

# Don't just *ride*, *Bike MS*

2014 RIDE GUIDE



bike  
~~MS~~  
MS<sup>®</sup>

bike to  
create a world  
free of MS

RIDE WITH US

August 2 - 3, 2014

Sponsored by

**Hilton Waikoloa Village**

For more information,  
visit [BikeMSHawaii.org](http://BikeMSHawaii.org) or call 808.532.0806 .



# We are **people** who want to do something about *MS* now.

## ABOUT MS

Multiple sclerosis interrupts the flow of information from the brain to the body and stops people from moving. Every hour in the United States, someone is newly diagnosed with MS, an unpredictable, often disabling disease of the central nervous system. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with more than twice as many women as men being diagnosed with the disease. MS affects more than 400,000 people in the U.S., and 2.5 million worldwide.

## ABOUT THE NATIONAL MS SOCIETY

The National MS Society helps people affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, and providing programs and services designed to help people with MS and their families move their lives forward.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National MS Society at [nationalMSsociety.org](http://nationalMSsociety.org) or 800.344.4867.





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## TEN GREAT THINGS ABOUT OUR ONLINE TOOLS

1. Post your picture or a team pictures online
2. Include your company's logo
3. Set up a simple URL for your page or your Team Page
4. Set a fundraising goal that everyone can see and support
5. Download your team roster
6. E-mail new team members when they join
7. Track not only yours, but your team members' fundraising progress
8. See your real time individual and team fundraising total
9. Track and thank donors who donated to you and your team
10. Easily update your page and photo

# Raising Money has never been easier!

## SIMPLE STEPS TO ONLINE SUCCESS

### SET UP YOUR PAGE

Your page or team page is your invitation to become involved in the MS movement. We're here to help you reach your goals. Please let us know how we can help! By setting up a personal and team page, you are setting up for success. Here are a few hints to help make your page one to remember:

- Make it personal: Put in a picture of you or your team. Write the story about yourself or of your team and how you are training and fundraising. While there is sample text available, nothing is more compelling than your own words.
- Change it often: Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- Create your team page URL shortcut: By doing this you will be able to easily direct people directly to your team page. Put a link to your fundraising page in the signature of your e-mail or on your social media sites.

### RECRUIT MEMBERS ONLINE

No need to collect paper or spend hours on the phone. Your team members can quickly and easily register themselves online. Have people join your team from your team page, or use the participant center tools to send a team registration link via e-mail. You can also download your Outlook contact list into the tool. (This tool also can help you to track when e-mails have been opened by a recipient.)

### FUNDRAISE ONLINE

Now for the fun part! After you send your personalized e-mail to all your friends, family members and colleagues, you can watch your up-to-the-minute fundraising tracker. Our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS.

### ENCOURAGE TEAM MEMBERS TO USE THEIR ONLINE PERSONAL PAGES

Once you see what the tools can do for you, encourage your team members to follow your lead. Make it fun by giving incentives to your team members to fundraise online — a pair of movie tickets to the team member that raises the most in a week, or a gift card to every team member who gets at least five gifts online. Be creative and ensure that your team not only reaches their goals, but has fun along the way.

### SOCIAL NETWORKING

Create a Facebook fanpage for your team. You can also post tweets on Twitter for your group and videos on YouTube.



# Who has the most **Team Spirit?**

ESTABLISHING A GOAL IS AN EASY WAY TO MAINTAIN MOTIVATION AS WELL AS GIVE YOU AND YOUR TEAM A BENCHMARK FOR SUCCESS. WE ENCOURAGE TEAM CAPTAINS TO SET GOALS FOR THEMSELVES THEIR TEAMS, WHILE KEEPING THESE TIPS IN MIND.

## TIPS FOR TEAM SPIRIT

- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride for your team.
- Don't arbitrarily set a goal without input from the team: Having them believe in the goal from the word "go" will make your job as team captain that much easier.
- Don't forget to set both personal & team fundraising goals: Lead by example. Share your fundraising goal with your team.
- Set a goal for team size as well as collective fundraising: Recruiting more team members can mean more substantial fundraising!
- Don't keep your goal a secret: Use e-mail, team pages, and even internal company intranets and newsletters to communicate goals — and how close your team is to attaining them.

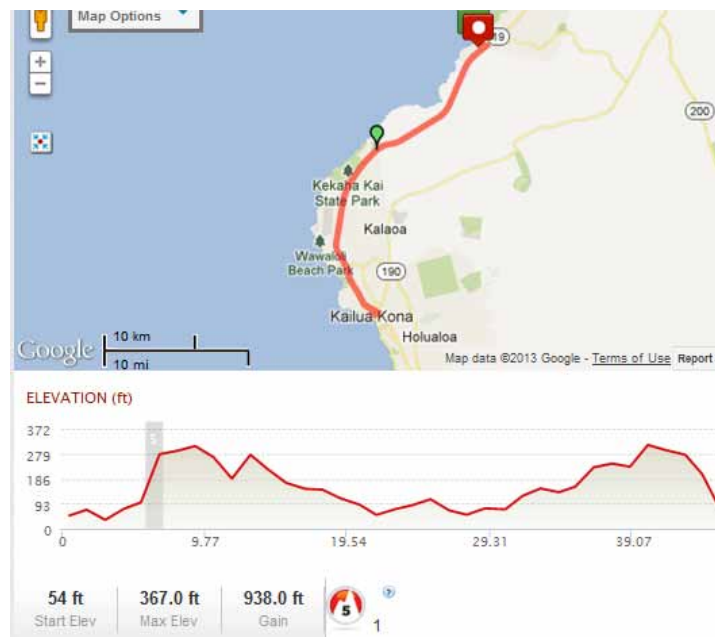
If you would like more suggestions & guidelines for goal setting, please contact Candice Lynch Schwalbach-808-532-0805 or [Candice.Schwalbach@nmss.org](mailto:Candice.Schwalbach@nmss.org)



# *Bike MS :* 2014 Route Map

Ride along the Kona coastline, with spectacular views of the Pacific Ocean. Start and finish in Waikoloa Resort. and along the way, enjoy rest stops located in volcanic rock landscapes, paniolo ranches, and historical towns reminiscent of old Hawai'i.

This 115 mile adventure will span over two days. Starting in Waikoloa. Cyclists will be directed to Head North to the police station in Kapa'au, just past Hawi, and back to Waikoloa Resort. There will be 5 rest stops available and sag/mechanics on the route with you. Day two cyclists head South to the vitamin Shoppe in Kona . Cyclists will have 4 rest stops, as well as sag vehicles and mechanics on the route. Day two will end in at Lava Lava Beach Club for a celebration sponsored by Lava Lava and Kona Brewing Company!



# BIKE RENTALS



The Big Island of Hawaii is one of the most diverse places in the world. With over 300 sunny days a year and over 500 miles of smooth paved roads, it is a year-round rider's paradise. You can ride through lush tropical rainforests, along lava-covered landscapes, over dramatic mountain passes or inside an active volcano park. From the novice cyclist looking for a leisurely scenic ride to the experienced cyclist seeking a challenge, we have the perfect bike for you!

## 808.327.0087

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

[cyclestationhawaii@gmail.com](mailto:cyclestationhawaii@gmail.com)

bikes • sales • repairs • rentals • tours

## Rental Rates

	1 Day	2-4 Days per day	5-7 Days per day
Luxury Bike	\$65.00	\$50.00	\$40.00
Deluxe Bike	\$40.00+	\$35.00+	\$30.00+
Road/Tri Bike	\$35.00+	\$30.00+	\$25.00+
MTB Bike	\$35.00	\$30.00	\$25.00
Comfort Bike	\$20.00	\$17.50	\$15.00
Tandem	\$75.00	\$65.00	\$55.00
Trail a Bike	\$35.00	\$30.00	\$25.00
Baby Jogger	\$15.00	\$10.00	\$10.00
BOB Trailer	\$15.00	\$10.00	\$10.00
Car Rack	\$ 5.00	\$ 5.00	\$ 5.00

Call for group rates or longer rental periods.

**Highest Quality Rentals • Meticulously Maintained**

All of our bike rentals come equipped with a helmet, small seat bag, mini pump, spare tube, tire levers and water bottle cages.

**Delivery and Pick-Up Available**



### Cycle Station

73-4976 Romanu Street

Kailua-Kona, HI 96740

808.327.0087 phone • 808.329.2200 fax

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ADDITIONAL DISCOUNTS AVAILABLE TO BIKE MS PARTICIPANTS.



**BIKEWORKS**  
beach & sports

## Reserve your bike today for the MS Ride!

SATURDAY, AUGUST 2ND & SUNDAY, AUGUST 3RD, 2014

bike

~~MS~~

### Ultra Deluxe Road Bikes

24 hours	\$75/day
2-4 days	\$50/day
5-7 days	\$40/day

*2nd week half the rate of the 1st week*

### Deluxe Road Bikes

24 hours	\$60/day
2-4 days	\$35/day
5-7 days	\$30/day

*2nd week half the rate of the 1st week*

### Cruisers and Hybrid Bikes

1-2 days	\$25/day
3-7 days	\$20/day

*2nd week half the rate of the 1st week*

Reserve your bike on-line  
[www.bikeworkshawaii.com](http://www.bikeworkshawaii.com)

Bikeworks Beach & Sports  
Queen's MarketPlace Waikoloa  
**(808) 886-5000**







# Hilton

## Waikoloa Village®

*On Hawaii's Big Island*

DISCOVER A BIG ISLAND HOTEL LIKE NO OTHER - HILTON WAIKOLOA VILLAGE. A DESTINATION IN ITSELF, THIS IMPRESSIVE PROPERTY IS NESTLED WITHIN 62 OCEANFRONT ACRES, OFFERING BREATHTAKING TROPICAL GARDENS AND ABUNDANT WILDLIFE. EXPLORE OUR WATERFRONT RESORT BY AIR-CONDITIONED TRAMS. OR TAKE A LEISURELY STROLL ALONG FLAGSTONE WALKWAYS FLANKED BY POLYNESIAN AND ASIAN ARTWORK. LOCATED ON THE KOHALA COAST OF THE BIG ISLAND OF HAWAII, HILTON WAIKOLOA VILLAGE FEATURES 1,240 GUEST ROOMS AND SUITES - PERFECTLY SUITED TO ANY TASTE. EXPERIENCE AWARD-WINNING DINING, WORLD-CLASS SHOPPING, AND AN ARRAY OF ACTIVITIES RANGING FROM GOLF, TENNIS AND THE ONLY INTERACTIVE DOLPHIN PROGRAM ON THE ISLAND.

THE HILTON IS COMMITTED TO HELPING THE MS SOCIETY REACH THEIR MISSION OF A WORLD FREE OF MS. AS THE BIKE MS: GO!BIG OR GO HOME RIDES PRESENTING SPONSOR, THE HILTON WOULD LIKE TO OFFER ROOM RATES STARTING AT ***\$155 A NIGHT***.

***TO MAKE A RESERVATION PLEASE VISIT THIS SITE :***

***HTTP://WWW.HILTON.COM/EN/HI/GROUPS/PERSONALIZED/K/KOAHWHH-BMS-20140729/INDEX.JHTML***

***GUESTS MAY ALSO CALL 1-800-HILTONS AND REFERENCE BIKE MS OR GROUP CODE BMS.***



Beyond the basic brunch Bloody Mary, we've created a selection of Bloody Marys (bacon anyone?) to complement our delicious new ala carte brunch menu.

Relax at the beach, get your toes in the sand and a Bloody Mary in your hand at Lava Lava Beach Club.

REGULAR LUNCH MENU BEGINS AT NOON



WAIKOLOA BEACH RESORT  
EVERY SATURDAY & SUNDAY  
10AM - 2PM

**SATURDAY**  
**AUGUST 30**  
10:30 am - 1:30 pm



**KANIKAPILA**  
**Brunch on**  
**the Beach**

FEATURING:

**Stephen English, LT Smooth and Patrick Landenza**  
THE LEGENDS OF SLACK KEY

*On the Lawn at Lava Lava Beach Club • \$50/person*



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



Mahalo

## Discount Hawaii Car Rental

2014 Bike MS Sponsor

Rent your car through

Discount Hawaii Car Rental

and send your confirmation number to

the National MS Society at [hih@nmss.org](mailto:hih@nmss.org).

5% of rentals will be donated to the Bike MS event.



Visit

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

**DISCOUNT  
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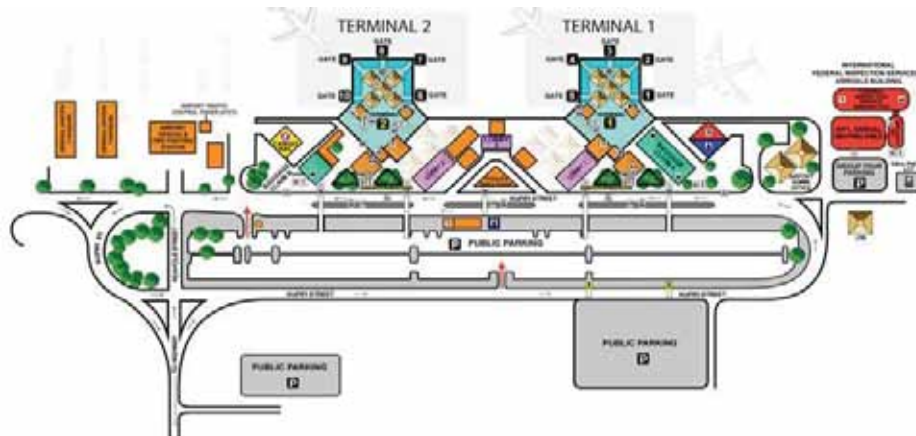


# Travelling to Hawai'i Island

## Kona International Airport

Flights: When travelling to the Hawaii Island (The Big Island), please fly into KOA (Kona International Airport) This airport has two terminals. It is recommended that you arrive two hours prior if you are checking bags and 90 minutes prior without bags. If travelling with you bike, please check airline handling procedures.

If using Aloha Air Cargo to transport your bike, please call : 1-888-94-Aloha



## Rental Car Companies in Kona :

\*If you book through Hawaii Discount Car Rental, they will donate 5% to Bike MS Hawaii\*

Visit : <http://discounthawaiicarrental.com/>

<p><b>Alamo</b>                      Airport (808) 329-8896                      Toll Free (800) 327-9633                      Hours of Operation                      5:30am - 10:30pm</p>	<p><b>Avis</b>                      Airport (808) 327-3000                      Toll Free (800) 831-2847                      Hours of Operation                      5:00am - 10:30pm</p>	<p><b>Budget</b>                      Airport: (808) 329-8511                      Toll Free: (800) 221-8822                      Hours of Operatoion                      5:00am - 10:30pm</p>	<p><b>Dollar*</b>                      Airport: (866) 434-2226                      Toll Free: (800) 800-4000                      Hours of Operation                      5:30am - 10:00pm</p>
<p><b>Enterprise</b>                      Airport: (808) 331-2509                      Toll Free: (800) 736-8222                      Hours of Operation                      7:00am - 9:00pm</p>	<p><b>Hertz</b>                      Airport: (808) 329-3566                      Toll Free: (800) 654-3131                      Hours of Operation                      5:00am - 10:30pm</p>	<p><b>National</b>                      Airport: (808) 327-3755                      Toll Free: (800) 227-7368                      Hours of Operation                      5:30am - 10:30pm</p>	<p><b>Thrifty*</b>                      Airport: (877) 283-0898                      Toll Free: (800) 847-4389                      Hours of Operaton                      5:30am - 10:00pm</p>

**NOTE: All permittees with an asterisk (\*) following the company name have ADA accessible vehicle(s) available. Please call at least 48 hours in advance to make arrangements**

## 2014 Check in and Late Registration Locations

**Thursday, July 31<sup>st</sup>**



**Cycle Station**

73-4976 Komonu St  
Kailua-Kona, HI 96740  
808-327-0087

Times : 11 am until 1 pm

**Friday, August 1<sup>st</sup>**



**Bike Works Beach and Sport**

Queens MarketPlace  
Waikoloa Beach Resort  
808-886-5000

Times : 4 pm until 6 pm

## Ride to Create a World Free of MS!

**August 2<sup>nd</sup> and 3<sup>rd</sup>**

**6:00 am** : Late check in / packet pick up in Waikoloa at the A-Bay (Anaeho'omalua Bay) Parking Lot ( Entrance across from Kings Shops – parking lot located near Lava Lava Club

**6:15 am**: Light breakfast courtesy of the Hilton

**6:30 am** : Mandatory Safety Briefing

**6:45 am** : Warm up those muscles  
- Gordon Dong from Club Rehab

**6:55 am** : Opening Ceremony

**7:00 am** : Ride Starts  
• Snacks and beverages provided on route and Lunch at A Bay Parking lot upon return

**2:00 pm** : Ride closes

**6 pm** : Cyclists Mahalo Dinner at Hilton Lagoon Lanai  
**Parking will be \$5 with validation**  
**Please let Candice know of any dietary restrictions or allergies asap, Mahalo!**

- **Registered participants are free. Suggested donation of \$15 per additional guest.**

**6:00 am** : Late check in for Sunday Only riders

- ***Don't forget your Bib Numbers***

**6:15 am**: Light breakfast courtesy of Hilton

**7:00 am** : Ride Starts @ A Bay Parking Lot

**10:30 am**: Victory Celebration Party Sponsored by Lava Lava Beach Club and Kona Brew starts on the Lawn at Lava Lava Beach Club!

**\*\* Please do not park cars at Lava Lava – Bike's are ok—Racks will be on lawn for bicycles \*\***

**2:00 pm** : Ride closes

- Snacks and Beverages provided along route. Lunch provided at finish line

**3:00 pm**: Victory Celebration Party Ends

**4:00 pm** : **Mark your calendars for next years ride! Post your photos and send out emails about how amazing it was! Start to grow your 2015 team now!! Woop Woop!**



# Fundraising Idea Notepad

LISTED BELOW ARE SOME IDEAS FROM OTHER TEAM CAPTAINS, BUT YOU SHOULD FEEL FREE TO ADD YOUR OWN. SHARE THEM WITH OTHER TEAM CAPTAINS.

## FUNDRAISING IDEAS

- Offer to do something unusual: (i.e., Shave your head, sing karaoke in a costume of the team's choice, etc.) if your team reaches or exceeds its fundraising goal.
- Set up a drawing for the team: With each \$50 raised netting you another chance to win a prize (For friends: A special home-cooked meal for the winner and their family; For employees: A day off.)
- Lunch with the president or reserved parking spots: For company teams, reward the top fundraiser with lunch with the president or give the person who recruits the most additional team members a reserved parking spot for a month.
- Pin-up Sales: If you work somewhere with lots of foot traffic, ask about Bike MS pin-up sales — an easy way to quickly raise money for your team.
- Silent Auction: Hold your own silent auction — with food and entertainment.
- Garage Sale: Clean out the attic and basement with a garage sale — donate the proceeds.
- Fundraise through Facebook: Fundraise through the boundless fundraising tool available on your personal page.



# Mahalo Nui Loa

## 2014 Sponsors

**BIG ISLAND HONDA**

A FLETCHER JONES COMPANY

75-5608 Kuakini Highway, Kailua-Kona, HI 96740  
www.konahonda.com



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WAIKOLOA, HAWAII



