



American Diabetes Association.
Tour de Cure 2014
Route Guide

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***Thank you for registering for the **May 17, 2014**
 Jacksonville Tour de Cure!***

We are so excited you have decided to help Stop Diabetes by registering for this year's Tour de Cure! We promise to give you the ride of your life, and we're gearing up for another exciting event by offering all the extras you can expect from a Tour de Cure event including breakfast & lunch, scenic route choices for all types of riders, medical and on-course support, well-stocked rest stops, and a fabulous finish line festival. 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 meaningful 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 Jacksonville Tour de Cure begins at Rivertown, located at 39 Riverwalk Blvd. St. Johns, FL 32259. Our four are designed to appeal to all skill levels. **Routes include:**

5 Mile Family Fun Ride Our family-friendly Fun Ride is accessible to all ages and fitness levels.

30 Mile Ride Our 30 Mile Ride offers a moderate challenge while being safe and scenic. Frequent rest stops and plenty of SAG patrols make this ride a great choice for the beginner to intermediate cyclist.

65 Mile Metric Century Our 65 Mile Metric Century features scenery adjacent to the St. John's river– 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 – best suited for the experienced cyclist. 100 miles on tree-lined roads guarantee an unforgettable experience.

For more information please contact: Neeta Nicholson at nnicholson@diabetes.org.





Location, Directions, Parking, Schedule....

Location

RiverTown
39 Riverwalk Blvd.
St. Johns, FL 32259

Directions & Parking Details

From Jacksonville- Take I-95 South to Exit 329 (County Road 210). Follow CR-210 West to State Road 13. Turn right at State Road 13 and RiverTown will be approximately one mile on the right.

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). If you've raised all of your funds online you do not need to bring a collection envelope with you. You will then receive your bib number.

Priority check-in will be available for Red Riders & Champions to Stop Diabetes. Teams may check in together or individually.



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 Renaissance World Golf Village, Courtyard by Marriott, and Farfield Inn in St. Augustine. Mention the Tour de Cure and make the Tour de Cure a weekend getaway!

Tour de Cure Starting Times

100 Mile Century

Check-In 6:00 am
Ride Start 7:00 am
Route Closure 4:00 pm
**12.5 mph min pace*

62 Mile Metric Century

Check-In 7:30 am
Ride Start 8:30 am
Route Closure 4:00 pm
**9 mph min pace*

30 Mile Ride

Check-In 9:00 am
Ride Start 10:00 am
Route Closure 2:00 pm
**6 mph min pace*

5 Mile Ride

Check-In 10:30 am
Ride Start 11:30 am
Route Closure 1:00 pm
**4 mph min pace*

Tour de Cure Schedule

6:00 am	Breakfast begins 100M registration opens
7:00 am	100M ride begins
7:30 am	62M registration opens
8:30 am	62M ride begins
9:00 am	30M registration opens
10:00 am	30M ride begins
10:30 am	5M registration opens
11:30 am	5M ride begins Breakfast ends
12:00 pm	Lunch begins Wellness Expo opens Entertainment begins
1:00 pm	5M route closes
2:00 pm	30M route closes
4:00 pm	65M & 100M routes close Lunch ends Entertainment ends Wellness Expo closes



Fundraising Tips, Mobile App, Social Media....

Local Fundraising Information & Tips

The fundraising minimum for the JaxTour event is: **\$200**

It's easy to have some FUN with FUNdraising, 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 and 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

This year our Top 10 Individuals will receive special recognition on the morning of the Tour de Cure. We will recognize you in our start line ceremony and the Top Individual Fundraiser will receive a special Top Fundraiser Yellow Jersey to wear proudly.

■ Top Team Recognition & Incentives

Any team that raises \$10,000 or more receives a private Top Team tent at the Tour de Cure.

The top fundraising team will be awarded with the Tour de Cure Traveling Trophy – a HUGE symbol of our appreciation for their efforts.

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 if current trends continue
- The total annual economic cost of diabetes in America is estimated to be **\$245 billion**.

Fast Facts: Tour de Cure

- The largest cycling event for diabetes in the country
- **70,000+** participants nationwide
- We host **90** Tour de Cure events in **44** 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 diabetes.



Fundraising Tools & Resources



If you are looking for a new way to raise funds, consider using the Facebook application. 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! The iPhone and Android apps 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.



Red Riders and Champions to Stop Diabetes

Red Riders – You Are Why We Ride!

A Red Rider is a person who lives with diabetes and showcases the courage it takes to live every day with this difficult disease. Red Riders 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. (*To receive the Red Rider jersey the minimum fundraising goal must be met.)



How Do I Get Recognized as a Red Rider?

Contact Neeta Nicholson, nnicholson@diabetes.org, to let us know you want to be recognized as a Red Rider. Red Riders can participate as individuals, on their own corporate or family teams, or can join Team Red, which is a team for Red Riders, their friends and family, and anyone who isn't on another team.



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. The **Champions to Stop Diabetes Top Fundraisers Club** is our way of thanking our most outstanding fundraisers, those who raise \$1,000 or more. 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.



WHAT IS TEAM RED?

Team Red is not just a team for Red Riders, but rather a team for Red Riders, their friends, family and anyone who just wants to support the movement to Stop Diabetes!

If you are already part of a family or corporate team ... great! But if you are riding solo, then Team Red is for you!

To join the JAX Team Red contact: nnicholson@diabetes.org





What to Bring, What to Know....

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. \$200 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 signs on the 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.



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.

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.



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 few 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. Please take every opportunity to hydrate and stretch at the rest stops.

Your safety is our top priority. Please read all safety information in this guide as well as the more detailed Cyclist Guide found in your Tour Center under the Training tab. Please help us keep the ride safe for everyone by using proper cycling etiquette.



Safety Information, Training Resources....

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 observe the following rules:



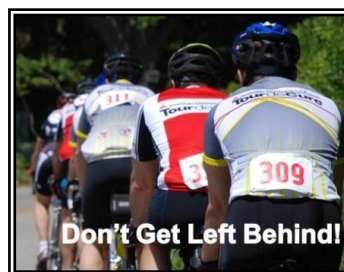
- Wear a helmet at all times – **NO EXCEPTIONS.**
- Carry ID and relevant medical information.
- No headphones or iPods; be aware of traffic sounds around you.
- Rules of the road apply; you have the same rights and duties as the driver of any other vehicle.
- Ride single file. Ride a **maximum** of 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 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 or call us at 1.888.DIABETES x 3046



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 the Tour de Cure Volunteer Coordinator at volunteerjxtour@gmail.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 the Volunteer Route Chair at:

tourlogisticsmgr@gmail.com



Frequently Asked Questions....

AMERICAN DIABETES ASSOCIATION

ADA Jacksonville
8384 Baymeadows Road
Jacksonville, FL 32256

Tel: 904-730-7200

Toll-free: 1.888.DIABETES

Fax: 904-730-7933

Web: www.diabetes.org/jaxtour



STOP DIABETES

1.800.DIABETES

www.stopdiabetes.com

Interested in helping plan the Tour de Cure event? Have some great ideas? Contact Neeta Nicholson 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** or nnicholson@diabetes.org at (904) 730-7200 ext. 3046.

Q? What is the terrain of the ride like?

Mostly flat with great scenery.

Q? How many route lengths are there?

There are four routes from which to choose: 5, 30, 65, and 100 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 the Wellness Expo, 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 have someone in mind who can 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 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.

Q? How many people can 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 **\$200** 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. Send to **ADA Jacksonville 8384 Baymeadows Road, Jacksonville, FL 32256.**