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American Diabetes Association® Tour de Cure® 2012

Thank you for registering for the 2012 Phoenix, AZ Tour de Cure!

Thank you for doing your part to Stop Diabetes by registering for the Tour de Cure. The Tour de Cure Committee is planning the biggest and best Tour de Cure yet, and it's promising to be a fantastic event! We have improved routes, increased safety and medical support and 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 with diabetes and their families.

Route Descriptions

The Phoenix, AZ Tour de Cure begins at REACH 11 Sports Complex, located at 2425 E Deer Valley Road in North Phoenix. Our multiple routes are designed by experienced cyclists to offer safe routes that to appeal to all skill levels. **Routes include:**

ROUTES INCLUDE:

80 and 62 Miles: These routes offer a challenging event for experienced riders - taking cyclists west of I-17 through Stetson Hills to Lake Pleasant Parkway and Westwing. The 80 milers will enjoy a loop through the community of Anthem.

34 Miles: Provides a moderate challenge while being safe and scenic, offering a blend of residential neighborhoods and desert landscape. Frequent rest stops and plenty of route support make this ride a great choice for the intermediate cyclist.

Riders on these routes return via the Phoenix Sonoran Bikeway - designated as one of the Best Cycling Secrets in Arizona - to a party and celebration at REACH 11.

8 Miles: This family-friendly route is appropriate for all ages and fitness levels and takes riders through the residential Desert Ridge neighborhood, returning to the finishline celebration at REACH 11.

NOTE: Distances may change slightly – current route maps will be posted online at www.diabetes.org/phoenixtourdecure

TOUR DE CURE COORDINATOR

Mary M. Rein
Tel: 602.861.4731 x7093
mrein@diabetes.org

AMERICAN DIABETES ASSOCIATION

5333 N 7th Street, Suite B212
Phoenix, AZ 85014
Tel: 888.DIABETES
Fax: 602.995.1344

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

NOTE: All routes are color-coded; look for corresponding route arrows at the event.

80 Mile Ride

Check-In 6:15 am

Ride Start 7:00 am

Route Closes 3:00 pm

NOTE: If riders do not reach the 46 mile mark (27th Dr and Carefree Highway) by 11:00am they will be diverted to the 62 mile route

COLOR: BLUE

62 Mile Metric Century

Check-In 6:30 am

Ride Start 7:30 am

Route Closes 2:30 pm

COLOR: PINK

34 Mile Ride

Check-In 7:30 am

Ride Start 9:00 am

Route Closes 2:00 pm

COLOR: GREEN

8 Mile Fun Ride

Check-In 9:00 am

Ride Start 10:00 am

COLOR: YELLOW

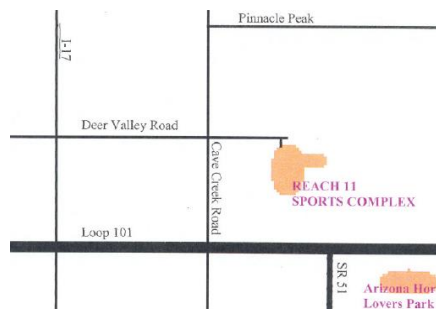
WHAT TO EXPECT AT THE TOUR DE CURE

- Coffee and continental breakfast
- A great start line ceremony and send-off for each route!
- Hundreds of volunteers to support you throughout the day
- Themed Rest Stops with refreshments and mechanical and medical support
- A Festive Finishline Celebration with lunch, entertainment, massages, KidZone, exhibits and more!

Location

REACH 11 Sports Complex

2425 E Deer Valley Road
Phoenix, AZ 85050
E Deer Valley Road,
East of Cave Creek Rd.



Directions:

From I-17:

Take I-17 to Loop 101 East. Exit at Cave Creek Road and go north (left turn). Travel approximately $\frac{3}{4}$ mile and make a right on E Deer Valley Road. The entrance to REACH 11 will be on your right. Follow the directions of the parking personnel.

From I-10:

Take I-10 to SR 51 North. Take SR 51 to 101 West. Exit at Cave Creek Road and go north (right turn). Travel approximately $\frac{3}{4}$ mile and make a right on E Deer Valley Road. The entrance to REACH 11 will be on your right. Follow the directions of the parking personnel.

Parking

While there is ample parking at REACH 11 Sports Complex for all riders and volunteers, we may share the facilities with other events. Carpooling is encouraged to minimize traffic in and out of the Complex.

Please follow the directions of the Tour de Cure volunteers and parking personnel when entering and departing REACH 11.

Once you arrive and park, you will be directed 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 your sealed collection envelope (the waiver form and envelope are enclosed in the Welcome Rider Packet). You will receive your ride packet, including bib number, at that time.

Priority/VIP check-in will be available for Red Riders and Champions to Stop Diabetes (riders who raise \$ 1,000 or more). Team members may check in together or individually, as long as the team captain checking in has signed waivers and collection envelopes for each rider. Please communicate and coordinate any special circumstances with the Tour de Cure Coordinator prior to the event.

Early Turn-in Opportunities will be available on **Tuesday, March 20, 2012** at various locations throughout the Valley. These events will be communicated via e-mail (Friday Fast Facts), and on the Tour de Cure website:

www.diabetes.org/phoenixtourdecure

PLEASE NOTE THAT THE MINIMUM FOR EACH RIDER TO PARTICIPATE IN THE TOUR DE CURE is \$ 150.



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 to improve the lives of all people affected by diabetes.

YOUR TOUR DE CURE COORDINATOR IS:

Mary M. Rein
Tel: **602.861.4731 x7093**
mrein@diabetes.org



Local Fundraising Information & Tips

The fundraising minimum for the event is: **\$ 150.00**

It's easy to put the FUN back in FUNdraining, if you follow just a few simple steps! Refer to your Tour de Cure Fundraising Guide for more information!

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

The Top 10 Individual Fundraisers will receive special recognition in the following year's Tour de Cure brochure, and the Top Fundraiser will receive a special Top Fundraiser Yellow Jersey recognizing this achievement. Riders raising more than \$ 1000 will receive recognition as a Champion to Stop Diabetes (see page 4 for more details).

Top Team Recognition & Incentives

Teams that raise \$5,000 or more receive a VIP team tent at the Tour de Cure. The more your team raises, the more perks you can earn, including your own massage therapist, coffee service and more! Team Captains will receive additional information on earning these team incentives.

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

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, their friends and family, and any riders 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:

Gregg Milliken,
Captain, Team Red Phoenix
Email:
TeamRedPHX@gmail.com



**Gregg Milliken, Team Captain
2012 Team Red**

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 who 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.



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, and 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 Tour Coordinator, Mary Rein, or Team Red Captain, Gregg Milliken 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 any individual riders who want to join a team!

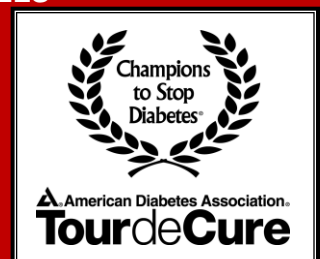


Champions to Stop Diabetes

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. 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, a special Champions VIP area, VIP Parking, opportunities to be recognized throughout the year and other perks!

CHAMPIONS TO STOP DIABETES FUNDRAISING LEVELS

Pace Setters	\$10,000+
Golden Gears	\$5,000 - \$9,999
Silver Spokes	\$2,500* - \$4,999
Bronze Pedals	\$1,000 - \$2,499



*Based on the current approximate number of people with diabetes: 25.8 million

TOP 10 THINGS TO BRING

10. The completed emergency information form (waiver).
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. \$150 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 will see many people and support elements 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 (HAMS's) – Known as the eyes and ears of the route, these communication volunteers 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, and are positioned at each rest stop and the start/finish line.

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

The Tour de Cure works with local shops throughout the Valley. Visit these shops for more info about training and special offers for Tour de Cure participants.

Southwest Bicycles

southwestbicycles.com

Landis Cyclery landiscyclery.com

Sunday Cycles

www.sundayproshop.com

Bicycle Vibe www.bicyclevibe.com

Exhale Bikes

www.exhalebikesinc.com

Global Bikes

www.globalbikesbikeshop.com

Trailhead Bike Café

www.trailheadbikecafe.com

BIKE CLUBS & ORGANIZATIONS

Bull Shifter Bicycling Club

www.bullshifters.org

Southwest Bicycle Club

www.swbcc.org

Arizona Bicycle Club (ABC)

www.azbikeclub.com

Greater Arizona Bicycle Association (GABA)

www.sportsfun.com/gaba

Coalition of Arizona Bicyclists

www.cazbike.org

NEED A BIKE?

UPHILL INTO THE WIND is a local not-for-profit organization that has a limited number of bicycles to lend to qualified participants to train and ride in local charity cycling events. For more information, e-mail kathyg@uphillintothewind.org visit their website www.uphillintothewind.org or call 480-460-9287



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 Cyclist Guide

Refer to this important and informative guide, provided with your Welcome Packet and available online at: www.diabetes.org/tour

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 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:

www.diabetes.org/phoenixtourdecure



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 Chair, Holly Vanderpool, at tourvolunteersPHX@gmail.com



AMERICAN DIABETES ASSOCIATION

5333 N 7th Street, Suite B212
Phoenix, AZ 85014
Tel: 602.861.4731 X 7093
Toll-free: 1.888.DIABETES
Fax: 602.995.1344
www.diabetes.org
mrein@diabetes.org

JOIN THE MOVEMENT!



STOP DIABETES

1.800.DIABETES
www.stopdiabetes.com

YOUR TOUR DE CURE

Committee Chair is:
Teresa Filleman
TourChairPHX@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 888-DIABETES X 7093 or mrein@diabetes.org

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. You may enter these *offline donations* on your Tour Center to appear on your website total. Refer to your Fundraising Guide for instructions on entering offline donations.

Donations collected closer to the event may be turned in at an Early Turn In Location (March 20), or day of event in your Collection Envelope.

Checks should be made payable to American Diabetes Association and sent to:

ATTN: Tour de Cure
American Diabetes Association
5333 N 7th Street, Suite B212
Phoenix, AZ 85014

Please, include a note with your name indicating the donation is to be credited to your participation in Tour de Cure so that we may give you proper credit!

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? What is the terrain of the ride?

The 8 mile route is mainly flat, the 32 and 62 mile routes have moderate to challenging elevation changes. The route profiles with elevations will be posted to the local Tour de Cure website: www.diabetes.org/phoenixtourdecure

As we offer multiple distance, riders are strongly encouraged to select the route distance for which they have trained and are physically prepared.

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

Friends and family members are welcome at the post-ride party, though food and refreshments are only provided for riders and volunteers. Your friends and family can cheer you across the finish line then join you in visiting our exhibitors and taking part in on-site activities, including the KidZone and entertainment. Friends and family interested in volunteering can contact Tour de Cure volunteer Chair, Holly Vanderpool at tourvolunteersPHX@gmail.com

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 web site or call the Tour de Cure Hotline at 602.861.4731 X 7093 for updates in the event of severe weather conditions.

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 on the 32 and 62 mile routes. *Volunteers and SAG's on the route will be available to advance riders along the route or to the finishline. See page 2 for route close times.*

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 must also be registered as a rider and must wear a helmet. Call the Tour Coordinator for information on fundraising for Family Teams – 602.861.4731 X 7093. Children in trailers or bike carriers do not have to fundraise.