the **March 19, 2016** Phoenix Tour de Cure!***

We're celebrating the 25th Anniversary of the Tour de Cure and we want you to be a part of this incredible day. Since 1991, Tour de Cure riders have raised over \$250 million to help advance our mission and move us closer towards the ultimate goal to Stop Diabetes! The Tour de Cure is more than just a cycling event. It's a day packed with excitement and energy where riders of all levels join forces in the fight to Stop Diabetes® and raise critical funds for diabetes research, education and advocacy in support of the American Diabetes Association. We promise to go the extra mile to make sure your experience is memorable, and we're gearing up for another exciting event by offering all the extras you can expect from a Tour de Cure event including breakfast & lunch, scenic route choices for all types of riders, medical and on-course support, well-stocked rest stops, and a finish line festival full of fun and activities. This guide contains information to help you prepare for the Tour de Cure and tips to ensure you have an exceptional experience on the day of the ride.

### ***Route Descriptions***

The Phoenix Tour de Cure begins at Reach 11 Sports Complex, located at 2425 E Deer Valley Road, North Phoenix. Our five routes are designed to appeal to all skill levels.

#### **Routes include:**

- **10 Mile Fun Ride** Our family-friendly Fun Ride is appropriate for all ages and fitness levels and takes riders through the residential Desert Ridge neighborhood, returning to the finish line celebration at REACH 11.
- **25 Mile Ride** Our 25 Mile Ride offers a moderate challenge while being safe and scenic. Frequent rest stops and plenty of route support make this ride a great choice for the recreational cyclist.
- **50 Mile Half Century** Our 50 Mile Half Century takes cyclists west of I-17 through Stetson Hills and Lake Pleasant Parkway featuring a loop through the community of Anthem. Full route support ensures a safe ride from start to finish.
- **100 Mile Century and 75 Mile Ride** Challenging routes for experienced riders, 75 and 100 milers enjoy a loop through the community of Anthem.

\*Please note these routes are subject to change based on final permits, and unexpected construction/road conditions. Final routes will be posted on the "Route Descriptions" diabetes.org/phoenixtourdecure page of our website as we get closer to the event. Please check our website for the most up-to-date route information.

For more information please contact : Mary Rein at 602-861-4731 x7093 or mrein@diabetes.org



## Location, Directions, Parking, Lodging...

### Location

REACH 11 Sports Complex  
2425 E Deer Valley Road  
Phoenix AZ 85050

### Directions & Parking Details

#### From I-17:

Take I-17 to Loop 101 East. Exit at Cave Creek Road and go north (left turn). Travel approximately  $\frac{3}{4}$  mile and make a right on E Deer Valley Road. The entrance to REACH 11 will be on your right. Follow the directions of the parking personnel.

#### From I-10:

Take I-10 to SR 51 North. Take SR 51 to 101 West. Exit at Cave Creek Road and go north (right turn). Travel approximately  $\frac{3}{4}$  mile and make a right on E Deer Valley Road. The entrance to REACH 11 will be on your right. Follow the directions of the parking personnel.

### Parking

While there is ample parking at REACH 11 Sports Complex for all riders and volunteers, we may share the facilities with other events. Carpooling is encouraged to minimize traffic in and out of the Complex.

**Please follow the directions of the Tour de Cure volunteers and parking personnel when entering and departing REACH 11 Sports Complex.**

Once you arrive, please make your way to the **Rider Check-In Tent**. At check-in, you will turn in your completed Emergency Information form (waiver) and any cash/check donations in the collection envelope. (The Waiver form and envelope are enclosed in the Welcome Rider Packet). If you've raised all of your funds online you do not need to bring a collection envelope with you. You will then receive your bib number.

**Priority/VIP check-in** will be available for Red Riders and Champions to Stop Diabetes (riders who raise \$ 1,000 or more). Team members may check in together or individually, as long as the team captain checking in has signed waivers and collection envelopes for each rider. Please communicate and coordinate any special circumstances with the Tour de Cure Coordinator prior to the event.

### Event Lodging

Enjoy the Tour de Cure even more by staying close to the start site the night before the big event! We have reserved a special Tour de Cure rate for your stay. Please visit the local Tour de Cure website [www.diabetes.org/phoenixtourdecure](http://www.diabetes.org/phoenixtourdecure) to make your reservation. Mention the Tour de Cure and make the Tour de Cure a weekend getaway.

### Tour de Cure Start Times

**NOTE:** Minimum pace for each route includes rest stops

#### 100 Mile Century

Check-In 6:00 am  
Ride Start 6:45 am  
Route Closure 1:45 pm

\*15 mph min pace **COLOR: ORANGE**

#### 75 Mile Ride

Check-In 6:15 am  
Ride Start 7:00 am  
Route Closure 2:30 pm

\*10 mph min pace **COLOR: BLUE**

**\*\* 75 and 100 Milers:** Riders must reach North Valley Parkway and Dove Valley/Sonoran Parkway (42 miles for 75 mile route, 66 miles for 100 mile route) by 11:30am, or they will be diverted to the 50 mile route

#### 50 Mile Half Century

Check-In 6:30 am  
Ride Start 8:00 am  
Route Closure 1:30 pm

\*9 mph min pace **COLOR: PINK**

#### 25 Mile Ride

Check-In 7:30 am  
Ride Start 9:00 am  
Route Closure 1:00 pm

\*6 mph min pace **COLOR: GREEN**

#### 10 Mile Ride

Check-In 9:00 am  
Ride Start 10:00 am  
Route Closure 12:30 pm

\*4 mph min pace **COLOR: YELLOW**

### Tour de Cure Schedule

6:00 am Registration Opens  
Pre-ride food service opens  
100 Mile registration

6:15 am 75 Mile registration

6:30 am 50 Mile registration

6:45 am 100 Mile ride start

7:00 am 75 Mile ride start

7:30 am 25 Mile registration

8:00 am 50 Mile ride start

9:00 am 25 Mile ride start

10 Mile registration

10:00 am 10 Mile ride start

Pre-ride food service ends

11:00 am Lunch opens

Entertainment begins

2:45 pm All routes closed

\*May be subject to change.



# Fundraising Tips, Mobile App, Social Media...

## Local Fundraising Information & Tips

**The fundraising minimum in order to participate in the Phoenix Tour is: \$200 (per participant)**

The funds raised through the Tour de Cure help to support diabetes research, advocacy, and community programs. Because we want to help make it as easy as possible for you to raise money here are a few fundraising tips for you:

1. Make it personal. Personalize your webpage, upload a picture and share your story! Why do you ride? Your donors will want to know and will be more inclined to donate if they know the cause is close to your heart.
2. Send emails. Your Tour Center provides you with message templates, Tour stationery and email tracking tools to get your fundraising moving.
3. Get social. Download the Facebook fundraising tool and let social media do some of the work for you!
4. Go mobile. Use the mobile application available for iPhone and Android users and fundraise from anywhere.
5. Take it "offline". Put up a Tour de Cure poster in your office and ask your co-workers to either sponsor you or ride with you!



## Fundraising Tools & Resources

The Tour de Cure is also ready to be with you on the go! The iPhone and Android apps make fundraising simple and easy. Simply log into your Tour Center and click on the App buttons or go to your app store and search Tour de Cure.



If you are looking for a new way to raise funds, consider using the Facebook fundraising tool. If you are using our online fundraising tools, just log into your Tour Center and click the "Fundraise with Facebook" badge on your welcome screen. For other helpful tips, information and news on Tour, like us on Facebook at [www.facebook.com/tdcphoenix](http://www.facebook.com/tdcphoenix)

Don't have much time? Using Twitter can be an easy, quick way to help spread the word about your involvement in Tour de Cure. Share a simple status using one of the "Facts You Can Use" with the link to your personal fundraising page. Don't forget to tag us in any Tour related posts or pictures by adding **#TdCPHX** at the end of your post, and follow us **@tourdecurePhx** for other quick updates!



## FACTS YOU CAN USE

### Fast Facts: Phoenix Tour de Cure

- In 2015, over 1200 riders raised over **\$525,000** to Stop Diabetes.
- **15%** of our participants are Red Riders (riders who have type 1 or type 2 diabetes)

### Fast Facts: Diabetes

- **29.1** million Americans have diabetes – 10% of the total U.S. population.
- **86** million Americans have pre-diabetes.
- **1 in 3** children born today will develop diabetes in their lifetime if current trends continue.
- The total annual economic cost of diabetes in America is estimated to be **\$245 billion**.

### Fast Facts: Tour de Cure

- The largest cycling event for diabetes in the country.
- **Over 60,000** Tour riders nationwide.
- We are celebrating our 25<sup>th</sup> anniversary in 2016!
- We host **over 80** Tour de Cure events in **over 40** states.

### Fast Facts: American Diabetes Association

- Nation's leading 501(c)3 nonprofit health organization providing diabetes research, information and advocacy.
- Founded in 1940.
- Serve hundreds of communities across the country.
- Mission: to prevent and cure diabetes and improve the lives of all people affected by diabetes.







## Champions to Stop Diabetes, Top Teams...

### Champions to Stop Diabetes - \$1,000+

When you ride in Tour de Cure, you take part in something unique. You join the ranks of some of the most passionate people in the country – people who care about cycling, health and, above all, finding a cure for diabetes. The **Champions to Stop Diabetes** program is our way of thanking our most outstanding fundraisers, those who raise \$1,000 or more by March 19, 2016.

Perks include the Champions Dinner, VIP Parking at the event, special Champion bib numbers, Champion apparel and more!



### 2016 Champion Incentives!

**VIP Package:** Airfare, hotel, and event registration for one (1) to ride as a VIP in the 2015 Utah or Colorado Tour de Cure.

**\$10,000 Pacesetters**

**Commemorative 25<sup>th</sup> Anniversary Champions Gloves:** Raise \$1250 by February 19 to have your gloves prior to the Tour de Cure!

**\$1,250 Silver Spokes**

#### Champions Jersey and Apparel!!!

- Invitation to Champions Dinner on March 16
- VIP Parking and Special Check-in
- Champions Medal
- Personalized Champions Bib Number, Recognition from Stage, Opportunity to ride in Tucson Tour de Cure\*
- Jersey Jam – Raise \$1,000 by February 19 and receive your 2016 Jersey to wear at the event!

**\$1,000 Bronze Pedals**

\* \$1000 must be raised by February 19 to qualify.



## 2016 Team Incentives

**TOP 10 TEAMS** will be recognized in the 2017 Tour de Cure Brochure and website!  
**FIRST PLACE TEAM** will take possession of the Tour de Cure Traveling Trophy!

BENEFITS TO TEAM	\$20,000	\$10,000	\$5,000
*Donations must be received/confirmed by March 1 to secure day of event benefits			
• Morning coffee/snack service in team tent	▲		
• Additional Massage Therapist in Team Tent	▲		
• Additional Team Tent (10'x20' total) at the Tour de Cure Post Party Zone	▲		
• Massage Therapist in Team Tent	▲	▲	
• Team Tent (10'x10') at the Tour de Cure Post Party Zone	▲	▲	▲
• Opportunity to reserve time for team photo shoot	▲	▲	▲





# Red Riders, Team Red...

## Red Riders – You Are Why We Ride!



A Red Rider is a person who lives with diabetes and showcases the courage it takes to live every day with this difficult disease. Because we know our Red Riders live with diabetes year round, we'll be featuring them throughout the Tour season so that everyone knows just how special our Red Rider community is! Additionally, Red Riders receive special recognition on the day of the ride, including a custom Red Rider jersey\*, leading each ride out, signage along the route and special treatment when you cross the finish line! You'll also enjoy participation in the ceremonies and access to the Red Rider tent on the day of the Tour.

### HOW DO I GET RECOGNIZED AS A RED RIDER?

Contact Mary Rein at [mrein@diabetes.org](mailto:mrein@diabetes.org) let us know you want to be recognized as a Red Rider.

Red Riders can participate as individuals, on their own teams, or can join Team Red – a team created for anyone who doesn't have another team to join but who would like to join others who support the movement to Stop Diabetes.



All Red Riders who raise \$1,000 or more by the day of the event will receive complimentary bike shorts. Additionally, all Red Riders who raise \$2,900 or more by the day of the event will also receive a wind jacket! *These items will be available for pick up on the day of the ride!*

(\*To receive the Red Rider jersey the minimum fundraising requirement of \$200 must be met.)



### WHAT IS TEAM RED?

Team Red is a team for anyone who wants to support the movement to Stop Diabetes and doesn't have another team to join! If that's you, this team is for you!

If you are already part of a family or corporate team ... great! But if you are riding solo, then Team Red is for you!

**For more TEAM RED information please contact our Team Red Captain:**

**Bill Gertz**  
[Gertz@asu.edu](mailto:Gertz@asu.edu)

Or

**Mary Rein**  
602-861-4731 x7093  
[mrein@diabetes.org](mailto:mrein@diabetes.org)

You can also learn more about our local Team Red by checking out their team page at [diabetes.org/phoenixtourdecure](http://diabetes.org/phoenixtourdecure)







# What To Bring, What To Know....

## TOP 10 THINGS TO BRING

- 10.** Your completed emergency information form.
- 9.** Your collection envelope containing any donations by check. (Please convert cash or coins to a check payable to the American Diabetes Association.)
- 8.** Your helmet. No helmet, no ride!
- 7.** A well-tuned bike. Pack a spare-tube, patch kit, pump and tire tools.
- 6.** A well-trained body and any medications or diabetic supplies you will need. Carry your personal ID and insurance cards.
- 5.** Clothing appropriate for the weather. We ride rain or shine!
- 4.** A water bottle and a second bottle for sports drink to ensure you stay well-hydrated.
- 3.** A parent or guardian if you're under 18. Minors must be accompanied by an adult at all times. This includes riding in a SAG vehicle.
- 2.** \$200 or more turned in on or before the day of the Tour de Cure in order to participate.
- 1.** The knowledge that you've made an impact in the lives of people who have diabetes and who use the Association as a valuable resource in the care and management of their disease!

## Ride Details: What to Know Before You Ride

You'll see many people and things on the Tour de Cure route, all there to make your ride a better—and safer—one.

**SAG Wagons** – Standing for Support and Gear, these vehicles will be clearly marked with signs on the doors. Their main purpose is to patrol the route and assist the weary, broken down, or injured cyclist. In addition, they will lead the way in order to slow down any approaching vehicles and bring up the rear to make the pack of cyclists more visible to motorists.

**Amateur Radio Operators** – Known as the eyes and ears of the route, these individuals will be placed at each rest stop and/or in SAG vehicles on the route. With the help of their communications equipment, we will monitor where cyclists are on the various routes, where assistance may be needed, and the location of the first and last cyclists.

**Medical Volunteers** – This valuable group was selected for their ability to assist a cyclist in a variety of crisis situations. They bring an added sense of safety and security to the ride in the unlikely event of an injury or emergency.

**Police Escorts** – All local municipalities will be contacted and their assistance secured when possible. You will more than likely see local police slowing traffic at busy intersections, leading cyclists along the route and giving the okay to turn when sight distance is limited.



**Mechanical Support** – Mechanics will be available on the route to help if you break down, but we do recommend that you bring a few basic items such as a tool set and a spare tube. The mechanics may be delayed in reaching you if there are several people needing flats changed, and they will not have supplies to give as handouts.



**Directional Signs** – Directional signs will be alongside the road. Each turn will be preceded by a sign and will be followed by a confirmation to reassure you that you did in fact make the correct turn. On occasion, you may be on a road for a long stretch without having to make any turns. When this occurs, a straight ahead sign (accompanied by a straight ahead road marking) will be placed every few miles. There will also be signs to provide both you and approaching motorists with necessary information about the road ahead, such as “Rest Stop Ahead” or “Caution/Cyclists on Road.”

**Rest Stops** – Rest stops are conveniently located every 8-12 miles and will be fully stocked with fruit, snack bars, water and sports drink. Please take every opportunity to hydrate and stretch at the rest stops.



**Your safety is our top priority. Please read all safety information in this guide as well as the more detailed Cyclist Guide found in your Tour Center under the Training tab. Please help us keep the ride safe for everyone by using proper cycling etiquette.**



# Safety Information, Training, Volunteers, Bike Shops...

## Safety Information

The Tour de Cure is conducted on open roads with vehicular traffic. Roads include both marked and unmarked hazards. Though we take every measure to make the ride as safe as possible, always remember that your safety is in your own hands. Please observe the following 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 maximum of two abreast when conditions allow, but do not 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.
- Please refer to additional safety information on our website, [diabetes.org/tour](http://diabetes.org/tour), as well as on [bikeleague.org](http://bikeleague.org).

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 future of Tour de Cure as well as other organized cycling events depends on your cooperation with the rules above.

## Training Resources

We want to help you prepare for the ride of your life! We will be offering a variety of group training rides, clinics and informational events to make sure you have all the knowledge and skills needed for a safe and enjoyable ride. For all training opportunities, please visit our local website at [www.diabetes.org/phoenixtourdecure](http://www.diabetes.org/phoenixtourdecure) or call us at 1.888.DIABETES x 7093



will

## Volunteers Needed!

Each year, more than one million volunteers offer their time or resources to the American Diabetes Association to further the work of our mission. Volunteering is a great way to meet people, network, learn new skills and support the movement to Stop Diabetes.

The American Diabetes Association needs volunteers for a range of activities and events throughout the year. If you or someone you know is interested in volunteering to Stop Diabetes, please contact the Tour de Cure Volunteer Coordinator Mary Rein at 602-861-4731 x7093 and [mrein@diabetes.org](mailto:mrein@diabetes.org). All Tour de Cure volunteers receive a T-shirt and lunch, and a volunteer training will be conducted in advance of the day of event to properly train our volunteers.



## BIKE SHOP PARTNERS

This year we are proud to have the following bike shops supporting our Tour. Please visit one of the following locations for all of your cycling needs:

### Southwest Bicycles

[www.southwestbicycles.com](http://www.southwestbicycles.com)

### Landis Cyclery

[www.landiscyclery.com](http://www.landiscyclery.com)

### Sunday Cycles

[www.sundayproshop.com](http://www.sundayproshop.com)

### Bicycle Vibe

[www.bicyclevibe.com](http://www.bicyclevibe.com)

### Global Bikes

[www.globalbikesbikeshop.com](http://www.globalbikesbikeshop.com)

### Sonoran Cycles

[www.sonorancycles.com](http://www.sonorancycles.com)

### Performance Bicycle

[www.Performancebike.com](http://www.Performancebike.com)

## FOR MORE INFO 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 the Volunteer Route Chair at:

**Tom Donohue**

**Tel: 602-861-4731 X 7097**

**[TDonohue@diabetes.org](mailto:TDonohue@diabetes.org)**





## Frequently Asked Questions, Contact Info....

### AMERICAN DIABETES ASSOCIATION

5333 N. 7<sup>th</sup> Street  
Phoenix, Az  
85014

Tel: 602-871-4731 x7093  
Toll-free: 1.888.DIABETES  
Fax: 602.995.1344  
Web: [www.diabetes.org](http://www.diabetes.org)

Mary Rein

Tel: 602-871-4731 x7093

Email: [mrein@diabetes.org](mailto:mrein@diabetes.org)



**STOP DIABETES**

1.800.DIABETES

[www.stopdiabetes.com](http://www.stopdiabetes.com)

### YOUR TOUR DE CURE

**Committee Chair:**

**Tony Williams**



Interested in helping plan the Tour de Cure event? Have some great ideas? Contact the committee chair to join the Tour de Cure committee. It's a great group of friends all working together to make this event exceptional!

### Frequently Asked Questions

This section answers some of the most frequently asked questions.

We are happy to answer any additional questions you may have – just contact our office at **1-888-DIABETES** or [mrein@diabetes.org](mailto:mrein@diabetes.org) at 602-861-4731 x 7093

#### Q? What is the terrain of the ride like?

The 10 mile route is mainly flat, the 25, 50, 75 and 100 mile routes have moderate to challenging elevation changes. The route profiles with elevations will be posted to the local Tour de Cure website: [www.diabetes.org/phoenixtourdecure](http://www.diabetes.org/phoenixtourdecure)

#### Q? How many route lengths are there?

There are 5 routes from which to choose: 10, 25, 50, 75, and 100 miles

#### Q? Can friends and family participate in the Finish Line festivities?

Friends and family members are welcome at the post-ride party. They can cheer you across the finish line then join you for the on-site activities and entertainment. Lunch will be provided for all registered riders and volunteers

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

Personal SAGs are not permitted on the route. However, if you have someone in mind who can volunteer to drive a SAG available to all riders, please contact us.

#### Q? What if it rains?

We ride rain or shine! Pack rain gear just in case and don't let a little water stop you in the fight against diabetes! Check our local website for updates in case of severe thunderstorms that could delay or cancel the routes.

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

The finish line is open to welcome all cyclists back but there are route time limits in certain jurisdictions. All route close at [insert time] but we won't close the finish line until ALL riders are back!

#### Q? How many people can form a team?

We prefer each team to include five or more individuals, but you can have a team with two or more people.

#### 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. If pedaling, the minor is responsible for turning in the **\$200** minimum (regardless of age) and is also required to wear a helmet while riding. Children in trailers or bike carriers do not have to raise the minimum. Parents must sign a waiver for any minor under 18 riding, including those in a trailer or bike carrier.

#### Q? When and where do I turn in cash and check donations?

You may turn in your cash/check donations at any time to the American Diabetes Association. Checks should be made payable to American Diabetes Association.

Send to: **ATTN: Tour de Cure**

**American Diabetes Association**

**5333 N 7<sup>th</sup> Street, Suite B212**

**Phoenix, AZ 85014**