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SPECIAL THANKS TO:



TOUR DE CURE COORDINATOR

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AMERICAN DIABETES ASSOCIATION

1160 Route 22 East
Suite 103
Bridgewater, NJ 08807
Tel: 888.DIABETES
Fax: 908-722-4887

American Diabetes Association® Tour de Cure® 2012

Thank you for registering for the *June 24, 2012 Princeton Tour de Cure!*

Thank you for doing your part to Stop Diabetes by registering for the Tour de Cure. We're looking forward to the biggest and best Tour de Cure yet and it's promising to be a fantastic event! We have improved routes, increased safety & medical support and have an extraordinary post-ride party planned for the finish line! This guide contains information to help you prepare for the Tour de Cure and tips to ensure you have a great experience on the day of the ride. It's fun, it's fabulous and most importantly it's for a great cause – raising funds in support of the nearly 26 million Americans living with diabetes and their families.

Route Descriptions

The Princeton Tour de Cure begins at the ETS (Educational Testing Service) Campus, located at 660 Rosedale Road, Princeton, NJ. Our 3 routes are designed to appeal to all skill levels. **Routes include:**

10 Mile Fun Ride Our family-friendly Fun Ride is accessible to all ages and fitness levels and features Traveling through lovely wooded Princeton side roads, this route is safe and accessible to the novice cyclist.

30 Mile Ride Our 30 Mile Ride offers a moderate challenge while being safe and scenic. This route provides rest stops along its tour through the charming Mercer County and is the perfect choice for the intermediate cyclist.

62.3 Mile Metric Century Our 62.3 Mile Metric Century features rolling hills along lovely county roads that span multiple townships. The perfect choice for the intermediate to advanced cyclist, this route is fully supported to ensure a safe ride from start to finish.

Route maps will be posted online at www.diabetes.org/princeton as the event gets closer.

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

TOUR DE CURE STARTING TIMES

62 Mile Metric Century

Check-In 6:30 am

Ride Start 7:30 am

Route Closes 3:00 pm

*12.5 mph min pace

30 Mile Ride

Check-In 8:00 am

Ride Start 9:00 am

Route Closes 3:00 pm

*7 mph min pace

10 Mile Fun Ride

Check-In 9:00 am

Ride Start 10:30 am

Route Closes 12:30 pm

*5 mph min pace

TOUR DE CURE SCHEDULE

6:30 am	Breakfast begins 62.3M registration opens
7:30 am	62.3M ride begins
8:00 am	30M registration opens
9:00 am	30M ride begins 10M registration opens
10:30 am	10M ride begins
11:00 am	Lunch begins Entertainment begins Massages begin
12:30 pm	10M route closes
3:00 pm	30 & 62.3M routes close
3:00 pm	Lunch ends Entertainment ends Massages finish



Location

Educational Testing Service
660 Rosedale Road & Carter Road
Princeton, NJ 08541

Directions & Parking Details

FROM THE NORTH, follow I-80 or I-78 to I-287. Proceed south on I-287 to Route 206 south or take Route 22 to Route 206 south at Somerville. Continue from Somerville on Route 206 south for 17 miles (past Rt. 518 and Princeton Airport) to Cleveland Lane (second street on right after Mountain Avenue traffic light). Turn right on Cleveland Lane and continue 1/2 mile - through the light onto Rosedale Road. Continue 1.8 miles to ETS on the right.

FROM SOUTHERN NEW JERSEY, take I-295 north which becomes I-95 south around Exit 67. Continue to Exit 7-B. Take EXIT 7-B (Lawrenceville/Route 206 north). Proceed about 2 miles on Rt. 206 N. to the Carter Road traffic light and turn left. Continue 2 miles (through 2 lights) to ETS on the right.

FROM THE NJ TURNPIKE, take the NJ Turnpike south to Exit 9 at New Brunswick. From the exit ramp keep right and merge onto Route 18 north. Then get immediately into the center lane for Route 1. Exit is off to the left. Then get immediately back into the right lane for Route 1 south for Princeton/Trenton. Continue on Route 1 south for 18 miles to Princeton. Follow directions from Route 1 listed below.

FROM ROUTE 1 in PRINCETON

If heading south on Route 1, proceed through the lights at Carnegie Center Blvd., go under the Meadow Road overpass, pass Nassau Park Blvd. and make the next right on Province Line Road. Continue to 2nd light and turn left on Province Line Road. Continue through 2 lights to the stop sign at Rosedale Road. Turn left on Rosedale Road for 1/8th mile to ETS on the right.

Parking

Ample parking will be available on the ETS Campus. Please follow signs for parking when you arrive.

Once you arrive, please make your way to the **Rider Registration Check-In Tent**. At check-in, you will turn in your completed emergency information form (waiver) and any cash/check donations in the collection envelope. (The Waiver form and envelope are enclosed in the Welcome Rider Packet). You will then receive your bib number at that time.

Teams may check in together or individually.



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



Local Fundraising Information & Tips

The fundraising minimum for the Princeton event is: **\$175**

It's easy to put the FUN back in FUNdraining, 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:

#1 Individual - The top individual fundraiser receives the signature Yellow Top Fundraiser Jersey, signifying him/her a leader in the effort to Stop Diabetes.

Top Fundraiser Jerseys - In addition to the Yellow Top Fundraiser Jersey, the following jerseys will be distributed for these top fundraising efforts:

- Green Jersey (sprint jersey) – This jersey will be awarded to the highest fundraising Rookie to the Tour.
- King of the Mountain/Polka Dot Jersey – This jersey will be awarded to the most improved fundraiser for the Princeton Tour.
- White Jersey (young rider) – This jersey will be awarded to the highest fundraising youth rider (under age 18).

Top Team Recognition & Incentives:

Top 10 - The top 10 teams and top 10 individuals (ranked by fundraising) are each awarded a special award at the Post-Ride Party and are recognized on the following year's event brochure and website.

VIP Team Tents - Any team that raises \$5,000 or more by Friday, June 15, 2012 receives a private VIP tent at the Tour de Cure.

Fundraising Tools & Resources

**fundraise with
facebook**

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. These 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 our Red Riders, then Team Red is for you!

FOR MORE Team Red INFORMATION:

Michael Klein
 Email:
TeamRedPrinceton@gmail.com



YOU ARE WHY WE RIDE! 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."*

How Do I Join Team Red or Get Recognized as a Red Rider?

Contact your local ADA staff person or Michael Klein, Team Red Captain to let us know you want to be recognized as a Red Rider.

Team Red is a team for Red Riders, their family and friends and for anyone that doesn't have a team. Just email **Michael Klien** at TeamRedPrinceton@gmail.com if you are interested in joining Team Red!



Champions to Stop Diabetes

When you ride in Tour de Cure, you take part in something unique. You join the ranks of some of the most passionate people in the country – people who care about cycling, health and, above all, finding a cure for diabetes. In order to thank our most outstanding fundraisers, we have created the **Champions to Stop Diabetes Top Fundraisers Club**. Champions to Stop Diabetes will receive special recognition on the day of the event including a Champion medal, participation in the opening ceremonies and opportunities to be recognized throughout the year.

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

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. \$175 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!**



Ride Details: What to Know Before You Ride

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 proper cycling etiquette.

BIKE SHOP SPONSORS

Please visit our Bike Shop Sponsors for more info about Training Rides and special offers for Tour de Cure participants. A few of our Bike Shop Sponsors include:

- **Bike King**
- **Bicycle Rack**

BIKE CLUBS & ORGANIZATIONS

Interested in meeting cyclists in your area? Consider joining one of our partner organizations.

- NJ Bike & Walk Coalition

www.njbike.org

- East Brunswick Cyclepaths

groups.yahoo.com/group/EBCyclepaths/

- Racey Women

www.raceywomen.com

- Princeton Freewheelers

www.princetonfreewheelers.com

- Central Jersey Bike Club

www.cjbc.org

- West Windsor Bicycling & Pedestrian Alliance

www.wwbpa.org

FOR MORE INFO 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 the Volunteer Route Chair at:

Rich Ehrmann

Email:

PrincetonTourRoutes@gmail.com

Safety Information

The Tour de Cure is conducted on open roads with vehicular traffic. Roads include both marked and unmarked hazards. Though we take every measure to make the ride as safe as possible, always remember that your safety is in your own hands. Please ride by the following 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 only on the left; 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.
- Please refer to additional safety information on our website, diabetes.org/tour as well as on bikeleague.org.

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

We want to help you prepare for the ride of your life! We will be offering a variety of group training rides, clinics and informational events to make sure you have all the knowledge and skills for a safe and enjoyable ride. For the schedule of training rides, please visit the local Tour de Cure website a www.diabetes.org/princetontour or call us at 1.888.DIABETES x 3514

Volunteers Needed

Each year, more than one million volunteers offer their time or resources to the American Diabetes Association to further the work of our mission. Volunteering is a great way to meet people, network, learn new skills and support the movement to Stop Diabetes. Lend your skills to support the American Diabetes Association – become a volunteer!

The American Diabetes Association needs volunteers for a range of activities and events throughout the year. If you or someone you know is interested in volunteering to Stop Diabetes, please contact your local **ADA Office at: 1.888.DIABETES x3524.**





AMERICAN DIABETES ASSOCIATION

1160 Route 22 East
Suite 103
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Tel: 732-469-7979
Toll-free: 1.888.DIABETES
Fax: 908-722-4887
Web: www.diabetes.org

STOP DIABETES

1.800.DIABETES
www.stopdiabetes.com

YOUR TOUR DE CURE Committee Chair is:

Peter Perla
Email:
PrincetonTourChair@gmail.com

Interested in helping plan the Tour de Cure event? Have some great ideas? Contact the committee chair to join the Tour de Cure committee. It's a great group of friends all working together to make this event awesome!



Frequently Asked Questions

This section answers some of the most frequently asked questions. We are happy to answer any additional questions you may have – just contact our office at 1-888-DIABETES x3524 or KWoodward@diabetes.org

Q? What is the terrain of the ride like?

The terrain of the Princeton Tour de Cure is mainly flat with some rolling hills. Once the routes are finalized they will be published on MapMyRide.com where you can view an elevation chart

Q? How many route lengths are there?

There are 3 routes from which to choose: 10, 30, and 62.3 miles.

Q? Can friends and family participate in the Finish Line festivities?

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. Friends and family are invited to join the riders to enjoy the fun and entertainment taking place during the post-ride festivities.

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 us.

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 website or call **732.469.7979 x3524** 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 who have returned but there are route time limits in certain jurisdictions. The entire route closes at 3:00pm 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 62.3 mile route by 2:00 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 3:00 p.m.

Q? How many people form a team?

We prefer each team to include five or more individuals, but you can have a team with two or more people.

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 **\$175** minimum (regardless of age) and is also required to wear a helmet while riding. Children in trailers or bike carriers do not have to raise the minimum.

Q? When and where do I turn in cash and check donations?

You may turn in your cash/check donations at any time to the American Diabetes Association. Checks should be made payable to **American Diabetes Association**. Please send to the address listed above.