

TAKE THE **RIDE** OF YOUR **LIFE**

Tour de Cure  **American
Diabetes
Association**

LOCAL EVENT GUIDE

NORTH SHORE TOUR DE CURE

MAY 22, 2016

TOPSFIELD FAIRGROUNDS

TOPSFIELD, MA

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
10 Speen Street, Framingham, MA 01701
Tour de Cure Local Staff:
Sandy Foster
Tel: 617-482-4580 x3487, Fax: 508-626-4260
Email: sfoster@diabetes.org
Tara Greeley
Tel: 617-482-4580 x3461
Email: tgreeley@diabetes.org

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Thank you for registering for the May 22, 2016 North Shore 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 North Shore Tour de Cure begins and ends at the Topsfield Fairgrounds, 207 Boston Street, Topsfield, MA 01983. Our 4 routes are designed to appeal to all skill levels. **Routes include:**

15 Mile Ride Great for avid and newer cyclists alike, this route will travel through charming North Shore countryside and accessible to all ages and fitness levels.

31 Mile Ride Our 31 Mile Ride offers a moderate challenge while being safe and scenic. Frequent rest stops and plenty of SAG patrols make this ride a great choice for the beginner to intermediate cyclist. Riding this route, you will see picturesque North Shore landscapes with beautiful views and roads.

62 Mile/Metric Century This challenging route travels through the beautiful North Shore and includes scenic countryside and local communities. It is the perfect choice for the intermediate to advanced cyclist. Full route support ensures a safe ride from start to finish.

100 Mile Gran Fondo Our 100 Mile Gran Fondo is a true test of endurance – best suited for the experienced cyclist. This is an epic route including two timed segments for fantastic prizes, challenging climbs and a variety of terrain in Massachusetts and New Hampshire even reaching coastal views.

*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](#)" page of our website as we get closer to the event. Please check our website for the most up-to-date route information (www.diabetes.org/northshoretour).

For more information please contact Sandy Foster at 617-482-4580 x3487, sfoster@diabetes.org or Tara Greeley at x3461, tgreeley@diabetes.org.



Location, Directions, Parking, Lodging...

Location

Topsfield Fair Grounds - Lot A
207 Boston Street
Topsfield, MA 01983

Directions & Parking Details

From Points South:

Take Route 95 North to Exit 50. (Rte 1)
Follow Route 1 north to the Fairgrounds on right.

From Points North:

Take Route 95 South to Exit 53. (Rte 97)
Follow Route 97 south to Route 1.
Follow Route 1 south to Fairgrounds on left.

An email with complete parking details will be sent a few weeks prior to the event. Please follow the instructions of the parking volunteers as to where to park.

Once you arrive, please make your way to the **Check-In/Registration 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 all registered riders would have received). 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 check-in will be available for Red Riders & Champions to Stop Diabetes. Teams may check in together or individually.

Event Lodging

Enjoy the Tour de Cure even more by staying close by to the start site the night before the big event! Take a look at the [Doubletree by Hilton in Danvers](#):

50 Ferncroft Road
Danvers, MA 01923
(978) 777-2500

Mention the Tour de Cure and make the Tour de Cure a weekend getaway!

Book your room today and make it a weekend getaway!

Tour de Cure Check-In and Start Times

100 Mile Gran Fondo

Check-In 6:00 am
Ride Start 7:00 am
Route Closure 3:00 pm
**14 mph min pace*

62 Mile Metric Century

Check-In 7:30 am
Ride Start 8:30 am
Route Closure 3:00 pm
**11.5 mph min pace*

31 Mile Ride

Check-In 9:00 am
Ride Start 10:00 am
Route Closure 3:00 pm
**8 mph min pace*

15 Mile Ride

Check-In 10:00 am
Ride Start 11:00 am
Route Closure 2:00 pm
**6 mph min pace*

Tour de Cure Schedule

6:00 am Breakfast begins
100M registration opens
7:00 am 100M ride begins
7:30 am 62M registration opens
8:30 am 62M ride begins
9:00 am 31M registration opens
10:00 am 31M ride begins
15M registration opens
11:00 am 15M ride begins
Breakfast ends
12:00 pm Lunch, Festival & Expo Open
2:00 pm 15M route closes
3:00 pm 31, 62 & 100M routes close
3:30 pm Lunch, Festival & Expo Close

**May be subject to change.*



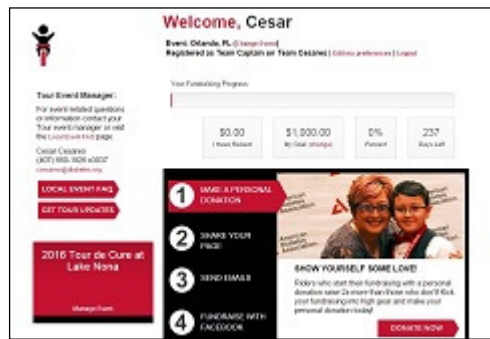
Fundraising Tips, Mobile App, Social Media...

Local Fundraising Information & Tips

The fundraising minimum in order to participate in the North Shore Tour de Cure 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 <https://www.facebook.com/tcdnorthshore>.

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 #tourdecure #northshore #northshoretourdecure at the end of your post.

FACTS YOU CAN USE

Fast Facts: North Shore Tour de Cure

- In 2015, 1,111 riders raised over **\$599,000** to Stop Diabetes.
- **10%** 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 25th 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 May 22, 2016. Champions to Stop Diabetes will receive special recognition on the day of the event including a Champion medal, signage along the route and opportunities to be recognized throughout the year. Also, all Champions will have the option to choose the Champion Jersey as their fundraising prize!

This year our Top 10 Individuals will receive special recognition on the morning of the Tour de Cure. We will recognize you in our start line announcements and the Top Individual Fundraiser as of May 22, 2016, will receive a special Top Fundraiser Yellow Jersey to wear proudly. Our top individuals will also receive exposure on the Tour website, shout outs on our Facebook page and more!

Top Teams

Any team that raises at least \$5000 by May 13, 2016, will be considered one of our Top Teams. If you go the extra mile to help us Stop Diabetes, you'll enjoy a unique experience at the Tour de Cure and beyond. We've added some special perks for our Top Teams, including:

- Exposure on the local Tour website.
- Shout outs on our local Facebook page.
- Customized signage on the day of the event.

DAY OF EVENT TEAM BENEFITS DONATIONS MUST BE RECEIVED/CONFIRMED BY MAY 13 TH TO SECURE DAY OF EVENT BENEFITS	\$60,000	\$40,000	\$25,000	\$10,000	\$5,000
Mega Team Experience Special team port-o-potties!!!					
Courtesy Concierge A dedicated volunteer to assist your team's needs at Tour de Cure!!					
Exclusive Team Bike Rack A bike rack will be provided at your team tent exclusively for your team to enjoy all day!					
Dedicated Team Tent Tent will be provided by the ADA, along with a table, 2 chairs, and a welcome basket.	20x30 Tent BONUS @100 riders you get a 20x40 tent!	20x20 Tent BONUS @75 riders you get a 20x30 tent!	10x20 Tent BONUS @50 riders you get a 20x20 tent!	10x10Tent BONUS @30 riders you get a 10x20 tent!	
Dedicated Team Meet Up Area Small area designated with a team sign for your team to gather pre- and post-ride					



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 **Jared Crotty**, jaredbcrotty@gmail.com, to 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.)*

RED RIDER HERO SPOTLIGHTS

Meet Gina Warner, Red Rider and Team Captain of Warner's Warriors

I was diagnosed with type 1 diabetes in 1974, a time when there was no blood sugar testing, synthetic human insulin, continuous blood glucose monitoring or insulin pumps. My mom and dad were left to figure out a young child's blood sugar through my behavior and how much energy I did or didn't have. At that time there was no technology to lend a hand.

Long gone are the days of "guessing" blood sugars due to how I was feeling, hoping I was lucky to guess close to what my blood sugar actually was. Advances in diabetes research have added tools and equipment that have helped to control my diabetes and allow me to participate in any activities that I choose. I feel fortunate and some days downright lucky to be living in a time when diabetes is no longer an obstacle for me.

I am thrilled to be riding in the American Diabetes Association's North Shore Tour de Cure for the third year in a row. **How lucky am I to be able to ride alongside my family and friends who likewise hope for a future free of diabetes? That's easy. I feel the luckiest of all.**



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:

Mark Harrison
mark.harrison14@comcast.net

You can also learn more about our local [Team Red](#) by checking out their team page.

Meet Bobby Trudeau, 18, Red Rider and Youth Leader for the American Diabetes Association



I've had diabetes since I was 15 months old, a disease that my family and I deal with on a day-to-day basis. Maintaining stable blood sugar is easier said than done, as stress in school will raise my blood sugar and make it difficult to concentrate, and then activity can raise it one minute making it difficult to compete, then make it bottom out another minute, making competition dangerous for me. It's all a balancing act, every day trying to correct for as many variables as I can figure out in order to allow me to go about my day as best I can. I also have a brother with diabetes, which is neat because I have someone who is in the same boat as I am, but it's most obvious when we are both low and argue about who is too low to have to get his own juice.

I have been an ADA Youth Leader since the 8th grade, where I can talk with other diabetics, get involved in projects for diabetics, and really just immerse myself in everything the diabetic community has to offer. I've been to talks to hear from doctors who are working on life-changing, often life-saving devices, and they receive a lot of their funding from the ADA. The Tour de Cure is an event that provides funding to these doctors, and at the same time, it allows diabetics to sort of flex their muscles and prove that we can do the same stuff someone with a functioning pancreas can do. I can go and ride a hundred miles alongside my teammates who are both diabetic and not diabetic. It's an event where I feel like I'm giving back to the people who have given so much to me, to the people who help make so many other people's lives infinitely easier. In my mind, providing for their continued research while also proving the worth of their research by taking on the challenge as a diabetic is one of the best things I can do for the diabetic community.





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.

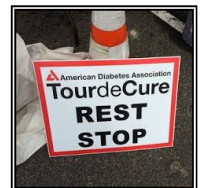
Mechanical Support – Mechanics will be available on the route to help if you break down, but we do recommend that you bring a few basic items such as a tool set and a spare tube. The mechanics may be delayed in reaching you if there are several people needing flats changed, and they will not have supplies 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, as well as on 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 <http://diabetes.org/northshoretour> or call us at 617-482-4580 x 3487.

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. Lend your skills to support the American Diabetes Association – become a volunteer!



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, Tara Greeley, tgreeley@diabetes.org, 617-482-4580 x3461.

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:



CHECK OUR WEBSITE AS NEW BIKE SHOPS JOIN US FOR 2015!

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:

Sandy Foster, sfoster@diabetes.org, 617-482-4580 x3487

Or

Tara Greeley, tgreeley@diabetes.org, 617-482-4580 x3461



Frequently Asked Questions, Contact Info....

AMERICAN DIABETES ASSOCIATION

10 Speen Street, 2nd Floor
Framingham, MA 01701
Tel: 617-482-4580 x3487
Toll-free: 1.888.DIABETES
Web: www.diabetes.org



STOP DIABETES

1.800.DIABETES
www.stopdiabetes.com

YOUR TOUR DE CURE Committee Chair:

Doug Foster
chairnorthshoretour@gmail.com

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 Sandy Foster at sfoster@diabetes.org.

Q? What is the terrain of the ride like?

Each route will have varying terrain. All routes will travel on paved roads however the width of the road and the shoulder will vary throughout the route. All routes will include at least some rolling hills and the longer routes will have some steeper hill climbs. Although we try to minimize them, some routes will travel through busy intersections.

Q? How many route lengths are there?

There are 4 routes from which to choose: 15, 31, 62 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, however we require a \$5 donation if any non-cyclists or non-volunteers opt to have lunch (lunch is complimentary for all cyclists and volunteers). Your friends and family can cheer you across the finish line then join you in touring the expo, taking part in on-site activities, and enjoying the exciting entertainment.

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 3 p.m. 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 and mailed to our office: Attn: North Shore Tour, 10 Speen Street 2nd Floor, Framingham, MA 01701.