

Take the Ride of Your Life

American Diabetes Association®

Tour de Cure®

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**2008 Tour de Cure
Colorado Partners**



**(osi) pharmaceuticals
foundation**

Changing lives in our communities™



TOUR DE CURE DIRECTOR

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Welcome to the 2009 Tour de Cure Colorado!

Now that you've signed up, how do you raise \$150 and much more?

7 steps to \$1,000

1. Make a personal donation.....\$50
2. Ask your spouse/friend to match your donation.....\$50
3. Take 5 minutes to send 5 emails to your family asking them to match your donation.....\$250
4. Take 10 minutes to send 10 emails to your closest friends asking them to support you.....\$250
5. Send a letter campaign telling your story to your Holiday card list. Include self addressed envelope.....\$150
6. Keep Pin Up Jerseys at your desk and post as you receive donations from co-workers.....\$100
7. Take 15 minutes to send emails to your entire address book with a link to your online site.....\$150

\$1,000!

IDEAS TO USE AT YOUR WORKPLACE TO HIT YOUR TEAM GOAL

- Host a recruitment day with a Tour de Cure Colorado 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, 2008 Tour de Cure Tshirt or a cycling shirt
- 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

TOUR DE CURE STARTING TIMES

100 miles:

Check in opens at 5:30 a.m.
Route opens at 6:00 a.m.
Route markings will be **Orange**.

100K (62 miles):

Check-in opens at 6:30 a.m.
Route opens at 7:00 a.m.
Route markings will be **Blue**.

50K (32 miles):

Check-in opens at 9:30 a.m.
Route opens at 10:00 a.m.
Route markings will be **Yellow**.

20K (12 miles):

Check-in opens at 10:30 a.m.
Route opens at 11:00 a.m.
Route markings will be **Red**.

TOUR DE CURE SCHEDULE

- 5:15 a.m. Breakfast starts
- 5:30 a.m. 100mi Riders' Registration
- 6:00 a.m. 100mi Riders leave
- 6:30 a.m. 100K Riders' Registration
- 7:00 a.m. 100K Riders leave
- 9:30 a.m. 50K Riders' Registration
- 10:00 a.m. 50K Riders leave
- 10:30 a.m. 20K Riders' Registration
- 11:00 a.m. 20K Riders leave
- 12 – 4 p.m. Lunch served
- 12 – 4 p.m. Post Event Party Begins
H&W Village Opens
Entertainment Begins
- 2:00 p.m. Awards and Recognition
- 4:00 p.m. Route Sweep

START/FINISH LOCATION

9595 Nelson Rd. Longmont, CO 80501

From the North:

- 1-25 S
- Exit CO-119 heading west (approximately 7 miles) CO-119 becomes Ken Pratt Blvd.
- Turn slight right (NW) onto Nelson
- End at Boulder County Fairgrounds

From the South:

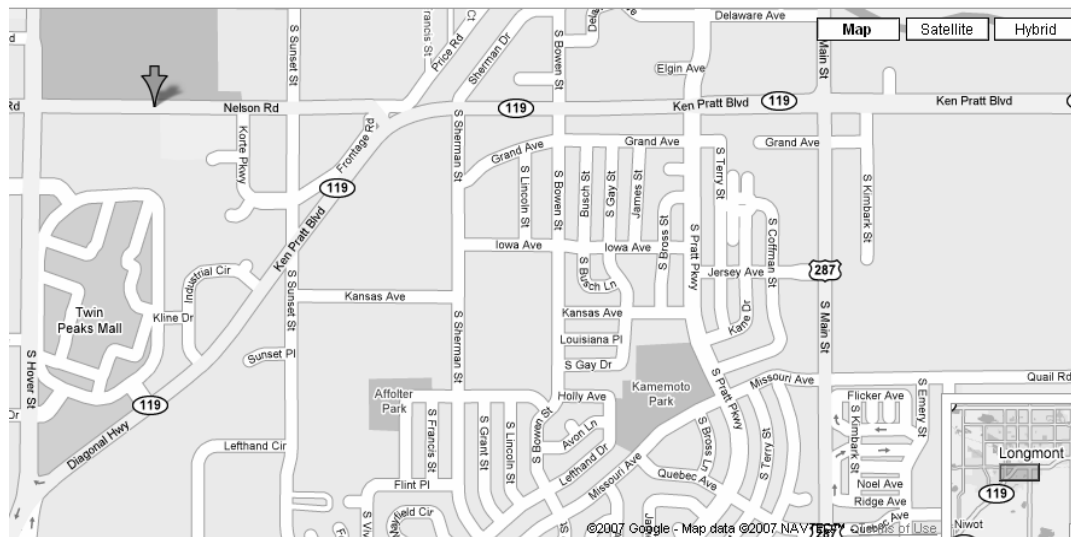
- 1-25 N
- Exit CO-119 heading west (approximately 7 miles) CO-119 becomes Ken Pratt Blvd.
- Turn slight right (NW) onto Nelson
- End at Boulder County Fairgrounds

From Boulder:

- Take Foothills Diagonal Highway 119 (NE) towards Longmont
- Take a slight left (N) onto Hover Street
- Turn Right onto Nelson
- End at Boulder County Fairgrounds

From Westminster Area:

- Take Wadsworth/Highway 287 North towards Longmont
- Turn Left on Highway CO-119 Ken Pratt Blvd.
- Turn slight right (NW) onto Nelson
- End at Boulder County Fairgrounds



PARKING

Parking will be provided at the Boulder County Fair Grounds (6:00 a.m. and 7:00 a.m. departures will be using one marked parking lot and 10:00 a.m. and 11:00 a.m. departures will be using a different marked parking lot.) American Diabetes Association volunteers will direct you accordingly. Please carpool as parking is limited. VIP Parking will be available for all fundraisers that raise over \$1000.

LODGING INFORMATION

For those of you who are coming from out-of-town or who just want a little extra sleep on Tour de Cure morning, the following hotels are located in the Longmont, Colorado area:

Radisson Hotel and Conference Center Longmont-Boulder
1900 Ken Pratt Blvd. Longmont, CO 80501
phone 303-682-2114 fax 303-682-2187 www.radisson.com/longmontco



WHAT IS A RED RIDER?

The purpose of the Red Rider program is to support everyone who lives with diabetes and showcase the courage it takes to live every day with this difficult condition. All riders that have type 1 or type 2 diabetes are eligible to become a Red Rider. Red Riders receive a free Red Rider Jersey or Red Rider T-Shirt and Red Rider Goody Bag. 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!

This year we will have over 175 Red Riders participate in the Tour de Cure Colorado, the birthplace of the Red Rider Program, riding on Team Red or being champions for their own corporate or family teams. Those individuals are responsible for raising over \$500,000 to for the mission of the American Diabetes Association.

HOW DO I JOIN TEAM RED OR BE RECOGNIZED AS A RED RIDER?

During registration, make sure that you answer your medical questions correctly. Mike Carter, Team Captain for Team Red and Chairperson for Red Riders will make sure that receive your recognition. If you have questions, please contact Mike Carter at mike@tourdecurecolorado.com.



Mari Ruddy & Marcey Robinson, C.D.E.

Mari Ruddy, a Colorado Tour de Cure rider, is the founder of the Red Rider program. Mari has lived with type 1 diabetes for more than 25 years. Here's the reason why Mari wants to recognize people with diabetes that ride in a Tour de Cure as Red Riders:

"I have type 1 diabetes. I have lived with this challenging disease since I was 16 years old. That's over 25 years of blood testing, shots, insulin pumping, carb counting, and meal planning. If that wasn't enough, two years ago, I was diagnosed with breast cancer. Because of living with diabetes, I thought I understood illness. However, chemo, radiation, and surgery all knocked me down harder than I ever imagined possible.

But my lot in life is to get back up no matter the punch. And with the support and love of my family and friends, excellent medical care, and the good fortune of life, I'm officially NED (no evidence of disease). At least no evidence of cancer, as I still have diabetes. That was a rude awakening, if only chemo could cure diabetes. In my 25 years of living with diabetes, I have walked, run and cycled for the cure for diabetes, but never once at any of these events was I asked to declare myself as a diabetes-surviving person. I was never given a special t-shirt or water bottle. There has never been a special finish line acknowledging the courage, perseverance, and sheer determination it takes to live with diabetes and be out on that course riding, running or walking.

I want this to change. I want you to help me change this. I want to work to find the cure AND to celebrate the people who are courageously living with diabetes. I want you to help me encourage people with diabetes to become RED RIDERS! One could think I just want special recognition, and maybe I do. Why? Because receiving the recognition on race day gives me and my fellow diabetics the motivation to continue seeing the glass half full on the days when our blood sugar soars to 400 for no explainable reason, or when we have no desire to eat but we must or risk passing out if we don't.

Cancer is dramatic. Diabetes is a grind. Both drop people at the door of death, just in different styles.

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."

YOU ARE WHY WE RIDE!

Tour de Cure Colorado is looking for Route Marshals!

If you are interested in helping ensure the Tour is a safe and fun ride, please contact Kelly Jackson at kjackson@diabetes.org or (720) 855-1002 extension 7020 or Peter Fryer at pfryer@diabetes.org or (720) 855-1102 extension 7041.

Please visit www.bicyclecolorado.org for more information about how to maintain Colorado Roadway Safety.

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

Bicycle Village



SAFETY INFORMATION

Rider Agreement

Tour de Cure Colorado 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
- Rules of the road apply; same rights and duties as the driver of any other vehicle
- Ride single file where necessary, maximum of two abreast when conditions allow, 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 “hello” or “on your left”
- Use hand signals to indicate road hazards, stopping, slowing, right, and left turns
- Prepare properly: nutrition, hydration, training, and sudden changes in weather conditions
- 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. The future of cycling events in Colorado depends on your cooperation with the rules above.

TRAINING RESOURCES

We definitely recommend taking advantage of organized training rides. Don't forget to wear your helmet on all training rides! These rides are designed to cater to varying degrees of ability and are sure to help you prepare for the big day. Numerous training opportunities are available to you in your community through local clubs and the participating Tour de Cure bike shops.

Check out www.diabetes.org/coloradotourdecure for future training ride information to be posted!

VOLUNTEERS NEEDED FOR 2009 TOUR DE CURE COLORADO!

If you or anyone you know would like to help make sure that the 2009 Tour de Cure Colorado is the BEST and SAFEST it can be, please contact Tyra Smith at tyra@tourdecurecolorado.com or Amy Vance at amy@tourdecurecolorado.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, assist at the celebration, set up and clean up. Pick your activity and time slot to help out!

If you have any questions about the Tour de Cure, please contact Kelly Jackson at kjackson@diabetes.org or (720) 855-1102 extension 7020

FREQUENTLY ASKED QUESTIONS

This section will answer some of the most frequently asked questions. If you need additional information, please call Kelly Jackson at (720)855-1102 extension 7020

Q? What is the terrain of the ride like?

The 20K family route is through the Longmont Greenways Trail System. The 50K and 100K routes go through and around Larimer County and the Carter Lake area which is more challenging. The Century Ride goes through Carter Lake and through the infamous switchbacks leading up to Glen Haven and then through Estes Park with a 2000 foot altitude climb from start of route to highest point.

Q? How many route lengths are there?

There are 4 routes from which to choose: 20K, 50K, 100K, and 100 Mile.

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

Friends and family members are welcome at the finish line. Keep in mind that only riders and volunteers may go through the food line.

Q? Can I bring my own personal SAG?

Personal SAGs are not permitted on the route. However, if your friend would like to drive a SAG available to all riders, please have them contact Kelly Jackson at (720) 855-1102 extension 7020

Q? What if it rains?

We ride rain or shine! Pack rain gear just in case and don't let slightly cloudy skies stop you in the fight against diabetes!

Q? When does the finish line and route close?

The route and the finish line remain open until all cyclists finish the route. The Routes close at 4:00 and there is no support after the close time. But as late afternoon approaches, one of our SAG vehicles will ask you if you would like to be brought to the finish. Please be aware and plan accordingly that lunch will be served until 4:00 pm

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. The minor is also responsible for turning in the \$150 minimum (regardless of age) and is also required to wear a helmet while riding. Children in burleys do not have to raise the minimum.