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## SPECIAL THANKS TO:



### TOUR DE CURE COORDINATOR

Sarah Costello  
Tel: 732-469-7979 x 3518  
Email: [scostello@diabetes.org](mailto:scostello@diabetes.org)

### 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 **September 15, 2012 Jersey Shore 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 Jersey Shore Tour de Cure begins in Asbury Park located at Bradley Park, on the corner of 5<sup>th</sup> Avenue and Ocean Avenue. Our four routes are designed to appeal to all skill levels. **Routes include:**

**10 Mile Fun Ride** Our family-friendly ride is accessible to all ages and fitness levels. This route is all flat coast line and is accessible to all types of bicycles.

**35 Mile Ride** Our 35 Mile Ride offers more of a challenge while being safe and scenic. Two rest stops and plenty of SAG patrols make this ride a great choice for the beginner to intermediate cyclist.

**62.3 Mile Metric Century** Our Metric Century features flat coast line as well as a few gentle hills as the route extends further west – the perfect choice for the intermediate to advanced cyclist. Full route support ensures a safe ride from start to finish.

**100 Mile Century** Our 100 Mile Century is a true test of endurance – a combination of flat coastal stretches and rolling hills best suited for the experienced cyclist. 100 miles on Monmouth County's best roads guarantee an unforgettable experience.

Route maps will be posted online at [diabetes.org/jerseyshore](http://diabetes.org/jerseyshore)

### 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

### 100 Mile Century

**Check-In** 6:30 am  
**Ride Start** 7:30 am  
**Route Closes** 4:30 pm  
*\*14 mph min pace*

### 62.3 Mile Metric Century

**Check-In** 7:30 am  
**Ride Start** 8:30 am  
**Route Closes** 4:00 pm  
*\*10 mph min pace*

### 35 Mile Ride

**Check-In** 9:00 am  
**Ride Start** 10:00 am  
**Route Closes** 3:00 pm  
*\*6 mph min pace*

### 10 Mile Fun Ride

**Check-In** 10:00 am  
**Ride Start** 11:00 am  
**Route Closes** 3:00 pm

## TOUR DE CURE SCHEDULE

6:30 am Breakfast begins  
100M registration opens

7:30 am 100M ride begins  
62.3M registration opens

8:30 am 62.3M ride begins

9:00 am 35M registration opens

10:00 am 35M ride begins  
10M registration opens

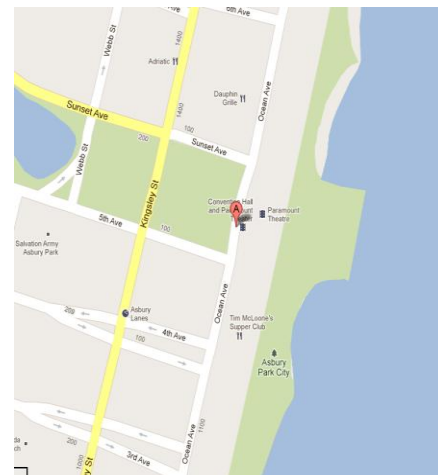
11:00 am 10M ride begins  
Breakfast ends  
Wellness Expo opens

12:00 pm Lunch begins

4:00 pm Lunch ends  
Entertainment ends

## Location

Bradley Park  
 Corner of 5<sup>th</sup> Avenue and Ocean Avenue  
 Asbury Park, NJ



## Directions & Parking Details

### From the North

Take the Garden State Parkway South to Exit 102 (which is Rt. 66 East). Stay on Route 66 East until you come to the traffic Circle. Follow the Circle approx. 3/4 of the way around until you see Asbury Park Ave. Proceed on Asbury Park Ave. East all the way to Ocean Ave. which is on the Beachfront. Make a left onto Ocean Avenue and proceed for approximately five blocks.

### From the South

Take the Garden State Parkway North to Exit 100 which is Route 33 East. Travel on Route 33 East until it ends which will connect with Route 71. Route 71 is also known as Main Street. Make a left on Route 71 and travel approx. 7 blocks to Asbury Ave. Make a right onto Asbury Ave. and proceed east to Ocean Ave. which is on the Beachfront.

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.

## Event Lodging

Enjoy the Tour de Cure even more by staying close by to the start site the night before the big event! We have reserved a special Tour de Cure rate at the Berkley Hotel in Asbury Park. Call to book your room (732) 776-6700 and mention the American Diabetes Association to get a nightly rate of \$159.00. Visit their website at <http://www.berkeleyhotelnj.com/> for more information!



## **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 Jersey Shore 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 Tuesday, September 4, 2012 receives a private VIP tent at the Tour de Cure.

## **Fundraising Tools & Resources**



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:

Sarah Costello  
Tel: 732-469-7979 ext 3518  
Email: [scostello@diabetes.org](mailto:scostello@diabetes.org)



## YOU ARE WHY WE RIDE!

The 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. (\*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 Sarah Costello 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 **Sarah Costello** at [scostello@diabetes.org](mailto:scostello@diabetes.org) 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.

## CHAMPIONS TO STOP DIABETES FUNDRAISING LEVELS

<b>Pace Setters</b>	\$10,000+
<b>Golden Gears</b>	\$5,000 - \$9,999
<b>Silver Spokes</b>	\$2,600* - \$4,999
<b>Bronze Pedals</b>	\$1,000 - \$2,399



\*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/jerseyshore](http://diabetes.org/jerseyshore). Please help us keep the ride safe for everyone by using cycling etiquette.***

## BIKE SHOP SPONSOR

Please visit our Bike Shop Sponsor for more info about Training Rides and special offers for Tour de Cure participants.



[www.briellecyclery.com](http://www.briellecyclery.com)

## 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:

**Sarah Costello**

**Tel: 732-469-7979 ext 3518**

Email: [scostello@diabetes.org](mailto:scostello@diabetes.org)



## 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 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.
- Please refer to additional safety information on our website, [diabetes.org/tour](http://diabetes.org/tour) as well as on [bikeleague.org](http://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 [diabetes.org/jerseyshore](http://diabetes.org/jerseyshore) or call us at 1.888.DIABETES x 3518



## 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 **Sarah Costello at: 732-469-7979 ext 3518**



## **AMERICAN DIABETES ASSOCIATION**

1160 Route 22 East  
Suite 103  
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Tel: 732-467-7979  
Toll-free: 1.888.DIABETES  
Fax: 908-722-4887  
Web: [www.diabetes.org](http://www.diabetes.org)



**STOP  
DIABETES**  
**STOP DIABETES**

1.800.DIABETES  
[www.stopdiabetes.com](http://www.stopdiabetes.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 ext 3518**.

### **Q? What is the terrain of the ride like?**

The majority of our terrain is flat coastline stretching along New Jersey's finest beaches. Our longer distances can expect a combination of flat coastline and some rolling hills near our beautiful state parks.

### **Q? How many route lengths are there?**

There are four routes from which to choose: 100, 62.3, 35 and 10 miles.

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

Friends and family members are welcome at the post-ride party, though they may be required to pay for lunch. Your friends and family can cheer you across the finish line then join you in touring our Vendor Village, taking part in on-site activities, and enjoying the exciting entertainment.

### **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 Twitter @TourdeCureNJ 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 4:30pm. Please ensure you have trained to be able to finish your route in time. 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 and festivities will end around 4:30 pm.

### **Q? How many people form a team?**

A team is made up of 2 or more people. We prefer teams to have a goal of 5+ members.

### **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 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. Send to **American Diabetes Association: Attention Sarah Costello, 1160 Route 22 East, Ste 103, Bridgewater, NJ 08807**