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TOUR DE CURE COORDINATOR

Lisa McChristian
713-977-7706 x 6012
Email:
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Manager:
Brian McGrath
713-977-7706 x 6984
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American Diabetes Association® Tour de Cure® 2012

Welcome to the Houston Dignity Memorial® Tour de Cure! **September 22, 2012**

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 26 million Americans with diabetes and their families.

Route Descriptions

Choose from one of our five distances: our CST Group 10 mile family loop, 27, 47, 63 or 100 miles. All of our routes feature plenty of well stocked rest stops, restrooms and mechanical, medical and mobile support. When you return from your amazing ride, enjoy the best cycling event party in Texas at Champion Nissan Katy! Kick back with live music, activities for kids, vendors of all kinds, massage therapists, entertainment and the best food provided by Texas Beef Council.

Route schedules and directions are on the next page. Please visit diabetes.org/tour to view full route maps.



JOIN THE MOVEMENT TO STOP DIABETES

- Share.** Your Story. Your experience. Your hope for a cure.
- Act.** Sign up for events, volunteer your time, become an advocate.
- Learn.** Improve your health and the health of your family.
- Give.** Your donation will help fund research, outreach and education.

STOPDIABETES.COM or 1-800-DIABETES

For Internal Use Only: 44101-8030-1201

TOUR DE CURE STARTING TIMES

100 Miles

Check in opens at 6:30 a.m.
Route opens at 7:00 a.m.
Route markings will be

ORANGE

63 Miles

Check-in opens at 6:30 a.m.
Route opens at 7:20 a.m.
Route markings will be

BLUE

47 Miles

Check-in opens at 7:20 a.m.
Route opens at 7:40 a.m.
Route markings will be

GREEN

27 Miles

Check-in opens at 7:20 a.m.
Route opens at 8:00 a.m.
Route markings will be

RED

CST Group 10 Mile Family Loop

Check-in opens at 8:00 a.m.
Route opens at 8:30 a.m.
Route markings will be

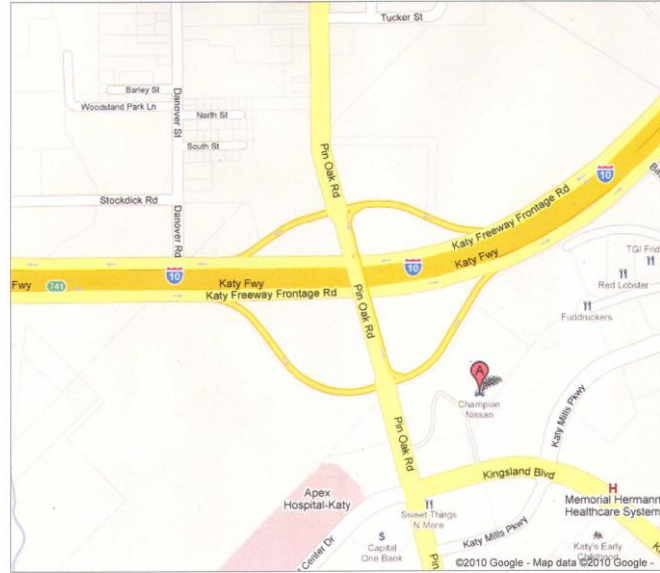
PURPLE

TOUR DE CURE TENTATIVE SCHEDULE

| | |
|-----------------|---|
| 6:15 am | Breakfast starts |
| 6:30 am | 100mi Riders' Registration |
| | 63mi Riders' Registration |
| 7:00 am | 100mi Riders leave |
| 7:20 am | 63mi Riders leave |
| | 47mi Riders' Registration |
| | 27mi Riders' Registration |
| 7:40 am | 47mi Riders leave |
| 8:00 am | 27mi Riders leave |
| 8:00 am | 10mi Riders' Registration |
| 8:30 am | 10mi Riders leave |
| 9:30 pm | Post Event Party Begins Entertainment Begins |
| 10:30 am-3:00pm | Lunch served |
| 3:00 pm | Route Sweep/ Event Ends |

Location

Champion Nissan Katy
25550 Kingsland Blvd. Katy, TX 77494



Parking Details

Parking will be available behind Champion Nissan Katy and at Katy Mills Mall. If you plan to park at Champion Nissan, please be advised that it will be on a grass lot. If you plan to park at Katy Mills Mall, please park and then ride your bike down to the start/ registration area at Champion Nissan Katy.



FAST FACTS:**DIABETES**

- ❖ 25.8 million Americans have diabetes.
- ❖ 79 million Americans have pre-diabetes.
- ❖ 1 in 3 children born today will develop diabetes in their lifetime.
- ❖ The total annual economic cost of diabetes in America is estimated to be **\$174 billion**.

FAST FACTS:**TOUR DE CURE**

- ❖ The largest cycling event for diabetes in the country
- ❖ **50,000+** participants nationwide
- ❖ We host **83** Tour de Cure events in **43** states

FAST FACTS:**AMERICAN DIABETES ASSOCIATION**

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

YOUR TOUR DE CURE COORDINATOR IS:

Lisa McChristian
713-977-7706 x 6012

Email:
lmccchristian@diabetes.org

**Local Fundraising Information & Tips**

The fundraising minimum for the Houston event is: **\$150**

It's easy to put the FUN back in FUNdraising, if you follow just a few simple steps!

1. Personalize your webpage, upload a picture and share your story!
2. Send out an email to all of your friends, family & co-workers and include a link to your personal webpage.
3. Write a personal letter to all of those you do business with and include a self-addressed stamped envelope for them to send you a donation.
4. Work with a local restaurant or bar to have a benefit night on your team's behalf for the Tour de Cure.
5. Put up a Tour de Cure poster in your office and ask your co-workers to either sponsor you or ride with you!

Local Recognition & Incentives

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 strongest supporters, including:

Top Individual Recognition

\$1000+ fundraisers will be invited to a special VIP dinner the evening before the event.

The Top Individual Fundraiser will receive a special Top Fundraising jersey to wear proudly on the day of event.

Top Team Recognition & Incentives

Any team that raises \$5,000 or more receives a private VIP tent at the Tour de Cure that includes a table, chairs, snacks, and beverages.

Teams that raise \$10,000 or more will have their own massage therapist!

Fundraising Tools & Resources

If you are looking for a new way to raise funds, consider using the Boundless Fundraising application for Facebook. 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.



The Tour de Cure is also ready to be with you on the go! There are new iPhone and Android apps that can 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.



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?

Anyone can join Team Red!

Team Red is a group of Red Riders, friends, family, and anyone else on a mission to Stop Diabetes! If you are interested in joining Team Red, contact:

FOR MORE Team Red INFORMATION:

Team Captain:

Ken Cole

Tel: 713-882-9148

Email: bmcgrath@diabetes.org



Recognizing Riders with Diabetes

The Tour de Cure is an event that celebrates all riders with diabetes as our heroes on the day of the event! All participants that have diabetes are Red Riders and they will receive special recognition on the day of the ride, including a custom Red Rider jersey* to wear with pride as you lead the ride out! You'll also enjoy participation in the ceremonies and access to the special Red Rider Tent. (*Red Rider jersey subject to a local availability; minimum fundraising required.)



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 have 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 Ken Cole at 713-882-9148 or at bmcgrath@diabetes.org 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.

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
- Kiss-a-pig! Raise money for your Tour de Cure team to see your President or CEO kiss a real pig. Contact your ADA representative for more details.

BIKE SHOP SPONSORS

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



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

Lisa McChristian
713-977-7706 x 6012
Email: lmchristian@diabetes.org

Brian McGrath
713-977-7706 x 6984
Email: bmcgrath@diabetes.org

AMERICAN DIABETES ASSOCIATION

2400 Augusta Dr.
Suite. 175
Houston, TX 77057
Tel: 888.DIABETES
Fax: 713-977-6277

Ride Details: What to Know Before You Ride

1. Fundraising minimums: **\$150/adult** (age 18+), **\$100/teen** (ages 13-17), **\$50/child** (through age 12) ***children riding in bike carriers or burleys (not pedaling) are free*
2. All minors (under age 18) must be accompanied by an adult at ALL times. This includes riding in the Support and Gear (SAG) vehicle.
3. 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.

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 (and ask about matching funds) | \$50 |
| 5. Ask five co-workers to contribute \$10 each (or sell Tour de Cure pin-up jerseys at the office) | \$50 |
| 6. Ask five neighbors to contribute \$10 each | \$50 |
| 7. Ask three businesses you frequent for \$25 each (dry cleaner, hair stylist, doctor, etc.) | \$75 |

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. *Also check your mobile apps for the Tour de Cure fundraising app available on the iPhone and Android.*

Congratulations! You've raised \$400!

WHAT TO BRING CHECKLIST

- | | |
|--|---|
| <input type="checkbox"/> Any cash or check donations in the Collection Envelope provided | <input type="checkbox"/> Any special food you must have |
| <input type="checkbox"/> Completed Emergency Information Form | <input type="checkbox"/> Spare tube, patch kit and tools |
| <input type="checkbox"/> A well-tuned bike | <input type="checkbox"/> Personal ID and insurance cards |
| <input type="checkbox"/> Your helmet. No helmet, no ride! | <input type="checkbox"/> Sunscreen & lip balm |
| <input type="checkbox"/> Clothing appropriate for the weather | <input type="checkbox"/> A water bottle and another bottle for sports drink |
| <input type="checkbox"/> A trained and hydrated body | <input type="checkbox"/> Any diabetes supplies or medication you are taking |

<http://main.diabetes.org/HoustonTourdeCure>

TOP 10 THINGS TO BRING

10. The 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. \$150 or more turned in on or before the day of the Tour de Cure in order to participate.
1. Excitement for the great ride and the impact you're making to Stop Diabetes!



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 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

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

Please check our website for an updated training ride list and training plans. These rides are unsupported and are operated by our bike shop sponsors. If you have any questions concerning the distance, speed, or skill level of the rides, please contact the store hosting the ride.



CHAMPIONS TO STOP DIABETES FUNDRAISING LEVELS

| | |
|----------------------|--------------------|
| Pace Setters | \$10,000+ |
| Golden Gears | \$5,000 - \$9,999 |
| Silver Spokes | \$2,600* - \$4,999 |
| Bronze Pedals | \$1,000 - \$2,599 |



*Based on the current approximate number of people with diabetes: 25.8 million

WHAT YOU CAN EXPECT TO SEE

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 magnetic signs on their driver and front passenger 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.

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.

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.

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 couple 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 ten to fifteen miles and will be fully stocked with fruit, snack bars, water and sports drink. They are staffed by at least one volunteer with transportation, an amateur radio operator and a medical volunteer.

Your safety is our top priority. Please read all safety information in this guide as well as the more detailed Group Riding Manual online at diabetes.org/tour. Please help us keep the ride safe for everyone by using cycling etiquette.





AMERICAN DIABETES ASSOCIATION

2400 Augusta Dr.
Suite 175
Houston, TX 77057
Tel: 713-977-7706
Toll-free: 1.888.DIABETES
Fax: 713-977-6277
Web: www.diabetes.org

VOLUNTEERS NEEDED FOR 2012 TOUR DE CURE!

If you or anyone you know would like to help make sure that the 2012 Tour de Cure is the BEST and SAFEST it can be, please contact

Logistics Coordinator

Liz Sian

Email: esian@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

Lisa McChristian
713-977-7706 x 6012
Email: lmccchristian@diabetes.org

Brian McGrath
713-977-7706 x 6984
Email: bmcgrath@diabetes.org

Frequently Asked Questions

This section will answer some of the most frequently asked questions. If you need additional information, please call **Lisa McChristian** at 713-977-7706 x 6012.

Q? What is the terrain of the ride like?

The 10 Mile Family Loop is an easy ride for beginners touring the outer Katy area. The 27, 47 & 63 mile routes will have gentle rolling hills through the scenic countryside. The 100 mile route includes much of the other routes with some additional hill work from Cat Springs to Bellville. You will have a quick ride on the Coushatta roller coaster before you head back to the Champion Nissan finish line.

Q? How many route lengths are there?

There are 5 routes from which to choose: 10, 27, 47, 63 and 100 miles

Q? Can friends and spouses participate in the festivities at the Finish Line?

Friends and family members are welcome at the finish line, but only official Tour de Cure Vehicles or volunteers should be on the route. Also, participants will receive lunch for free, but friends and family can purchase tickets for food, if desired.

Q? Can I bring my own personal SAG?

Personal SAGs are **not** permitted on the route. However, if you would like to volunteer to drive a SAG available to all riders, please **contact Liz Sian**.

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 the Web site or call **713-977-7706** 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. The Route closes at 3:00 p.m. and there is no support after the close time. Please ensure you have trained to be able to finish your route in time. For example, you will need to ride an average of 11 miles an hour to finish the 63 mile route between 7-3 pm. You will be. As late afternoon approaches, one of our SAG vehicles will ask you if you would like to be brought to the finish if needed. Please be aware and plan accordingly that lunch will be served until 3:00 p.m.

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. Teams are not competing for time as this is a fun ride, 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.

Fundraising minimums:

\$150/adult (age 18+)
\$100/teen (ages 13-17)
\$50/child (through age 12)

*****children riding in bike carriers or burleys (not pedaling) are free*****