

bike  
MS

Beyond the  
Beltway



## bike MS: event details

June 12 and 13, 2010  
Middleburg, Virginia

More than 1,000 cyclists, and hundreds of crew and volunteers, are expected to participate in Bike MS: Beyond the Beltway, the Washington, D.C. area's longest running charity bike ride. The event is more than a weekend cycling adventure, it's a personal challenge each participant makes to move us closer to a cure for multiple sclerosis through a physical and philanthropic commitment.

From the moment you register until you cross the finish line, the National MS Society provides a fully supported experience. With online tools, prizes, and mentorship, fundraising is fun and easy. Train for the event with fellow cyclists at training rides in our area starting in April and track your progress with TrainingPeaks, a new, free online tool. During the event, cyclists will be treated to a fully catered and supported event with frequent rest stops, delicious meals, evening entertainment and helpful medical personnel and support vehicles along the way.

### Logistics

- > Start, Finish, and Overnight at Meadowkirk, a retreat center in Middleburg, Virginia
- > Various route options to build your ideal Bike MS challenge:
  - > **One Day Ride:** 30, 60, or 100 miles on Saturday only OR 50 miles on Sunday only
  - > **Two Day Ride:** Pick any Saturday route, and ride the Sunday 50 mile route, too!

### Fundraising

- > Each cyclist and Super Spokes crew member commits to raising at least \$300
- > Prizes, such as a commemorative jersey and bike store gift certificates, are awarded for cyclists or volunteers raising more than \$500

### Volunteering

- > Lend a hand for a few hours as a volunteer, for the entire weekend as a crew member, or become a Super Spokes crew member and help raise funds
- > Share your time and your talents by: hosting a rest stop, cheering on riders, serving meals, taking photos, checking in at registration, and much more!

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## bike MS: getting your company involved

### Start a corporate team and encourage employees to cycle and volunteer

- › Invite employees, vendors, friends and family to accept the challenge and join your team
- › Current corporate teams include:  
*Booz Allen Hamilton, Dell, Deloitte, Ernst & Young, FedEx, Intelsat, KPMG, Lockheed Martin, Lockton, PricewaterhouseCoopers, SAIC, & more.*

Imagine your colleagues crossing the finish line wearing your company logo. By starting a corporate team, you'll be promoting a healthy workplace while empowering your employees to make a difference in the community and working together to succeed in a personal challenge. Support your employees by promoting the team, allowing in-office fundraising, and providing corporate jerseys, a team tent in the Team Village during the event, and fun raffle items.

### Provide your product or service directly to participants

- › More than 1,000 cyclists are waiting to learn more about your company's product
- › In-kind sponsors who have partnered with us include:  
*Corner Bakery Café, Drink More Water, Odwalla, Popeye's, Rappahannock Cellars, Security Storage, Subway, Trail's End Cycling Company, Uno's Pizzeria, Utz Chips.*

Providing goods or services for Bike MS will help us put more funds towards our mission, while giving your company face-to-face marketing to your customers.

### Become a sponsor of Bike MS

- › Be a corporate leader in the MS movement while marketing your company
- › Sponsors have included:  
*EMD Serono, Deloitte, FedEx, Intelsat, KPMG, Panacea Consulting, Pure Protein & more!*

Partnering with Bike MS will provide you with out of the box marketing options—from face-to-face interaction with participants, logo placement on thousands of printed materials, and one site event involvement.

For more information, contact our Events Team at:  
Development@MSandYOU.org or 202.296.5363, option 2

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## bike MS: why we ride

### What is Multiple Sclerosis?

Multiple sclerosis (MS) interrupts the flow of information from the brain to the body and stops people from moving. MS is an unpredictable, often disabling disease of the central nervous system with symptoms range from numbness and tingling to blindness and paralysis. The progress, severity, and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS.

Most people with MS are diagnosed between the ages of 20 and 50. Anyone may develop MS but there are some patterns. Twice as many women as men have MS. Approximately 400,000 Americans acknowledge having MS, and every week about 200 people are diagnosed with the disease...more than one person each hour. Worldwide, MS may affect 2.5 million individuals.

### Is there a cure for MS?

There is no known cause of or cure for MS. Significant advances are being made in both understanding and treating the disease. There are currently six FDA-approved disease-modifying drugs available to treat the major forms of MS.

### What is the National MS Society?

**The National Multiple Sclerosis Society strives to move closer to a world free of MS.**

The National MS Society supports more MS research, offers more services for people with MS, provides more professional education programs and furthers more MS advocacy efforts than any other MS organization in the world.

The Chapter walks hand-in-hand with many of the approximately 6,500 people living with MS in the Washington, D.C. metropolitan area, and offers a range of services to help these people and their friends and families cope with the everyday demands of living with the disease. The Chapter serves people in Washington, D.C., in Calvert, Charles, Montgomery, Prince George's and St. Mary's counties in Maryland, and in Alexandria, Arlington, Fauquier, Fairfax, Loudoun and Prince William Counties in Virginia.

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