

THE
TOUR TIMES

A PUBLICATION FOR THE CURE-IOUS CYCLISTS OF THE TOUR DE CURE



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

2010 New Jersey Tour de Cure Dates

Central New Jersey - Princeton

Sunday, June 6, 2010

Northern New Jersey - Basking Ridge

Sunday, June 13, 2010

Jersey Shore - Brielle

Saturday, June 19, 2010

Register Today and Stop Diabetes!

www.diabetes.org/tour

1-888-DIABETES

WWW.DIABETES.ORG/TOUR

Brenda Bell's "50 for Fifty" Challenge Basking Ridge, NJ

We met Brenda at this years NJ bicycle summit in Denville, NJ and after hearing her incredible story, we decided to share it with you!

It may have something to do with getting old(er), or maybe it's because the whole "birthday party" thing seems geared to children and to adults whose pockets are much deeper than mine (and my friends'), but at this point in my life, I am drawn by the idea of making my birthday meaningful to me by furthering a cause about which I'm passionate. I was diagnosed with (Type 2) diabetes (and a few other components of metabolic syndrome) in July, 2002. My general approach to life (try to avoid pharmaceuticals as much as possible) led me to trying to control my diabetes as much as possible by diet, exercise, and keeping track of my blood glucose levels, to the point of being drug-free since January, 2004. A number of people I've known since have considered this result rather more heroic than attributable to obsessive attention and a desire to remain as healthy as possible for as long as possible. As a result, I sometimes find myself a bit of an unofficial peer educator.

What I have found is that many people with Type 2 diabetes (or at risk for developing Type 2 diabetes) are not given sufficient education regarding the benefits of diet modification and of home glucose testing, and that many do not have the financial and logistical resources to make the lifestyle changes needed to maintain a high quality of life with diabetes. It is something I see often enough to be passionately concerned about, and an issue which the American Diabetes Association addresses with a number of culturally-targeted programs.

Over the past two years, I've become very involved in the diabetes online community -- first through TuDiabetes (<http://www.tud diabetes.org>) and Diabetic Rockstar (<http://www.diabeticrockstar.com>), then by getting more active on dLife (<http://www.dlife.com>) -- where I am currently one of the contributors to the Blogabetes metablog. I heard about the Red Rider program through the "Cycling Diabetics" group on TuDiabetes. Between my friend Allison Blass's (<http://www.lemonadelife.com>) talking about doing a JDRF ride last year (she did the Killington, VT ride) and my having to replace my 1981 Lotus Excelle Mixte (frame damage) last July, the Tour de Cure sounded like something I might like to do.

Finding that my most local Tour de Cure (Basking Ridge, NJ) is scheduled for my 50th birthday (June 13, 2010) sealed the deal -- to the point where my Significant Other challenged me to do the 50-mile Tour de Cure. We're calling the effort "50 for Fifty". Fifty miles is more than I've ever ridden in one day, not to mention the challenge of the hills... Nonetheless, I'm looking forward to it.

Every decade we hear "life begins at ____" jumping a decade later. Well, for many of us with diabetes, life begins (again? anew?) at diagnosis. We rededicate ourselves to life, to good health, to taking care of ourselves, and to reaching out to others like ourselves. The Tour de Cure is an opportunity for me to stretch myself physically while bringing attention to the growing epidemic of all types of diabetes, while supporting an organization whose goals are to reach out and educate people about diabetes, and to prevent, treat, mitigate, and hopefully cure diabetes. It's a winning combination.

Brenda F. Bell

arachne@webwarren.com





MARIANNE GRADY HELPING TO STOP DIABETES AT THE 2010 JERSEY SHORE TOUR DE CURE

For the second consecutive year, "The Grady Bunch," along with Red Rider and team captain Marianne Grady, will participate in the American Diabetes Association's Jersey Shore Tour de Cure®. This annual cycling event will take place on Saturday June 19, in Brielle, NJ. There are four routes for riders at all levels... 10 miles, 35 miles, 62 miles and the century route which is 100 miles. As a team, "The Grady Bunch" is striving to raise over \$25,000 to help change the future of diabetes and stop its devastating complications.

Marianne Grady, a Type 2 diabetic, founded "The Grady Bunch" in 2009 after her husband suggested they join a gym-sponsored bike team participating in the Jersey Shore Tour de Cure. "I always considered myself the anti-athlete," said Grady, who lost more than 63 pounds using Nutrisystem®D™. "So I started my own team."

In their first year, 26 of Grady's closest friends and family took part in the Tour de Cure, raising over \$17,000 in pledges. According to Grady, the 2010 team already contains 27 members, and she is offering incentives in hopes of recruiting at least 50 more. Among some members of "The Grady Bunch," are Marianne Grady's husband John and their three children, their nieces and nephews, and several of Grady's fellow co-workers at LS Power Development, LLC.

Keeping with a tradition set last year, Grady will take part in the 10-mile ride and greet the rest of her team as they cross the finish line. "Mentally, I'm very into participating in the Tour de Cure," said Grady. "I was looking for a 'cause' to volunteer for and this one made perfect sense since it is something that directly affects myself and so many others"

The American Diabetes Association may be leading the fight against the deadly consequences of diabetes and fighting for those afflicted by this disease, but none of it would be possible without help from teams and individuals who participate. "Thanks to dedicated people like those members of 'The Grady Bunch,' the American Diabetes Association is able to continue working toward its mission to prevent and cure diabetes and improve the lives of all people affected by it," said Jersey Shore event manager Lindsay Taylor.

Marianne Grady, now a member of the 2010 Tour de Cure executive committee, responsible for mentoring new team captains, gives hope to all those looking to fight for a cure. "You have to make a decision to do something," said Grady. "If I can do it, anyone can do it."

The American Diabetes Association funds research to prevent, cure and manage diabetes; delivers services to hundreds of communities; provides objective and credible information; and gives voice to those denied their rights because of diabetes. Founded in 1940, our mission is to prevent and cure diabetes and to improve the lives of all people affected by diabetes.

If you would like to join Marianne and the Grady Bunch on June 19th to cycle in the Jersey Shore Tour or make a contribution to their efforts, email her at mariannegrady@yahoo.com for details.



The Tour de Cure is right around the corner!
Below are the Top 10 things you MUST READ before you can RIDE!

10: Complete the Emergency Information Form and bring it to the Tour

9: Bring your collection envelope containing any cash or check donations. (Please convert cash or coins to a check if possible)

8: Be sure to bring your helmet. NO HELMET, NO RIDE!

7: Check your bicycle for any needed repairs; take it to the local bike shop for a tune-up

6: Start training! The routes close at 3:00pm, so you need to be back at the start/finish area before then.

5: Bring clothing appropriate for the weather. We ride rain or shine. Be prepared for everything.

4: All minors (under age 18) must be accompanied by an adult at ALL times. This includes riding in the Support and Gear (SAG) vehicle.

3: Bring your own water bottle to ensure you stay well-hydrated.

2: Don't forget any medication or diabetic supplies you will need.

1: Each rider must turn in at least \$175 (the fundraising minimum) on or before the day of the Tour in order to participate.

Before Your Ride: The ABC Quick Check

Have you checked your bike for mechanical safety? Timely bicycle maintenance can prevent a serious accident. Here is the "ABC Quick Check," which you should do every time you ride.

A is for Air.

- Check tire pressure. Tires should be inflated to the rated pressure noted on the sidewall (pounds/square inch). Use a gauge to verify you have reached the recommended rate.
- Check for damage to the tire sidewalls and/or tread. Sidewall damage is common if the brakes aren't adjusted properly. If the bands of the tire are showing below the surface, you need a new tire — Now!

B is for Brakes.

- Check the brakes for pad wear and adjustment. Visually check the brake-block pad. If less than 1/8" of rubber shows at any place, replace the brake-block/pad assembly. Make sure the brake blocks are parallel to and aligned with the side of the rim when applied.
- Check cables and housing. Cables need to travel smoothly. If the cables stick, apply lubrication at the ends of the housing and work it in by applying the brakes several times. Frayed cables should be replaced.

C is for Crank Set.

- Check the crank set. The crank set consists of the bottom bracket, the crank arms, and chain rings. To do this check, take the left

and right crank arms in your hands and attempt to move them sideways. If both move, you have a problem with the bottom bracket. If only one moves, the individual crank arm is loose and must be secured. A loose crank arm should never be ridden.

Quick is for Quick Releases.

- Quick-release hubs need to be tight, but not too tight. The proper pressure is obtained by pushing on the quick-release lever so it leaves an impression on the palm of your hand. The closed lever should face up and back to minimize the chance of catching on anything while you ride.
- Quick-release brakes, which are opened when removing or installing wheels, need to be in the closed position. When closed, check to make sure the brake pads aren't rubbing the rims.
- Quick-release seat clamps, on mountain bikes and some hybrid bikes, need to be in the closed position. Check to be sure your seat is at the correct height.

Check is for a Brief, Checkout Ride.

- This is when you ride to check that your derailleur and shift levers are working properly.

Many items of the ABC Quick Check can be done visually; others require just a brief physical check. If you find that your bike needs adjustments beyond your ability, enlist the professional mechanics at your local bike shop.

Information is provided by the League of American Bicyclists — Learn more at bikeleague.org

Spring Fundraising Tips

Are you looking for fun and creative fundraising ideas? Here are just a few ways you can kick-start your Tour de Cure fundraising efforts this Spring. There are only a few Do you have another great idea or success story you would like to share? Send it to Olivia Ritchie at ORitchie@diabetes.org Your story could end up on our website or in our next Tour Times newsletter!

- **Dress Down For Diabetes** – Get your company involved! Everyone who donates a minimum of five dollars can dress down or wear jeans for the day.
- **Have a local car wash!** Now that the weather is nice invite your neighbors and friends to participate in a car wash. Find a highly visible location to hold your event, make signs and flyers and invite everyone you know to spread the word!
- **Keep the Change–** Ask people to donate their pocket change. Set up change jars or bottles at home, the office or a local business and watch the change add up. Every penny counts!
- **Online Networking-** Use your corporate networking web site, such as LinkedIn, or other sites such as Facebook to let others in your network know that you are participating in Tour and invite them to join your team or donate. The “Fundraise With Facebook” application is available in your Tour Center. Just click on the icon right from your Tour Center home page and follow the instructions.
- **Start Spring Cleaning-** Have a garage sale and ask your friends and neighbors to donate items for you to sell! Explain that all proceeds benefit the American Diabetes Association’s fight against diabetes. Have the kids sell lemonade and donate the proceeds!
- **Email! Email! Email!** – Riders who take advantage of the online fundraising tools raise an average of four (4) times more than those who only fundraise offline! Email your friends and family with facts about diabetes, and encourage them to ride with you or donate to this important cause. Post your Tour de Cure link on your Facebook , Myspace, or Twitter page. Make sure to tell them your story and let them know why the ADA is important to you.
- **Stationary Bikes** – Work with your local gym or bike shop to hold an indoor cycling fundraiser. Hold a spin class at the gym or at the bike shop (cyclists will need to bring their own trainer to the shop). Why not work together to find a unique location? The weather is great so see if you can bring the spin bikes outside, in front of the gym, at the local park, anywhere works! Ask the gym to loan you a bike, or bring your own bike and trainer. Set them up in a high-traffic location and pedal while you earn donations. You can fundraise for your team and promote the Tour de Cure!

****Still need help? Contact Taran (TConnelly@diabetes.org) or Suzanne (SAXt@diabetes.org). We are happy to brainstorm fundraising ideas with you!***

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



WHAT IS A RED RIDER?

Red Riders are all Tour de Cure participants with Type 1 or Type 2 diabetes! It doesn't matter if you are on a team or an individual—YOU ARE OUR INSPIRATION!

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 difficult condition.



AND BEING A RED RIDER MEANS...

That you are not alone. With hundreds of riders who may share a similar story, and hundreds more to support you, being a Red Rider can help with your first step or your millionth—in your fight to live a healthier life!



HOW DO I BECOME A RED RIDER?

If you have Type 1 or Type 2 diabetes you are eligible to become a Red Rider. All you need to do is contact us at the information below to be recognized as a Red Rider on the day of the event. You will then receive a FREE jersey which will be distributed at the event, so you can proudly wear it out on the ride.

**** All Red Riders must still raise the \$175 fundraising minimum****

IS THERE A TEAM I CAN JOIN WITH OTHER RED RIDERS?

YES! You (and those that support you) can join Team Red which is made up of Red Riders and those that support Red Riders. When you register, just be sure to select "Join a Team" and search for "Team Red." If you want to stay with your current team and still be recognized—GREAT! You will still be recognized as a Red Rider if you are already a part of another team.

For more information or to become a Red Rider contact:

Taran Connelly (Basking Ridge) - TConnelly@diabetes.org or (732) 469-7979 x3514

Olivia Ritchie (Jersey Shore) - ORitchie@diabetes.org or (732) 469-7979 x3506

Suzanne Axt (Princeton) - SAxt@diabetes.org or (732) 469-7979 x3519

WWW.DIABETES.ORG/TOUR



Form a Company Team for the Tour de Cure!

Here are just a few reasons why:

Diabetes Affects Everyone

- Diabetes is taking a devastating toll on our communities:
- More than 23 million Americans are already afflicted with diabetes with at least 57 million more at risk
- Diabetes is a life threatening chronic disease that can lead to serious complications including heart disease, blindness, kidney disease, amputation, and death. It is the seventh leading cause of death in the U.S.
- Diabetes costs the United States more than \$174 billion annually--\$116 billion in direct costs for medical expenditures and another \$58 billion in indirect costs including reduced productivity, disease-related disability and increased absenteeism.
- Everyone pays the price for diabetes, including you and your company.

YOU CAN HELP US DO SOMETHING ABOUT IT

The American Diabetes Association is taking aim at eradicating diabetes through Tour de Cure, a series of 80 cycling events nationwide. Tour de Cure is a ride, not a race, with routes for everyone from 10 mile family-friendly routes up to 100 miles or more. The ride is fully supported with great rest stops, bike mechanics and everything you need along the way. At the finish enjoy a hearty lunch, massage, entertainment and more at the Tour post-event party! It's a great day in the saddle for an important cause.

Form a Team Now

Each mile we ride brings us closer to a cure. To register a team or learn more about joining a Tour de Cure event in your community, visit diabetes.org/tour or call your local American Diabetes Association office at 1-888-DIABETES.



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

JOIN THE MOVEMENT TO STOP DIABETES!



Between the day this movement started on October 29, 2009 and today, this is how many of our friends, family members and colleagues have been diagnosed with diabetes. That's one person every 20 seconds. Join the movement and Stop Diabetes now.

WWW.STOPDIABETES.COM

THANK YOU TO OUR 2010 SPONSORS!



Northern New Jersey Tour de Cure
Presenting Sponsor



Change Your Body. Change Your Life.



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