



# Location, Directions, Parking, Schedule...

## Location

REACH 11 Sports Complex  
2425 E Deer Valley Road  
Phoenix AZ 85050



## Directions & Parking Details

### From I-17:

Take I-17 to Loop 101 East. Exit at Cave Creek Road and go north (left turn). Travel approximately ¾ 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 ¾ 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, 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/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.

## Tour de Cure Start Times

**NOTE:** Minimum pace for each route includes rest stops

### 100 Mile Century

Check-In 6:00 am  
Ride Start 6:45 am  
Route Closure 1:45 pm

\*15 mph min pace **COLOR: ORANGE**

### 75 Mile Ride

Check-In 6:15 am  
Ride Start 7:00 am  
Route Closure 2:30 pm

\*10 mph min pace **COLOR: BLUE**

**\*\* 75 and 100 Milers:** Riders must reach North Valley Parkway and Dove Valley/Sonoran Parkway (42 miles for 75 mile route, 66 miles for 100 mile route) by 11:30am, or they will be diverted to the 50 mile route

### 50 Mile Half Century

Check-In 6:30 am  
Ride Start 8:00 am  
Route Closure 1:30 pm

\*9 mph min pace **COLOR: PINK**

### 25 Mile Ride

Check-In 7:30 am  
Ride Start 9:00 am  
Route Closure 1:00 pm

\*6 mph min pace **COLOR: GREEN**

### 10 Mile Ride

Check-In 9:00 am  
Ride Start 10:00 am  
Route Closure 12:30 pm

\*4 mph min pace **COLOR: YELLOW**

## Tour de Cure Schedule

6:00 am	Registration Opens
	Pre-ride food service opens
	100 Mile registration
6:15 am	75 Mile registration
6:30 am	50 Mile registration
6:45 am	100 Mile ride start
7:00 am	75 Mile ride start
7:30 am	25 Mile registration
8:00 am	50 Mile ride start
9:00 am	25 Mile ride start
	10 Mile registration
10:00 am	10 Mile ride start
	Pre-ride food service ends
11:00 am	Lunch opens
	Entertainment begins
2:45 pm	All routes closed

American Diabetes Association  
**Tour de Cure 2015**

Presented By:



Presented By:



## ARE YOU A RED RIDER?



### The purpose of the Red Riders...

is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this challenging disease.

**WHO ARE RED RIDERS:** Any Tour de Cure participant with diabetes - type 1 or type 2!

**RED RIDER JERSEYS:** All Red Riders receive the new and re-designed 2015 commemorative Phoenix Red Rider Jersey, thanks to our **Red Rider Sponsor:**



### WHAT TO EXPECT AT THE RED RENDEZVOUS...

On March 21, stop by the Red Rider Rendezvous Tent and receive your jersey, meet other Red Riders, visit our diabetes exhibitors and pick up special goodies! If you did not indicate when you registered that you wanted to be recognized as a Red Rider, please send an e-mail to [mrein@diabetes.org](mailto:mrein@diabetes.org) to be added to the Red Rider list.

Look for a very special photo opportunity – just for Red Riders at the Red Rendezvous!

## Team Photos!

Team photos will be available the morning of the Tour de Cure. Team Captains have been asked to please communicate a time for team members to meet for photo(s). There will be signs and announcements directing riders to the team photo area (southwest side of event area, across from the Nissan display.



## Route Photos

Photos taken on the route will be available for viewing at the finish line! Visit the **Steelfeather Photography** tent to view the photos from the route.

We will have other photographers taking team and rider photos. Links for all photos will be sent after the event and may be viewed on Shutterfly:

<https://2015tourdecure.shutterfly.com/>

## What's in Store for 2015...

### Super Start!

Here's what we have lined up for the morning:

- ☆ Enjoy a healthy breakfast – compliments of Coffee Bean and Tea Leaf, My Fit Foods, Fry's Food Stores and Shamrock Foods!
- ☆ Enjoy the entertainment provided by our DJ – All Access Entertainment
- ☆ **Bike checks:** visit our sponsoring bike shops for a last minute tire check
- ☆ Visit ADA World and our exhibitors
- ☆ Meet your fellow cyclists and our volunteer team!
- ☆ **Join Jimmy Q, Lorenzo Alexander and our Youth Ambassadors** for our **Official Tour de Cure Opening Ceremonies!**

### Fabulous Finish line!

At the Tour Finishline, you will...

- ☆ Be **greeted** by our enthusiastic volunteers and the Cardinals Cheerleaders and Big Red and the Arizona Coyotes Paw Patrol and Howler!
- ☆ Enjoy great music from our DJ
- ☆ Enjoy **lunch**, sponsored by **Dickey's BBQ Pit and Cakes for Causes!**
- ☆ Refuel with **Rockin' Refuel!**
- ☆ Visit our **sponsors and exhibitors** for great information, goodies, screenings and more!
- ☆ Relax with a **well-deserved massage** from the Arizona School of Massage Therapy!
- ☆ **KidsZone** – with games and more!
- ☆ **Celebrate** and enjoy the company of your fellow cyclists and volunteers!
- ☆ Visit our **sponsor exhibits and ADA World!**

**\*\* Your lunch ticket will be on your rider number, keep your number on until after lunch!**

## Bike Safety Check

We want you to have a safe, enjoyable ride, so please take your bike into one of our sponsoring bike shops for a pre-ride safety check **BEFORE** March 21!!

Tour de Cure sponsoring bike shops include: **Landis Cyclery (4 locations), Southwest Bicycles, REI (Tempe and Paradise Valley), Sunday Cycles, Performance Bicycle (4 locations), Bicycle Vibe, Exhale Bikes, McDowell Cycles, Trailhead Bike Café and Global Bikes (Gilbert, Chandler and Ahwatukee.**



Questions? Call 602.861.4731 X 7093 or [mrein@diabetes.org](mailto:mrein@diabetes.org)



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

### **Local Fundraising Information & Tips**

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

It's easy to have some FUN with FUNdraising, if you follow just a few simple steps!

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 more inclined to donate if they know the cause is close to your heart.
2. Send emails! Your Tour Center provides you with message templates, Tour Stationary and email tracking tools to get your fundraising moving.
3. Get social! Download the Facebook application and let social media do some of the work for you!
4. Go mobile! Use the mobile application available for iPhone and Android users and fundraise from anywhere.
5. Take it "offline"! 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 – Champions to Stop Diabetes**

Top Individual fundraisers 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 and Incentives**

Any team that raises \$5,000 or more receives a private VIP 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!

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 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 updated 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.

### **Fast Facts: Diabetes**

- **29.1** million Americans have diabetes.
- **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
- **65,000+** participants nationwide
- We host **91** 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 to improve the lives of all people affected by diabetes.





## 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 Vehicles** – 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 Support** – 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 our Tour Center at [diabetes.org/tour](http://diabetes.org/tour) under the Training tab. Please help us keep the ride safe for everyone by using proper cycling etiquette.**



## Safety Information, Training Resources....

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](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 and select the News & Promotions link. [www.diabetes.org/phoenixtourdecure](http://www.diabetes.org/phoenixtourdecure) or call us at 1.888.DIABETES x 7093



### 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 [mrein@diabetes.org](mailto:mrein@diabetes.org)



### 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:

**Southwest Bicycles**

[southwestbicycles.com](http://southwestbicycles.com)

**Landis Cyclery**

[landiscyclery.com](http://landiscyclery.com)

**Sunday Cycles**

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

**Bicycle Vibe**

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

**Exhale Bikes**

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

**Global Bikes**

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

**Trailhead Bike Café**

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

**Performance Bicycle**

[Performancebike.com](http://Performancebike.com)

### BIKE CLUBS & ORGANIZATIONS

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

**Bull Shifter Bicycling Club**

[www.bullshifters.org](http://www.bullshifters.org)

**Southwest Bicycle Club**

[www.swbcc.org](http://www.swbcc.org)

**Arizona Bicycle Club (ABC)**

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

**Greater Arizona Bicycle Association (GABA)**

[www.sportsfun.com/gaba](http://www.sportsfun.com/gaba)

**Coalition of Arizona Bicyclists**

[www.cazbike.org](http://www.cazbike.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 VOLUNTEERS TO SIGN THE ROUTE!

If you are interested in helping ensure the Tour is a safe and fun ride, please contact:

**Tom Donohue**

**Tel: 602-861-4731 X 7097**

**[TDonohue@diabetes.org](mailto:TDonohue@diabetes.org)**



## Frequently Asked Questions....

### AMERICAN DIABETES ASSOCIATION

5333 N 7<sup>th</sup> Street  
Suite B 212  
Phoenix, AZ 85014  
Tel: 602-861-4731 X 7093  
Toll-free: 1.888.DIABETES  
Fax: 602-995-1344  
Web: [www.diabetes.org](http://www.diabetes.org)



**STOP DIABETES**  
1.800.DIABETES  
[www.stopdiabetes.com](http://www.stopdiabetes.com)

### YOUR TOUR DE CURE Committee Chair is:

Committee Chair:  
**Tony Williams**  
[602.750.5695](tel:602.750.5695)



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** or [mrein@diabetes.org](mailto:mrein@diabetes.org) at 602-861-4731 x 7093

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

The 10 mile route is mainly flat, the 25, 50, 75 and 100 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](http://www.diabetes.org/phoenixtourdecure)

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

There are 5 routes from which to choose: 10, 25, 50, 75 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 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 **602-861-4731x7093** 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. *See page 2 for route close times.*

#### 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: **ATTN: Tour de Cure**

**American Diabetes Association**  
**5333 N 7<sup>th</sup> Street, Suite B212**  
**Phoenix, AZ 85014**