

TAKE THE **RIDE** OF YOUR **LIFE**

Tour de Cure  American
Diabetes
Association®

Southwest Florida

Tour de Cure  American
Diabetes
Association®

Presented by



Local Event Guide Lakewood Ranch, FL



April 10, 2016

Tour de Cure is thousands of people across the U.S. riding to stop diabetes. Supported by contributions from thousands more, Tour de Cure participants ride for the nearly 30 million people living with diabetes, and the 86 million more Americans currently at risk. Join them for the ride of your life.



Find your local tour
and register to ride at:

diabetes.org/tour or **1-888-DIABETES**



Local ADA Office, Route Descriptions....

American Diabetes Association
1511 N. Westshore Blvd. Suite 980
Tampa FL, 33607
Tour de Cure Local Staff:
Melissa Parsons
Tel: 813-885-5007 x 3358, Fax: 813-289-7919
Email: mparsons@diabetes.org

▶ Location, Directions,
Parking, Schedule2

▶ Fundraising Tips, Mobile
App, Social Media.....3

▶ Red Riders, Champions,
Team Red.....4-5

▶ What to Bring, Safety
Information, FAQ6-8

Thank you for registering for the 2016 Southwest Florida Tour de Cure!

We're celebrating the 25th Anniversary of the Tour de Cure and we want you to be a part of this incredible day. Since 1991, Tour de Cure riders have raised over \$250 million to help advance our mission and move us closer towards the ultimate goal to Stop Diabetes! The Tour de Cure is more than just a cycling event. It's a day packed with excitement and energy where riders of all levels join forces in the fight to Stop Diabetes® and raise critical funds for diabetes research, education and advocacy in support of the American Diabetes Association. We promise to go the extra mile to make sure your experience is memorable, 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 finish line festival full of fun and activities. This guide contains information to help you prepare for the Tour de Cure and tips to ensure you have an exceptional experience on the day of the ride.

Route Descriptions

The Southwest Florida Tour de Cure begins and ends at 8111 Lakewood Main St., Lakewood Ranch, FL. Our five routes are designed to appeal to all skill levels. **Routes include:**

- **10 Mile Family-Fun Ride:** Our family-friendly Fun Ride is accessible to all ages and fitness levels and features a rest stop at mile 5. Lead by a committee member this route also has road markers as well as adequate signage.
- **20 Mile Ride:** Our 20 Mile Ride offers an easy challenge. Frequent rest stops and plenty of SAG support make this ride a perfect choice for the beginner cyclist looking for a challenge.
- **35 Mile Ride:** Our 35 Mile Ride offers a moderate challenge while being safe and scenic. Frequent rest stops and plenty of SAG support make this ride a great choice for the beginner to intermediate cyclist.
- **62 Mile Metric Century:** Our 62 Mile Metric Century is the perfect choice for the intermediate to advanced cyclist. Full route support ensures a safe ride from start to finish.
- **100 Mile Ride:** Our 100 Mile ride is offers the perfect challenge to advance cyclist. Full route support ensures a safe and fun ride from start to finish

*Please note these routes are subject to change based on final permits, and unexpected construction/road conditions. Final routes will be posted on the "Route Descriptions" diabetes.org/swfloridatour page of our website as we get closer to the event. Please check our website for the most up-to-date route information.

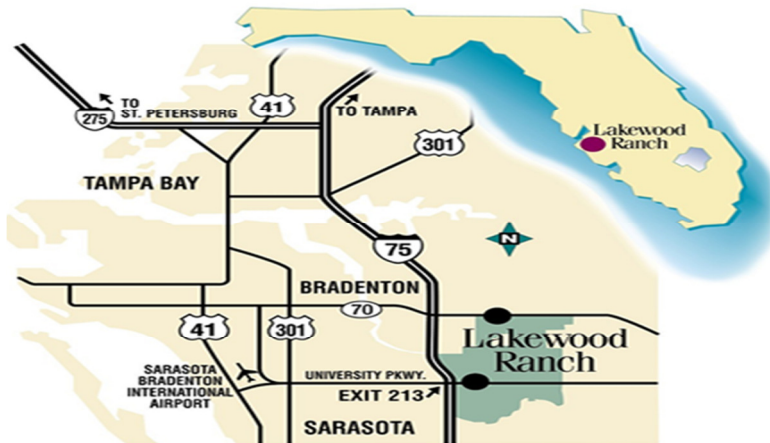
For more information please contact **Melissa Parsons at 813.885.5007 x 3358 or mparsons@diabetes.org**



Location, Directions, Parking, Lodging...

Location

Lakewood Main Street
8111 Lakewood Main St.
Lakewood Ranch, FL



Directions & Parking Details

Lakewood Ranch is located on Florida's West Coast traveling through both Manatee and Sarasota counties. Exits 213, 217 and 220 all provide access from Interstate 75 (I-75). Lakewood Ranch is quick and easy to reach from any number of major airports including those in Sarasota/Bradenton, Tampa, Orlando, Ft. Myers and Naples.

Plenty of parking is available on either side of Lakewood Main Street.

Once you arrive, please make your way to the **Check-In/Registration 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 all registered riders would have received). 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! Call before rooms get booked up – **BE SURE TO TELL THEM YOU ARE WITH THE TOUR!**

Courtyard Marriot - Sarasota University Park/Lakewood Ranch Area - 8305 Tourist Center Drive University Park, FL 34201
(941) 360-2626

Hampton Inn & Suites- Sarasota/ University Park- 8565 Cooper Creek Boulevard University Park, FL 34201
941-355-8619

Book your room today and make it a weekend getaway!

Tour de Cure Check-In and Start Times

100 Mile Route

Check In: 6:30 AM Start: 7:00 AM

*14-15 mph minimum pace

You will be following RED route markings

62 Mile Route

Check In: 6:30 AM Start: 7:00 AM

*12 mph minimum pace

You will be following ORANGE route markings

35 Mile Route

Check In: 7:00 AM Start: 8:00 AM

*8 mph minimum pace

You will be following GREEN route markings

20 Mile Route

Check In: 9:00 AM Start: 10:00 AM

*6 mph minimum pace

You will be following PURPLE route markings

10 Mile Route

Check In: 9:00 AM Start: 10:00 AM

*6 mph minimum pace

You will be following BLUE route markings

Please note the following:

*** We ask faster riders to line up in front and leisurely riders to line up toward the back. Thank you!*

Tour de Cure Schedule

6:30 am	Breakfast begins 100M & 62 M registration opens
7:00 am	62M & 100M ride begins 35 M registration opens
8:00 am	35M ride begins
9:00 am	20M registration opens 10M registration opens
10:00 am	20M ride begins 10M ride begins
11:00 am	Breakfast ends Exhibits open Lunch begins Entertainment begins
2:00 pm	10M & 20M routes close
2:30 pm	35, 62 & 100M routes close
3:30 pm	Lunch ends Entertainment ends Exhibits close



Fundraising Tips, Mobile App, Social Media...

Local Fundraising Information & Tips

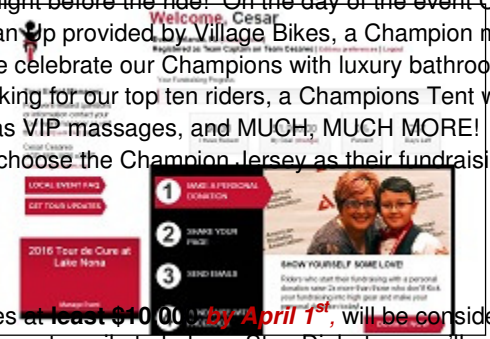


Champions to Stop Diabetes, Top Teams...

...ed through the Tour de Cure help to support diabetes research, advocacy, and community programs. Because we want to help make it as easy as possible for you to raise money here are a few fundraising tips for you:

Champions to Stop Diabetes - \$1,000+

1. Make it personal. Personalize your webpage, upload a picture and share your story. Why do you ride? Your donors will want to know and will be excited to donate if they know the cause is close to your heart. 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 program is our way of thanking our most dedicated fundraisers, those who raise \$1,000 and more. Use the mobile app, set up a Tour de Cure poster in your office and ask your friends to help you raise money. Champions to Stop Diabetes will receive special recognition prior to the event in your office and at the event website, and will be invited to attend a VIP Reception (with a guest) the night before the ride! On the day of the event Champions will receive a Bike Clean Up provided by Village Bikes, a Champion medal, and signage along the route. We celebrate our Champions with luxury bathrooms and showers on event day, VIP Parking for our top ten riders, a Champions Tent with speciality food/drink as well as VIP massages, and MUCH, MUCH MORE! All Champions will have the option to choose the Champion Jersey as their fundraising thank you gift too!



Top Teams

Any team that raises at least \$10,000 by April 1st, will be considered one of our Top Teams. 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 Top Teams, including:

Fundraising Tools & Resources

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 Store or Google Play to download the Tour de Cure app. Customized signage on the store and the event:

- Team Tent, table and chairs
 - Team Thank You Basket with special goodies for the entire team
- If you are looking for a new way to raise funds, consider using the Facebook fundraising tool. 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. For other helpful tips, information and news on Tour, like us on Facebook at



[Facebook.com/tcdsouthwestfl](https://www.facebook.com/tcdsouthwestfl)

Don't have much time? Using Twitter can be an easy, quick way to help spread the word about your involvement in Tour de Cure. Share a simple status using one of the "Facts You Can Use" with the link to your personal fundraising page. Don't forget to tag us in any Tour related posts or pictures by adding #SWFLtdC at the end of your post!

FACTS YOU CAN USE

\$325,000 to Stop Diabetes.

- **12%** of our participants are Red Riders (riders who have type 1 or type 2 diabetes)

Fast Facts: Diabetes

- **29.1** million Americans have diabetes – 10% of the total U.S. population.
- **86** 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.
- **Over 60,000** Tour riders nationwide.
- We are celebrating our 25th anniversary in 2016!
- We host **over 80** Tour de Cure events in **over 40 states**.

Fast Facts: American Diabetes Association

- Nation's leading 501(c)3 nonprofit health organization providing diabetes research, information and advocacy.
- Founded in 1940.
- Serve hundreds of communities across the country.
- Mission: to prevent and cure diabetes and improve the lives of all people affected by diabetes.





Red Riders, Team Red...

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. Because we know our Red Riders live with diabetes year round, we'll be featuring them throughout the Tour season so that everyone knows just how special our Red Rider community is! Additionally, Red Riders receive special recognition on the day of the ride, including a custom Red Rider jersey*, leading each ride out, signage along the route and special treatment when you cross the finish line! You'll also enjoy participation in the ceremonies and access to the Red Rider tent on the day of the Tour.

HOW DO I GET RECOGNIZED AS A RED RIDER?

Contact Drew or Melissa (information to the right) to let us know you want to be recognized as a Red Rider. Red Riders can participate as individuals, on their own teams, or can join Team Red – a team created for anyone who doesn't have another team to join but who would like to join others who support the movement to Stop Diabetes.



All Red Riders who raise \$1,000 or more by the day of the event will receive complimentary bike shorts. Additionally, all Red Riders who raise \$2,900 or more by the day of the event will also receive a wind jacket! *These items will be available for pick up on the day of the ride!*

(*To receive the Red Rider jersey the minimum fundraising requirement of \$200 must be met.)



WHAT IS TEAM RED?

Team Red is a team for anyone who wants to support the movement to Stop Diabetes and doesn't have another team to join! If that's you, this team is for you!

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

For more TEAM RED information please contact our Team Red Captain:

Drew Hunter
teamred@tampabay.rr.com

You can also learn more about our local Team Red by checking out their team page.

Meet our Youth Ambassadors Hannah & Hula!

This is Hannah's 3rd Year being our Youth Ambassador. Hannah lives with Type 1 diabetes, but doesn't see her diabetes as a negative, yet a way she can help others! Just last year Hula was also diagnosed with Type 1 diabetes and through the Tour de Cure family in Southwest Florida, Hannah and Hula's families connected. Hannah has taken on the role of Hula's mentor and friend. Hannah & Hula are fighters, who continue to stay positive and promote the Tour in their local communities!





What To Bring, What To Know....

TOP 10 THINGS TO BRING

10. Your 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. **The knowledge that you've made an impact in the lives of people who have diabetes and who use the Association as a valuable resource in the care and management of their disease!**

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.

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.

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.



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 8-12 miles and will be fully stocked with fruit, snack bars courtesy of our national Energy Bar sponsor Go Macro, 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, Volunteers, Bike Shops...

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 considerably 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 needed for a safe and enjoyable ride. For all training opportunities, please visit our local website at <http://diabetes.org/swfloridatour> or call us at 1.888.DIABETES x 3358

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, Jalyssa Elleby at 813-885-5007 or jelleby@diabetes.org All Tour de Cure volunteers receive a T-shirt and lunch, and a volunteer training will be conducted in advance of the day of event to properly train our volunteers.

BIKE SHOP PARTNERS

This year we are proud to have the following bike shops supporting our Tour. Please visit one of the following locations for all of your cycling needs:

Bike Shop and Route Sponsor:



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 TRAINING SERIES!

DATES/LOCATIONS

NOV 8—FT. MYERS

DEC 13— FISH HAWK

JAN 10—LAKELAND

FEB 21— PINELLAS TRAIL

MARCH 20—TAMPA

CHECK THE WEBSITE OR FACEBOOK FOR MORE DETAILS!

PRESENTED BY:



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 us at:

mparsons@diabetes.org



Frequently Asked Questions, Contact Info....

AMERICAN DIABETES ASSOCIATION

Attn: Tour de Cure
1511 N. Westshore Blvd,
Suite 980
Tampa, FL 33607
Toll-free: 1.888.DIABETES
Fax: 813-289-7919
Web: www.diabetes.org

Melissa Parsons
Tel: 813-885-5007 x 3358
Email: mparsons@diabetes.org



STOP DIABETES
1.800.DIABETES
www.stopdiabetes.com

YOUR TOUR DE CURE Planning Co-Chairs are:

Jennifer Freiwald
jgilpin35@hotmail.com

Sanford Zapata
sanford.zapata@yahoo.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 exceptional!

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 mparsons@diabetes.org or at **813-885-5007**

Q? What is the terrain of the ride like?

[The terrain in Sarasota and Manatee counties is rural, mainly consisting of flat roads. The scenery is a combination of golf courses, pastures, bodies of water, and other tranquil surroundings.

Q? How many route lengths are there?

There are 5 routes from which to choose: 10, 20, 35, 62 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, They can cheer you across the finish line then join you for the on-site activities and entertainment. Lunch will be provided for all registered riders and volunteers. In addition, we will have Fat Point Brewing on site to serve all thirsty riders a beverage when they are finished!

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 our local 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. All routes close at 2:30pm but we won't close the finish line until ALL riders are back!

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. We will have a special child fundraising amount of only \$50 for riders 12 and under. All riders are required to wear a helmet while riding. Children in trailers or bike carriers do not have to raise the minimum. Parents must sign a waiver for any minor under 18 riding, including those in a trailer or bike carrier.

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, Attn: Tour de Cure, 1511 N. Westshore Blvd, Suite 980, Tampa, FL 33607.**