



Ed's Corner

Do you know someone with MS? It can be a debilitating disease with affects that vary from day to day. There are over 18,000 people in MI with this neurological disease that is the one of the most common causes on non-traumatic disability in young-middle age adults (ref. Cleveland Clinic). Women are about twice as likely to have MS than men. The National MS Society has been working since 1946 to raise funds for treatments and research towards a cure.

The MI Chapter raised \$2.8 million last year providing direct support for MS research projects in MI, \$100K to the Direct Assistance Program (seed funding from the Gerstacker Foundation which our team lined up), and support for national MS research. Over \$57 million is being used to enable national research, including 40 studies on progressive MS and 87 on nerve system repair (unheard of 5 years ago). By riding and raising funds, you're part of an aggressive national effort to find the cause/cure/treatments for MS. Progress has been dramatic – there are 14 treatments for MS now vs one 10 yrs ago.

Our team goal is to raise \$75,000 for MS. You can help by raising 20% more than last year. Set a goal to beat the team average of \$750 or be in the FOUR FIGURE CLUB.

Thanks for riding – you're making a big impact while having fun! The DowTCC team picked up the trophy March 7 for the highest fundraising Bike MS team in MI at the Society's awards breakfast. Let's keep that trophy by raising some major \$\$ this year.

Ed

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2015 Rides: Discounted Registration

The MS Society did well with the 30% discount to recognize the 30th year of the Michigan Bike MS. They are extending the discount through April 30. The discounts are:

- If this is your first time riding in a Bike MS event, you can get FREE registration using the code MIGT2R15 (case sensitive)
- For those that have ridden before, you can also get a discount through March 15 using the code MIG30YEARS

In either case, you still need to raise the \$250 minimum for the event. Not an issue at all if you follow the tips at the MS Society site or go to: www.tricityms150.com and go to fundraising tips.

TEAM KICKOFF: April 9, Midland Brewing Co. 5:15-7:00pm

Let's get the year going with a fun meet and greet at MBC. Bring your friends, colleagues, relatives and others that are considering joining you for the ride so they can learn more and meet fellow riders. Light food and beer samplers will be provided! Aussie will provide the jerseys this year and as the fit may be a bit different they've sent a "fit kit". Come to the kickoff and you can try on a jersey so you get the right size. You can also pick up brochures, posters, etc. and even register on site.



Midland Brewing Co.
5011 N. Saginaw Rd
631-3041

Early Season Riding Safety

After a long cold winter, you're probably eager to get out and RIDE even on days when it's a bit cool.

Over the winter, the roads may have developed pot-holes, gathered debris, etc. Be extra vigilant and CALL OUT obstacles when riding with friends. Those in cars may not be looking for cyclists either, so be visible and on the look out. And don't forget to stretch!



NEW BETTER FACEBOOK GROUP PAGE

Great way to share your biker experiences or hook up with informal riding groups: Facebook!



A new group has been formed but your friend request is necessary. Join this great way to interact with your team mates. Be a friend today at:

www.facebook.com/groups/DowTriCityRideforMS

Vintage Apparel

Jerseys from previous years are available in different styles for \$20. This is a great deal for a training jersey or gift. Contact Ed with a size if you'd like one. Some sizes have limited availability.



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Tri-City Cyclists (TCC)

We're fortunate in having an active, local cycling club as a foundational sponsor of the DowTCC team. TCC members host a wide variety of rides including the early season **Tour de Sore Buns** on April 25. Members generously provide help for new riders, have route maps, and promote local cycling.

I'd encourage you to become a member for only \$20 individual, \$25 for family.

www.tricitycyclists.org



Flyer available on FB

Looking to energize your break room at work or encourage a friend to join a Bike MS ride? You'll find a flyer featuring the health and fitness challenge aspects of riding on the team. Be a friend, download the flyer and post it to encourage others to join you on the ride.

A personal approach works wonders.

The 2015 Team Jersey

The design was created by Jake Dewar at SVSU and the back is awesome as well. Thanks to Ed Noack and Neal Sheory for leading the jersey effort.



New Sponsors

We'd like to welcome our new team sponsor: **Hantz Financial** (www.hantzgroup.com).

David Drysdale is our team's contact at Hantz and is looking forward to supporting the team. He's connected to our effort as well because his wife, Kristine Schlicht, designed one of the most popular jersey designs (the spotlight design) while a student at SVSU.

Thanks to all our Sponsors:

- Dow Chemical
- Accenture
- Tri City Cyclists
- R.M. Gerstacker Foundation
- Thelen Auto Group
- Sumitomo Bakelite
- High Performance Polymers
- DCECU
- Hantz Financial
- Midland Physical Therapy
- Dow Corning
- Body Mechanics
- Barnes Chase & Davis
- Carbis

MS Walk

How about some cross training for MS? Join TEAM DOW in the 2014 Walk MS Midland event on Saturday April 25th if not doing the Tour de Sore Buns. This is a 3 mile, non-competitive event starting and ending at Central Middle School. Check out the team webpage or contact:

Helen Myers,
team captain, at
hemyers@dow.com
or 989-492-4101.



2015 Rides for MS:

Holland

June 6-7: 1-2 Day Road Bike Tours
Start/Finish: Hope College
Registration Fee:

One Day Ride: \$30 through April 15
\$40 starts April 16
Two Day Ride: \$50 through April 15
\$60 starts April 16

Haworth Inn on campus is a convenient place to stay if you'd like to pass on the dorms (616.395.7200). Book early!

Linden near Fenton

July 11-12: 1-2 Day Road Bike Tours
Start/Finish: Linden HS
Overnight: Michign State, E. Lansing
Registration Fee:
\$25 through June 15
\$30 after June 16

Fall Breakaway Brighton

September 12
1 Day Mountain Bike Ride
Start/Finish: Island Lake Rec Area
Registration Fee:

One Day Ride: \$25 through June 15
\$30 starts June 16, 2014
Two Day Ride: \$30 through June 15
\$40 starts June 16

Route Options: 30, 50, 75, and 100
mile options available each day

Bavarian Breakaway

September 26
1-2 Day Road Bike Tours
Start/Finish: Harey Kern Pavilion,
Frankenmuth
Overnight: Frankenmuth
Registration Fee:

One Day Ride: \$25 through June 15
\$30 starts June 16, 2014
Two Day Ride: \$30 through June 15
\$40 starts June 16

Route Options: 30, 50, 75, and 100

How to Join:

[www.nationalmssociety.org/
Chapters/MIG/Join-An-Event](http://www.nationalmssociety.org/Chapters/MIG/Join-An-Event)

Team Name: *downtec*

