

Take the Ride of Your Life  
**American Diabetes Association®**  
**Tour de Cure®**



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**2010 Tour de Cure Sponsors**



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**Welcome to the 2010 Napa Valley Tour de Cure!**

Thanks for registering! We're preparing a fantastic event for you with great routes and a big party with food and entertainment at the end. This guide contains lots of information to help you prepare for the Tour and have a great time at the event. Your Tour de Cure will be more than just a great day in the saddle. You'll be giving hope to 24 million Americans with diabetes and their families.

**Route Description**

- The Napa Valley Tour de Cure begins at the Veterans' Home of California in Yountville and offers great riding options for everyone:
- A 10-mile family-fun ride through Yountville
  - The 25-mile route on flat roads of the Napa Valley for an easy ride
  - Our popular 50-mile route up to Calistoga and down the Silverado Trail
  - Our *NEW* 80-mile route out to Fieldstone and back to the Napa Valley
  - The 100-mile century with hills and the Alexander Valley loop

Please visit <http://main.diabetes.org/napavalleytourdecure> to view full route maps.

**On Facebook?** Become a Fan of the Napa Valley Tour de Cure  
**Follow us on Twitter** – [Twitter.com/TourdeCureNapa](http://twitter.com/TourdeCureNapa)

Now that you've signed up, how do you raise \$200 and much more?

**HOW TO RAISE \$400 IN ONE WEEK:**

1. Start with your own contribution.....\$25
2. Ask three members of your family to contribute \$25 each.....\$75
3. Send an email to your friends asking them to match your donation..... \$75
4. Ask your employer to contribute \$50.....\$50  
(and ask about matching funds)
5. Ask five co-workers to contribute \$10 each.....\$50  
(or sell Tour de Cure pin-up jerseys at the office)
6. Ask five neighbors to contribute \$10 each..... \$50
7. Ask three businesses you frequent for \$25 each..... \$75  
(dry cleaner, hair stylist, doctor, etc.)

Put the Tour de Cure widget on your Facebook page, post a message On LinkedIn, or use your favorite web site to tell friends what you are doing and ask for their support.

**Congratulations! You've raised \$400!**

## TOUR DE CURE STARTING TIMES

### 100 Mile ROUTE:

Check in opens at 6:30 a.m.  
Route opens at 6:45 a.m.  
Route markings will be  
**COLOR: Gold**

### 80 Mile ROUTE:

Check-in opens at 7:00 a.m.  
Route opens at 7:15 a.m.  
Route markings will be  
**COLOR: Purple**

### 50 Mile ROUTE:

Check-in opens at 7:45 a.m.  
Route opens at 8:00 a.m.  
Route markings will be  
**COLOR: Red**

### 25 Mile ROUTE:

Check-in opens at 8:45 a.m.  
Route opens at 9:00 a.m.  
Route markings will be  
**COLOR: Green**

### 10 Mile ROUTE:

Check-in opens at 9:45 a.m.  
Route opens at 10:00 a.m.  
Route markings will be  
**COLOR: Blue**

## TOUR DE CURE SCHEDULE

6:30 am	Breakfast starts
6:30 am	100mi Riders' Registration
6:45 am	100 mi Riders leave
7:00 am	80 mi Riders' Registration
7:15 am	80 mi Riders leave
7:45 am	50 mi Riders' Registration
8:00 am	50 mi Riders leave
8:45 am	25 mi Riders' Registration
9:00 am	25 mi Riders leave
9:45 am	10 mi Riders' Registration
10:00 am	10 mi Riders leave
11:30 am	Lunch line opens
12:00 pm	Post Event Party Begins Entertainment Begins
1:30 pm	Awards and Recognition
5:00 pm	Route Sweep-Event Ends

## START/FINISH LOCATION

All routes start and finish at the **Veterans' Home of California**, located in Yountville off of Highway 29. The Veterans' Home is located at **100 California Drive, Yountville, CA 94599**.

<p><u>From Marin, San Francisco and points south:</u> Take Highway 101 to 37 East (Blackpoint in Novato). Exit onto Highway 29 North. <i>See instructions in bold below.</i></p>	<p><u>From Santa Rosa and north:</u> Take Highway CA-12 (Sonoma Highway) East. Turn left at Trinity Road (north of Glen Ellen). Continue onto Dry Creek Road. Slight left at Oakville Road/Oakville Grade Road Turn right at CA-29 S/St. Helena Hwy Take exit toward Yountville/Veterans' Home</p>
<p><u>From the East Bay:</u> Take I-80 East to 37 West at Columbus Parkway in Vallejo. Exit onto Highway 29 North. <i>See instructions in bold below.</i></p>	<p><u>From Vacaville, Sacramento and points east:</u> Take I-80 West and exit at Highway 12. Follow 12 West to Highway 29 North. <i>See instructions in bold below.</i></p>
<p><b>Do not follow signs to Lake Berryessa/Napa but stay on Highway 29 until you get to Yountville which is approximately 7 miles north of Napa. Take the only Yountville exit and turn left to follow signs and proceed under the overpass. At the entrance to the Veterans' Home you will be directed to available parking. Registration, the start-finish and festivities will be at the northwest section of the grounds – follow the signs – and the directions of the volunteer parking crew!</b></p>	

## PARKING

Please follow the directions of the Tour de Cure parking volunteers when you arrive. We also encourage you to carpool with others you know who are participating.

## WHAT TO BRING CHECKLIST

- Any cash or check donations in the Collection Envelope provided
- Completed Emergency Information Form
- Any special food you must have
- A well-tuned bike
- Spare tube, patch kit and tools
- Your helmet. **No helmet, no ride!**
- Personal ID and insurance cards
- Clothing (layered) appropriate for the weather
- Sunscreen & lip balm
- A trained and hydrated body
- A water bottle and another bottle for sports drink – **BYOB – the Tour is going green! You provide the bottle, we'll provide the refills!**
- Any diabetes supplies or medication you are taking

## WHAT TO KNOW

- Each rider must turn in at least \$200 (the fundraising minimum) on or before the day of the Tour in order to participate.
- All minors (under age 18) must be accompanied by an adult at ALL times. This includes riding in the Support and Gear (SAG) vehicle.
- Your safety is our top priority. Please read all safety information in this guide as well as the more detailed Group Riding Manual on our Web site: [diabetes.org/tour](http://diabetes.org/tour). Please help us make it a safe ride for everyone by using cycling etiquette.



## WHO 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. Those individuals are passionate about changing the future of diabetes for themselves, their families and future generations.

## WHAT IS TEAM RED?

Numerous Tours around the nation have formed Team Red. Team Red is a group of individual Red Riders and their friends and family who are on a mission to Stop Diabetes!

As of early December 2009 our event's Team Red has not yet formed because a team captain has not yet answered the call, but if you have diabetes and would like to be team captain – with our office's full support and assistance – please contact Tom Hall (888.342.2383, ext. 7460) or Dorinda Shipman (415.282.0177)

## RECOGNIZING RIDERS WITH DIABETES



“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 ride strong and sure. Riding in the Tour de Cure itself is the affirmation of your courage and perseverance.”

*Mari Ruddy*

Founder, Red Rider Program

## YOU ARE WHY WE RIDE!

### HOW DO I BECOME RECOGNIZED AS A RED RIDER?

Contact Tom Hall at [thall@diabetes.org](mailto:thall@diabetes.org) to tell us you want to be recognized as a Red Rider. I will make sure that you receive your recognition on the day of the event.

## IDEAS TO USE AT YOUR WORKPLACE TO HIT YOUR TEAM GOAL

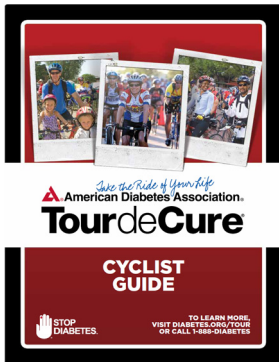
- Host a recruitment day with a Tour de Cure kick off to get more cyclists on your team.
- Host an internal competition to sell Jersey Pin Ups for \$1 – Last Place buys First Place Lunch!
- Make sure everyone uses the Company Matching Gifts forms.
- Find your Company Red Rider to champion the team.
- Dress Down Fridays! \$5 to wear jeans and your In Training Shirt, 2010, Tour de Cure T-shirt or a cycling jersey.
- Ride your Bike to Work Day – Company donates \$5 for each person that rides their bike to work to promote Tour and Physical Fitness.
- Host a Putt-Putt golf tournament where each floor designs a hole and charge an entry fee! Winner gets the proceeds in his or her individual fundraising total.
- Design the Team Jerseys Competition - \$1 to vote for best design by employee for the Team Jersey.

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



calistogabikeshop.com  
norcalcycling.com  
solanoavenuecyclery.com  
theped.com

**REFER TO YOUR  
Tour de Cure Cyclist  
Guide for additional  
information on training  
and safety!**



For more information 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.

# SAFETY INFORMATION

## Rider Safety Notice

The Tour de Cure is conducted on open roads with vehicular traffic. Roads include both marked and unmarked hazards. Though we go to great lengths to make the ride as safe as possible, always remember that safety is in your own hands and ride by these 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.

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

Many bicycle stores sponsor rides that are fun and available to join, and there are cycling clubs throughout the Bay Area that welcome newcomers. Check out our web page (<http://main.diabetes.org/napavalleytourdecure>) for links and resources.



# **VOLUNTEERS NEEDED FOR 2010 TOUR DE CURE!**

If you or anyone you know would like to help make sure that the 2010 Tour de Cure is the BEST and SAFEST it can be, please contact --

Kim Carter  
Volunteer Coordinator  
kcarter75@hotmail.com

-- to volunteer for a range of times and activities. We need people to man rest stops and aid stations, direct parking and traffic flow, drive support-and-gear, set up and clean up. Pick your activity and time shift to help out!

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**If you have any questions about the Tour de Cure, please contact**

**Tom Hall**

**888.342.2383,  
ext. 7460 or  
thall@diabetes.org**

## **FREQUENTLY ASKED QUESTIONS**

This section will answer some of the most frequently asked questions. If you need additional information, please call Tom Hall at 888.342.2383, ext. 7460 or [thall@diabetes.org](mailto:thall@diabetes.org).

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

Our lower length routes (10, 25 and 50 miles) follow roads on the Napa Valley floor and are fairly flat with occasional rolling elevation change. The 80- and 100-mile routes encounter hill-climbing challenge at the border of Napa and Sonoma County as cyclists leave the Napa Valley to enter the Alexander Valley.

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

There are 5 routes from which to choose: 100, 80, 50, 25 and 10 miles

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

Friends and family members are welcome at the finish line, but only official Tour de Cure Vehicles or volunteers should be on the route. Also, participants and volunteers will receive lunch for free, but friends and family can purchase tickets for food, if desired.

### **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 [Kim Carter](mailto:Kim Carter) at [kcarter75@hotmail.com](mailto:kcarter75@hotmail.com) or [Tom Hall](mailto:Tom Hall) at [thall@diabetes.org](mailto:thall@diabetes.org).

### **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 for updates in case of severe storms that could delay or cancel any of our 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 5:00 p.m. and there is no support after the close time. Please ensure that you have trained to be able to finish your route in time. For example, you will need to ride an average of 12 miles an hour to finish the 100-mile route between 7-3:30 p.m. 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 will be served until 5:00 p.m.

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

We like a team to be five or more individuals, but you can have a team with two or more people. Teams are not competing for time as this is a fun ride, but rather to share in the experience and help in the fight against diabetes. To thank you for encouraging friends, family and co-workers to participate, we have a variety of thank you gifts and incentives for the team captain, as well as each team member.

### **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 burleys or bike carriers do not have to raise the minimum.

## BIKE RENTALS

We have great partners that will rent bikes to you and your team members:

**Napa Valley Bike Tours**  
(800-707-BIKE)  
napavalleybiketours.com

*Napa Valley Bike Tours' rental rates are \$35 for hybrids, \$55 for road bikes and \$70 for tandems.*



## Napa Valley Adventure Tours

(877-54-TOURS)  
napavalleyadventuretours.com  
Order at:  
[info@napavalleyadventuretours.com](mailto:info@napavalleyadventuretours.com)

*Napa Valley Adventure Tours offers KHS hybrids for \$45.*

**Calistoga Bike Shop**  
(866.942.BIKE)  
calistogabikeshop.com

*Calistoga Bike Shop offers high-end bicycles for a deluxe experience.*



**calistoga  
bikeshop**

## ACCOMMODATIONS

We have choices for our out-of-town guests:

### Napa Valley Marriott Hotel & Spa

3425 Solano Avenue

Napa

707.254.3342

<https://resweb.passkey.com/go/nvtourdecure>

The Napa Valley Marriott Hotel & Spa is offering a rate of \$179 per night to our guests for the weekend of May 1-2.

The Marriott is located 7 miles south of the event site.

*The Napa Valley Marriott Hotel and Spa will host our **Champions for Diabetes** Dinner on the evening of Saturday, May 1<sup>st</sup>. This invitation-only event is intended to honor Tour de Cure participants who have raised at least \$1,000 by April 19. These special fundraisers have demonstrated an extraordinary commitment in the pursuit of a cure and we honor their achievement on this evening. Each Champion is entitled to bring one guest. Tickets are not available for purchase.*

### Napa Valley Redwood Inn

3380 Solano Avenue

Napa

707.257.6111

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

The Napa Valley Redwood Inn is a moderately priced motel where we have a room block (under 'Tour de Cure') and a room rate of \$93.

The Redwood Inn is located 7.3 miles south of the event site.

For other accommodations in the Napa Valley you may check the Napa Valley Reservations service at 1.800.251.NAPA (6272) or

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