


Take the Ride of Your Life



American Diabetes Association®

Tour de Cure®

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2010 Tour de Cure Sponsors



A better place to be



TOUR DE CURE COORDINATOR
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COMMITTEE CHAIRPERSON
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Welcome to the 2010 Corridor Classic Tour de Cure!

June 26, 2010

Thanks for registering! We're preparing a fantastic event for you with great routes, 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 24 million Americans with diabetes and their families.

Route Description

The Corridor Classic Tour de Cure begins at College Community School (Prairie) and offers great riding options for everyone:

- o Family-friendly 5 Mile ride on a protected bike path
- o The 25 Mile ride for a moderate rider
- o The 50 Mile ride with some elevation
- o The 100 Mile ride for a real challenge

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

Now that you've signed up, how do you raise \$150 and much more?

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

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

Congratulations! You've raised \$400!

TOUR DE CURE STARTING TIMES

100 MILE ROUTE:

Check in opens at 5:30 AM
Route opens at 6:00 AM
Route markings will be
ORANGE.

50 MILE ROUTE:

Check-in opens at 6:30 AM
Route opens at 7:00 AM
Route markings will be **BLUE.**

25 MILE ROUTE:

Check-in opens at 7:30 AM
Route opens at 8:00 AM
Route markings will be
GREEN.

5 MILE ROUTE:

Check-in opens at 9:00 AM
Route opens at 10:00 AM
Route markings will be **RED.**

TOUR DE CURE SCHEDULE

5:30 AM Breakfast starts
5:30 AM 100 mi Riders' Registration
6:00 AM 100 mi Riders leave
6:30 AM 50 mi Riders' Registration
7:00 AM 50 mi Riders leave
7:30 AM 25 mi Riders' Registration
8:00 AM 25 mi Riders leave
9:00 AM 5 mi Riders' Registration
10:00 AM 5 mi Riders leave
11:00 AM Lunch served
3:00 PM Route Sweep-Event Ends

START/FINISH LOCATION

College Community School (Prairie)

401 76th Avenue Southwest
Cedar Rapids, IA 52404

PARKING

Parking will be provided at College Community School (Prairie). American Diabetes Association Tour de Cure volunteers will direct you accordingly.

WHAT TO BRING CHECKLIST

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

WHAT TO KNOW

1. Each rider must turn in at least \$150 (the fundraising minimum) on or before the day of the Tour in order to participate.
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.



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?

Team Red is a group of individual Red Riders and their friends and family who are on a mission to Stop Diabetes! If you are already part of a family or corporate team great! But if you are riding solo and want to join other Red Riders Team Red is for you! To join, contact Stephanie Hamilton at shamilton@diabetes.org or (319)247-5124.

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 has 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 Stephanie Hamilton, (319)247-5124, shamilton@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

Please visit our Bike Shop Sponsor to prepare for the Tour de Cure!



**Northtowne
Cycling & Fitness**
www.norhtownebikes.com

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

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COORDINATOR**
Stephanie Hamilton
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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.

VOLUNTEERS NEEDED FOR 2010 TOUR DE CURE!

If you or anyone you know would like to help make sure that the 2010 Tour de Cure is the BEST and SAFEST it can be, please contact

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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

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FREQUENTLY ASKED QUESTIONS

This section will answer some of the most frequently asked questions. If you need additional information, please call Stephanie Hamilton at (319)247-5124.

Q? How many route lengths are there?

There are 4 routes from which to choose: 100 Mile, 50 Mile, 25 Mile and 5 Mile.

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 Tom Petsche, Sr. at (319) 393-9410.

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 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 PM 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 12 miles an hour to finish the 100 mile route between 6:00 AM - 3:00 PM. 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 2:00 PM.

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.

If pedaling, the minor is also responsible for turning in the \$150 minimum (regardless of age) and is also required to wear a helmet while riding. Children in burleys or bike carriers do not have to raise the minimum.