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Tour de Cure Coordinator:
Amie Holman
Tel: 757-424-6662 x 3276
Email: aholman@diabetes.org

American Diabetes Association:
870 Greenbrier Circle, Suite 404
Chesapeake, VA 23320
Fax: 757-420-0490

Route guide

American Diabetes Association®
Tour de Cure 2013

***Thank you for registering for the April 20, 2013
Hampton Roads, VA Tour de Cure!***

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

Route Descriptions

The Hampton Roads, VA Tour de Cure begins at King's Fork High School, located at 351 King's Fork Road in Suffolk. Our 4 routes are designed to appeal to all skill levels. **Routes include:**

10 Mile Ride Our 10 Mile Ride is accessible to all fitness levels and features a well stocked rest stop and wonderful volunteers.

30 Mile Ride Our 30 Mile Ride offers a moderate challenge while being safe and scenic. Frequent rest stops and plenty of SAG patrols make this ride a great choice for the beginner to intermediate cyclist.

65 Mile Ride Our 65 Mile Ride features rolling hills and country roads – the perfect choice for the intermediate to advanced cyclist. Full route support ensures a safe ride from start to finish.

100 Mile Century Our 100 Mile Century is a true test of endurance – best suited for the experienced cyclist. 100 miles on Suffolk and Isle of Wight country roads guarantee an unforgettable experience.

Route maps will be posted online at www.diabetes.org/hamptonroadsvatour.

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

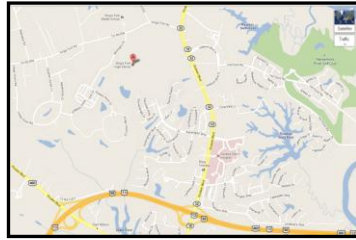




Location, Directions, Parking, Schedule....

Location

King's Fork High School
351 King's Fork Road
Suffolk, VA 23434
<http://maps.google.com>



King's Fork High School is located on the left, across the street from Suffolk Fire Department and King's Fork Middle School.

Directions

From Virginia Beach/Chesapeake/Norfolk, head East on I-64 towards Suffolk. Merge onto I-664 N/Hampton Roads Belt via EXIT 299B on the left toward US-13/Suffolk/US-58/Newport News/US-460/Richmond. Almost immediately, merge onto US-13 S/US-58 W/US-460 W via EXIT 13A toward Suffolk. Take the VA-10/VA-32 ramp toward Smithfield/Newport News/Downtown Suffolk. Turn right onto Godwin Blvd/VA-32 N/VA-10 N. Turn left onto VA-634/Kings Fork Rd.

From Peninsula/Monitor Merrimac Tunnel, head South on I-664. Merge onto US-13 S/US-58 W/US-460 W via EXIT 13A toward Suffolk. Take the VA-10/VA-32 ramp toward Smithfield/Newport News/Downtown Suffolk. Turn right onto Godwin Blvd/VA-32 N/VA-10 N. Turn left onto VA-634/Kings Fork Rd.

From North Carolina/Caratoke Highway/NC-168, head North on NC-168, crossing into Virginia. NC-168 becomes VA-168. (Note: Toll Road) Take EXIT 1 onto I-64 East towards Suffolk/Richmond. Merge onto I-664 N/Hampton Roads Belt via EXIT 299B on the left toward US-13/Suffolk/US-58/Newport News/US-460/Richmond. Almost immediately, merge onto US-13 S/US-58 W/US-460 W via EXIT 13A toward Suffolk. Take the VA-10/VA-32 ramp toward Smithfield/Newport News/Downtown Suffolk. Turn right onto Godwin Blvd/VA-32 N/VA-10 N. Turn left onto VA-634/Kings Fork Rd.

Parking

Once you arrive, please follow signs for parking. Then, make your way to the main entrance of the school to the **Rider Registration Check-In**. At check-in, you will turn in your completed emergency information form (waiver) that you should receive by mail and any cash/check donations (in a sealed collection envelope – which you should also receive by mail). You will receive your rider packet, including bib number, at that time.

Priority check-in will be available for Red Riders & Team Red. 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! We have reserved a special Tour de Cure rate at the **Hilton Garden Inn Suffolk Riverfront Hotel**. Mention the Tour de Cure when you call (757) 925-1300 to make your discount reservation or go online to: http://hiltongardeninn.hilton.com/en/gi/groups/personalized/O/ORFSHGI-ADA-20130419/index.jhtml?WT.mc_id=POG



Tour de Cure Starting Times

100 Mile Century

Check-In 6:30 am
Ride Start 7:30 am
Route Closes 5:30 pm

65 Mile Ride

Check-In 7:30 am
Ride Start 8:30 am
Route Closes 5:00 pm

30 Mile Ride

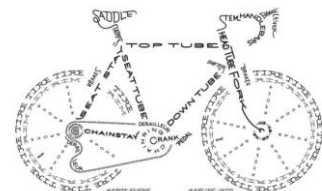
Check-In 8:30 am
Ride Start 9:30 am
Route Closes 3:00 pm

10 Mile Ride

Check-In 9:30 am
Ride Start 10:30 am
Route Closes 1:30 pm

Tour de Cure Schedule

6:00 am	Breakfast begins
6:30 am	100M registration opens
7:30 am	100M ride begins 65M registration opens
8:30 am	65M ride begins 30M registration opens
9:00 am	Breakfast ends
9:30 am	30M ride begins
9:30 am	10M registration opens
10:30 am	10M ride begins Entertainment begins
11:30 am	Post ride meal begins
5:30 pm	Post ride meal ends Entertainment ends





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

Local Fundraising Information & Tips

The fundraising minimum for the Hampton Roads, VA Tour event is: \$175

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

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 everyone 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!*

Hampton Roads 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:

#1 Individual: The top individual fundraiser receives the signature Yellow Top Fundraiser Jersey, signifying him/her a leader in the effort to Stop Diabetes.

#1 Team: The **Top Fundraising Team** will be awarded with the Tour de Cure Traveling Trophy – a HUGE symbol of our appreciation for their efforts.

Top 10: The top 10 teams and top 10 individuals (ranked by fundraising) are each presented a special award and are recognized on the following year's event brochure, website, and at the Tour de Cure Kick-off event.

VIP Team Tents: Exciting new Team incentives are coming for 2012! More details will soon follow.



Imagine Your Team Name Here!

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 if current trends continue
- 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
- **60,000+** participants nationwide
- We host **86** 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 improve the lives of all people affected by the disease



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 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.



Red Riders and Champions to Stop Diabetes

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. Red Riders 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. (*Red Rider jersey subject to local availability/deadline; minimum fundraising required.)



Recognizing Riders with Diabetes



your courage and perseverance."

Mari Ruddy is the founder of the Red Rider program; she has lived with type 1 diabetes for more than 25 years. Mari 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

How Do I Get Recognized as a Red Rider?

Contact your local ADA staff person, Amie Holman, or your Red Rider Co-Chairs, Danielle Benjamin and Leanna Freid, to let us know you want to be recognized as a Red Rider. Red Riders can participate as individuals, on their own corporate or family teams, or can join Team Red, which is a team for Red Riders, their friends and family, and anyone who isn't on another team.



Red Rider Co-Chairs: Danielle Benjamin
Leanna Freid

dtbenjamin08@gmail.com
lcfreid@cox.net



American Diabetes Association
Tour de Cure

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, special recognition on the day of the event including day of event incentives, and opportunities to be recognized throughout the year.

Are you new to Tour and looking for a team to join? Join Team Red!



WHAT IS TEAM RED?

Team Red is a group of individual Red Riders and their friends and family 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 a team, then Team Red is for you!

FOR MORE Team Red INFORMATION:

Team Red (Captain) GMail:
TeamRedHRVA@gmail.com

Join us on Facebook!
[Team Red Facebook page](#)

Team Fundraising URL:
[Team Red page](#)





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.** \$175 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 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.

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 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 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, in our Cyclist Guide and on our website at diabetes.org/tour. Please help us keep the ride safe for everyone by using proper cycling etiquette.



Safety Information, Training Resources....

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 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 our Tour de Cure website at www.diabetes.org/hamptonroadsvatour or call 1.888.DIABETES x 3276.



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 at Hee Jea Yang at hjeayang@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:



BikeBeat



PERFORMANCE
BICYCLE

Bike West

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 RIDING ROUTE MARSHALS!

If you are interested in helping ensure the Tour is a safe and fun ride, please contact your Tour Coordinator, Amie Holman, at:

Tel: 757-424-6662 x 3276
Email: aholman@diabetes.org



Frequently Asked Questions....

AMERICAN DIABETES ASSOCIATION

870 Greenbrier Circle
Suite 404
Chesapeake, VA 23320
Tel: 757-424-6662 x 3276
Toll-free: 1.888.DIABETES
Fax: 757-420-0490
Web: www.diabetes.org



STOP DIABETES

1.800.DIABETES
www.stopdiabetes.com

YOUR TOUR DE CURE Coordinator:

Amie Holman
Tel: 757-424-6662 x 3276
Email: aholman@diabetes.org

TOUR DE CURE Committee:

Interested in helping plan the Tour de Cure event? Have some great ideas? Contact your Tour de Cure coordinator 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 or aholman@diabetes.org.

Q? What is the terrain of the ride like?

The terrain is rolling hills with flat sections, winding roads, and lots of scenic countryside.

Q? How many route lengths are there?

There are 4 routes from which to choose: 100, 65, 30 and 10 miles.

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

Friends and family members are welcome at the post-ride party at no cost, though they will be required to pay \$10 per person for the post-ride meal. Your friends and family can cheer you across the finish line then join you in touring the Wellness area, 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 Hampton Roads, VA Tour webpage or call 757-424-6662 x 3276 voicemail 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. Please see the "Tour de Cure Starting Times" box on the right side of [page 2](#) for more route specific details.

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? 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 in the 10, 30, 65 or 100 mile rides, the minor is also responsible for turning in the \$175 minimum (regardless of age) and is also required to wear a helmet while riding. Please use your best judgment based on the skill and maturity level of your child.

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, 870 Greenbrier Circle, Suite 404, Chesapeake, VA 23320. **Make sure to note your name/the rider's name who is getting credit for the donation(s).*