

Don't just *ride,* Bike MS

BIKE MS: BAY TO BAY EVENT GUIDE
OCTOBER 23, 2016 » BIKETOFINISHMS.COM



bike

MS®

Bay to Bay
2016

PRESENTED LOCALLY BY

Hansen's
Natura
1988



25-MILE EVENT DETAILS

WELCOME TO THE RIDE!

Thank you for joining us for the 34th Annual Bike MS: Bay to Bay presented locally by Hansen Beverage Company and Monster Energy Company.

We're glad you're joining us to share the experience and celebrate success. For three decades Bike MS has made a difference in the lives of the 51,500 affected by multiple sclerosis in San Diego, Orange and Imperial Counties, and the Hawaiian Islands. Please accept our appreciation for your efforts and contributions to create a world free of MS!



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IMPORTANT RULES

- No use of aero bars
- Helmets required
- No ear buds
- Follow all traffic signs including stop signs
- Police will be enforcing traffic laws

**STILL HAVE QUESTIONS AFTER READING THIS?
CALL US » 1-855-372-1331**

RIDER PACKET PICK-UP

25-MILE RIDERS

Join us at the Sheraton Carlsbad Resort & Spa for the Festival on Saturday, October 22 from 11:30am-7pm. All meals and entertainment are included in your fundraising minimum.

Packet pick-up will be available at the information booth at the Sheraton. If you will not be joining us on Saturday, you may pick up your packet at early rider check-ins or the morning of the event at the startline.

The \$400 fundraising minimum must be fulfilled before picking up your packet. Friends and family are welcome to join you at the Sheraton. Guest meal tickets for the Sheraton festivities will be available for purchase; \$20 for adults and \$10 for children.



BIKE MS: BAY TO BAY TOUR DE STATIONARY

Love to spin but don't own a bike? Like to ride but not with cars on the road? Have balance challenges?

We've got just the ride for you!

Ride the Bike MS route from the convenience of the Sheraton Carlsbad Resort & Spa complete with music and a super energetic instructor, provided by Cycology Studio

Ride for any amount of time you'd like!

Fundraising minimum is \$400 and includes all of the great perks of Bike MS riders!

Saturday, October 22, 2016
Sheraton Carlsbad Resort & Spa
10:00 a.m. - 2:00 p.m.

REGISTER FOR FREE AT [BIKETOFINISHMS.COM!](http://BIKETOFINISHMS.COM)

bike
MS

Bay to Bay
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CARLSBAD FESTIVAL SCHEDULE

CARLSBAD >> SATURDAY, OCTOBER 22

CELEBRATION FESTIVAL

Sheraton Carlsbad Resort & Spa
5480 Grand Pacific Drive
Carlsbad, CA 92008

11:00am Pool, Spa & Jacuzzi Open

11:30am Massage Room Open
Top Fundraiser/150 Club Lounge

Open
Team Lounge Open
Luggage Trucks Available
Food Service Begins
Beer Garden Open

12:00pm Live Music Begins

5:15pm Evening Ceremony Begins including
Tour de Fundraising Jersey & Team
Jersey Contest winner presentations

6:00pm The following areas close:
Expo Area
Massage Area
150 Club/Top Fundraiser
Team Lounges
Food Service Ends

7:00pm Music and Specials in the
Twenty/Twenty Restaurant (until
9pm)

Food service starts at 11:30am and is complimentary to 25, 100, 125 or 150-mile riders. Guests may purchase meal tickets at the Bike MS food tent or information tent; \$20 for adults, \$10 for children.

OTHER FESTIVAL DETAILS

Goody Bags

Includes the commemorative Bay to Bay t-shirt & water bottle! Be sure to pick up your goody bag at the Expo Area on the Sheraton Patio behind the lobby or at the check-in booth at Hospitality Point on Sunday.

Top Fundraiser Jerseys

If you raised \$2,000 in 2016, pick up your jersey in the Top Fundraiser lounge.

Prize Jerseys

If you raised \$1,000 - \$1,999 in 2016, your prize jersey will be available at the Expo on the Sheraton Terrace near the main pool.



25-MILE ROUTES SCHEDULE OF EVENTS

MISSION BAY >> SUNDAY, OCTOBER 23

START / FINISH LINE

Hospitality Point
2500 Block of Quivira Way
San Diego, CA 92109

STEP 1

When you arrive at the start line, park your car in the dirt lot on Quivira Road. Volunteers will be there to direct you.

STEP 2

Be sure to stop by the rider check-in if you have not picked up your rider number and pick up a route slip at the start line.

STEP 3

Enjoy the ride!

The Sunday finish line celebration includes a complementary lunch! Beer will be available for purchase in the beer garden, served in an outdoor setting. Invite friends or family to join you! Guests may purchase meal tickets at the Bike MS Info Tent; \$10 for adults, \$5 for children.

- 7:30am Info Booth & Rider Check-in Open
- 8:30am Opening Ceremony
- 9:00am Start
- 10:30am Lunch Service Begins
- 3:00pm All Riders Swept From route
- 4:00pm Lunch Service Ends
Finish Site Closes



SUPPORT ALONG THE WAY



There will be Safety & Gear (SAG) Vehicles and Ride Safety Marshals to help you along the route. Please be aware and ask them for help if needed.

There will be rest stops every 10-15 miles. Each rest stop will have a bike mechanic and medical personnel, along with hydration and nutrition. While this is not a race, there are certain rider timelines that riders need to meet:

If you are still on the route at 3:00pm, you will be picked up by a SAG vehicle and driven to the finish. If you choose to stay on the course after this time, you will be on your own and may miss the celebration at the Hospitality Point celebration.

Thank you to BMW of Murrieta for the SAG vehicle sponsorship and to Wescom Credit Union for Ride Safety Marshal sponsorship!



"I RIDE WITH MS" PROGRAM

People who ride in Bike MS may do so to support family members, friends or coworkers who have been diagnosed with multiple sclerosis. But, there are also legions of participants who live—and ride—with the disease, despite challenges such as fatigue or weakness.

"I Ride with MS" is a National Multiple Sclerosis Society program that recognizes Bike MS cyclists who are also living with multiple sclerosis. Members of the "I Ride with MS" program enjoy special Bike MS VIP benefits and receive a complimentary "I Ride with MS" jersey.



"I Ride with MS" participants are not only committed to cycling to create a world free of MS, but also serve to inspire all who are part of the MS movement. If you or someone you know would like to be part of Bike MS: Bay to Bay and the "I Ride with MS" program, please go to BikeToFinishMS.com to register.

DIRECTIONS

CARLSBAD FESTIVAL

Sheraton Carlsbad Resort & Spa
5480 Grand Pacific Drive
Carlsbad, CA 92008



Traveling Northbound:

- >> Take I-5 to Palomar Airport Road and turn right.
- >> Turn Left on The Crossing Drive.
- >> Turn Left on Grand Pacific Drive.

Traveling Southbound:

- >> Take I-5 to Palomar Airport Road and turn left.
- >> Turn Left on The Crossing Drive.
- >> Turn Left on Grand Pacific Drive.

No entrance will be available off Cannon Road.

START / FINISH LINE

Hospitality Point
2500 Block of Quivira Way
San Diego, CA 92109



Traveling Northbound on I-5:

- >> Take I-8 west toward beaches, make a right onto West Mission Bay Dr.
- >> Veer right to West Mission Bay ramp
- >> Make a left at the light onto Quivira Rd.

>> Make Immediate left on Quivira Way. Please park in the dirt lot on the left-hand side. Parking is free but limited.

Traveling Southbound on I-5:

- >> From I-5, exit 21 Sea World Drive toward Sea World/Pacific Hwy
- >> Merge onto W. Mission Bay Dr. toward Mission Beach/Ingraham St.
- >> Continue veering right toward W. Mission Bay Dr.
- >> Turn left at the Quivira Rd. stoplight. Turn left onto Quivira Way and continue down to Hospitality Point. Please park in the dirt lot on the left-hand side. Parking is free but limited.

WHAT TO BRING

ALWAYS CARRY PHOTO ID, EMERGENCY CONTACT INFO, INSURANCE CARD AND IMPORTANT HEALTH DIAGNOSES.

- Helmet (**Required**) – No exceptions!
- Rider numbers (**Required** & Provided in Rider Packet) – Bib number, participant wristband, bike number and helmet number. All are important and required items in identifying you as an official participant by our Bike MS staff and volunteers
- Luggage tag (**Required** & Provided in Rider Packet) – You will have 2 tags. Affix one to your luggage and one to your bike for quick identification at the overnight site and at the finish line (limit one piece of luggage per rider, 30 lbs max weight)
- Photo Identification (**Required**) – It is always important to carry your photo ID. Plus, if you decide to have a beer or a glass of wine at the finish festival, you'll need to have your photo ID handy.
- Tire patch kit, spare tubes and tire pump – You should always be prepared with these items on a long ride. Make sure they are compatible with your tires!
- Route slips – Markers along the road will map the course. However, please rely on finalized route slips distributed at the start line on each morning
- Sunglasses, lip balm and sunscreen – Put sunscreen on before you leave and bring more to reapply along the route.
- Nutrition Supplements – You should always carry an extra nutrition supplement with you while on the route. Gels, energy bars and sports drinks are always good to have on hand.
- Water Bottles – Make sure to have at least one water bottle on your bicycle at all times. It is very important to stay hydrated while on the route.
- Cell Phone – While you are not permitted to use your cell phone while riding, it is a good idea to have it with you on the route.
- Change of clothing and shoes. Dress for the finish festival is casual so bring your favorite So Cal shirt! A changing tent will be available at both finish lines. Bring comfy shoes for the party, **no cleats are allowed inside the Sheraton!**
- Spending money – Meals and entertainment are included for all registered Bike MS riders. Beer and wine at the overnight celebration are available for a nominal charge, unless you are a Top Fundraiser, and then they're free.

CHECK OUT OUR OTHER EVENTS...

MS DINNER AUCTION

November 19, 2016
Loews Coronado Bay Resort
MSdinnerauction.com

With over 700 silent and live auction items, guests enjoy an evening of fun at San Diego's largest charity auction. Gourmet dinner, complimentary champagne & wine, plus live music make the evening unforgettable!



*The 30th Annual
MS Dinner Auction
A Brazilian Carnival*

**SATURDAY, NOVEMBER 19
LOEWS CORONADO
BAY RESORT**

**For more information, visit
MSdinnerauction.com.**



**National
Multiple Sclerosis
Society**

MS ROCKSTARS

Celebration Run

November 6, 2016

MSrockstars.com

MS Rockstars is the National Multiple Sclerosis Society's totally awesome Endurance Sports Team! We are here for you every step of the way! ((pun intended))

Be a part of the glory that is the MS Rockstars! Whether you're a seasoned veteran or a newbie looking for a challenge, we have what you need for training, fundraising, and a rockin' good time! You've never experienced anything like this before as we're not your typical charity training team.

To ask questions, learn more, or join the team visit MSrockstars.com or call us at 760-448-8410.



WALK MS

April 8, 2017 - NTC Park

April 22, 2017 - Carlsbad

April 29, 2017 - UC Irvine

walkMS.org

Join us for a family-friendly fun walk at one of three awesome locations in Orange County and San Diego. This event is perfect for the whole family, with kid zone, food, live music, and more!



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