



GET SOCIAL! #cycle2theshore

Enter for your chance to win the award for best picture using the hash tag #cycle2theshore!



Share photos on social media using the hash tag #cycle2theshore to enter the contest for Best Photo at Bike MS! There will be 7 Selfie Spots along the route at various rest stops and at the start/finish lines. Brought to you by The CSI Companies.

You accepted the challenge and now it's time to prove it!

WEEKEND CONTESTS

Get your team excited about riding and fundraising for Bike MS by setting a goal to win one of our AWESOME team contests!

Awards up for grabs in 2017

- Top Fundraising Team
- Best Team Tent (1st, 2nd & 3rd place)
- Rookie Team of the Year
- Best Jersey
- Best Picture using the hash tag #cycle2theshore

Take home the Sunshine Cup in 2017

The Top Fundraising Team will be presented with well-deserved prizes:

- Sunshine Cup
- 2018 leading ride spot

Cyclists' Choice: Favorite Rest Stop

Stop by the Rider Oasis Tent in Team Village after the ride on Day 1 to vote for your favorite Rest Stop!

Winners will be announced at the dinner program on Saturday night!



BECOME A VIP @ Bike MS!

- Last year, Bike MS: PGA TOUR Cycle to the Shore raised over \$1 million, funding meaningful research initiatives, support services and fundamental programs for those affected by MS in North Florida. This year, we will continue to recognize our dedicated fundraisers by showering our Top Bananas (cyclists who raise \$1000 or more) with lots of love, including:
 - Exclusive pre-ride check-in and reception
 - Bright yellow bib and bike numbers
 - Commemorative Top Banana jersey
 - VIP parking at the ride start location
 - VIP Saturday night dinner
 - 10-minute massage coupon for the ride weekend
 - Indoor overnight bike parking at the Daytona Hilton
 - Top Banana Beads
 - FREE registration for 2018's ride
- Recognizing our 50 Phenoms, an elite group comprised of our top Bike MS fundraisers, for their dedication to being PHENOMENAL. 50 Phenoms will receive all of the perks below in addition to the Top Banana Perks.
 - Names will be displayed on a 50 Phenom t-shirt
 - 50 Phenom sign located along the Bike MS route
 - Front row parking



FAQs

Can my friends and family eat with me?

Absolutely! Meal wristbands for non-cyclists will be available for purchase at all check-ins before the event and at customer service during the event. Weekend wristbands can be purchased for \$20 and individual meal wristbands can be purchased for \$5.

Are massages available?

Yes, massages are available and cost \$10 for 10 minutes. You may purchase as many tickets as you like. Massage tables will be inside of the Hilton Daytona Beach Resort on Saturday and at both finish lines (TPC Sawgrass & Marineland) on Sunday.

Can someone else pick up my packet at check-in?

Yes, as long as you have met your \$250 fundraising minimum.

What time do the One Way One Day shuttles leave?

Marineland: The shuttle back to Marineland will leave at 2 p.m. on Saturday from the Hilton Daytona Beach Resort.

TPC Sawgrass: The shuttle back to TPC Sawgrass will leave at 4:30 p.m. on Saturday from the Hilton Daytona Beach Resort.

Participants must request a shuttle seat upon registration. If you have not reserved a shuttle seat you can add your name to the first come, first serve waiting list at the Bike MS customer service desk at the entrance to team village in Daytona Beach on Saturday. Available seats are \$20 and are LIMITED.

CHECK IN / PACKET PICK UP

Upon check-in, you will receive your rider packet. This packet includes: luggage tag for the overnight, rider number, bike number, a wristband and a cyclist bag. NOTE: Each cyclist is only allowed to put one small carry-on size bag on the luggage truck. We recommend using a bag that will stand out among the rest (e.g. - not a black duffle bag). Remember, each individual cyclist MUST meet the \$250 fundraising minimum requirement (in addition to the registration fee) in order to check-in, pick up his/her packet and participate in Bike MS. NO EXCEPTIONS.

Wednesday, October 11, 2017
(11:30 a.m. - 1 p.m. and 4:30-7 p.m.)
National MS Society
8940 Western Way, Suite 16, Jacksonville, FL 32256

Friday, October 13, 2017 (3-7 p.m.)
Hampton Inn Ponte Vedra Beach
1220 Marsh Landing Pkwy
Jacksonville Beach, FL 32250

Saturday, October 14, 2017
6 a.m. at TPC Sawgrass and 7 a.m. at Marineland
Need more time to meet your goal? The fundraising deadline to qualify for prizes is Monday, November 20, 2017

FREE Photos!

View all of the photos from the weekend on the Bike MS: PGA TOUR Cycle to the Shore Facebook

Team Photo sessions will take place at 6:30 a.m. on Saturday at TPC Sawgrass and 7:30 a.m. at Marineland.

Check with your Team Captain to see when and where your team plans to meet. Once your team is corralled, you may enter the line for a team photo under the main tent. The official Bike MS Volunteer Photographer Team will snap some photos and make them available for download at no charge.



It's more than a ride

Thanks to our Premier National Sponsors:

PRIMAL Bicycling

Thanks to the generous local sponsors of Bike MS: PGA TOUR Cycle to the Shore!



SAFETY FIRST!

Do I have to wear a helmet?

Yes.

Weather?

We ride rain or shine. However, we have a comprehensive weather safety plan.

What kind of road support is provided?

Our route is fully supported. There are rest stops every 10-15 miles, refreshments, restrooms, SAG vehicles, medical staff and bicycle repair vans.

What is SAG?

Safety and Gear vehicles will be on the route all day to pick up weary or injured cyclists. SAG will take you to the closest rest stop. SAG will not take you directly to the finish line.

When will I get a copy of the route?

See the other side of this guide & BikeMS.org. Due to DOT and weather, this route is subject to change.

Can my family ride along the route with me in their car?

No, but they can meet you at the finish line on Day 1 and Day 2.

BEFORE YOU RIDE

Saturday Morning 411

Long Route

84M/167M

*Century Route Start Location

- The 84m, 167m, and century routes will start at TPC Sawgrass. Here, parking opens at 5 a.m., check-in opens at 6 a.m. and the ride begins at 7:30 a.m.
- Parking: Arrive Early. Enter the first parking lot entrance on the right off Palm Valley Road. The earlier you arrive, the less traffic you'll experience and the sooner you'll be at the start line!

TPC Sawgrass
5430 Palm Valley Road
Ponte Vedra, FL 32082

Short Route

37M/59M/73M/96M

- The 37m, 59m, 73m and 96m routes will start at Marineland. Here, parking opens at 6:30 a.m., check-in opens at 7 a.m. and the ride begins at 8:30 a.m.

Marineland
9600 N. Oceanshore Blvd.
St. Augustine, FL 32080



Weekend Guide

Everything you need to know about the weekend of Bike MS — right in the pocket of your jersey!



ROUTE AND REST STOPS

The Bike MS: PGA TOUR Cycle to the Shore route is now compatible with turn by turn GPS directions. Visit <https://ridewithgps.com/events/33246> to view and download the official route!

Day 1

Route Options:

- 83.7 Miles
- 36.5 Miles
- 58.9 Miles
- 106.1 Miles



For illustration purposes only, this map is not drawn to scale. Visit bikeMS.org for a more detailed map and que sheets.

Day 2

Route Options:

- 83.7 Miles
- 36.6 Miles



For illustration purposes only, this map is not drawn to scale. Visit bikeMS.org for a more detailed map and que sheets.

TEAM VILLAGE

Team Village Celebration

Team Village is one of the most anticipated moments of Bike MS: PGA TOUR Cycle to the Shore! Teams gather at the finish line alongside the Daytona Beach Boardwalk, cheering on cyclists and celebrating. Teams go all-out on tent decorations and themes, competing for bragging rights and the coveted "Best Team Tent" title.



All cyclists are welcome!

Rider Oasis is located in Team Village where all cyclists can enjoy Firehouse Subs & Left Hand beer.

2017 Bike MS Jersey



Available at the \$500 Prize Level Redeem your first prize for 2017 when you check-in for the ride and wear it during Bike MS Weekend!

SCHEDULE OF EVENTS

You've trained hard. You've fundraised vigorously. Now it's time to ride toward a world free of MS and celebrate your amazing accomplishments!

SATURDAY, OCTOBER 14 — DAY ONE

- | | |
|---------------------------------------|------------------------------------|
| TPC Sawgrass - Start Line | Marineland - Start Line |
| 5 a.m. Parking lot opens | 6:30 a.m. Parking lot opens |
| 6 a.m. Cyclist check-in | 7 a.m. Cyclist check-in |
| Breakfast | Breakfast |
| 6:30 a.m. Team photos under main tent | 7:30 a.m. Team photos |
| 7:30 a.m. Ride begins @ TPC Sawgrass | 8:30 a.m. Ride begins @ Marineland |

Hilton, Daytona Beach - Finish Line

10:30 a.m. – 5 p.m. Team Village celebration

Messages available inside of the Hilton Daytona Beach Resort
Rider Oasis serves Left Hand beer & Firehouse Subs

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|---|---|
| 2 p.m. One Way/One Day shuttle departs for Marineland from Daytona | 5 p.m. Route Closes |
| 4:30 p.m. One Way/One Day shuttle departs for TPC Sawgrass from Daytona | 5–8 p.m. Dinner and Celebration in Coquina Ballroom sponsored by Sea Best |
| | 6 p.m. Awards Recognition in Coquina Ballroom |

SUNDAY, OCTOBER 15 - DAY TWO

- | | |
|--|--------------|
| 5:30 a.m. Breakfast in Coquina Ballroom | |
| 7:30 a.m. Ride begins (waves will leave in 5 min. intervals) | |
| 11 a.m. Finish line celebration @ TPC Sawgrass sponsored by Bubba Burger | |
| 5 p.m. Finish line celebration @ Marineland sponsored by SeaBest | |
| | Route closes |

RULES OF THE ROAD

1. Obey all traffic laws
2. All cyclists must wear a helmet
3. Ride single file
4. Pass on the left
5. Do not detour from the marked bike route
6. Do not text and ride
7. Drink plenty of liquids to avoid dehydration
8. Never ride while under the influence of alcohol or drugs
9. Never ride using headsets/headphones
10. When approaching a rider ahead of you, be sure to give advance verbal warning

Questions?

Please contact us at 855-372-1331 or FundraisingSupport@nmss.org.