

A ride to educate, enable and empower



Sacramento

ataxia

MARCH 15-27TH 2008



CYCLIST
INFORMATION

in association with:



Table of Contents

Contacting Ride Ataxia.....	this page
Ride Description.....	RA-2
Route: Daily Itinerary.....	RA-2
Fundraising Details.....	RA-3
Fundraising Ideas.....	RA-4
Sample Gear Guide.....	RA-6



Ride Ataxia
P.O. Box 277466
Sacramento, CA 95827

Kyle Bryant: kyle@rideataxia.org
916.203.3238

Sean Baumstark: seanb@cccconline.cc
916.662.2710

www.rideataxia.org
www.firstgiving.com/rideataxia

Ride Description

Ride Ataxia II will begin on March 15, 2007 in Sacramento, CA and conclude in Las Vegas, NV on March 27, 2007. It will be a 13 day trip covering 600+ miles. You are invited to participate in all or part of the ride. Each participant will help in fundraising for the Team's Goal of \$50,000 towards research for Friedreich's Ataxia.

The ride will be fully supported. Nightly accommodations will vary from campgrounds, to gym floors, to hotels. A sample equipment list is included in this packet. Support vehicles will be provided to carry gear and assist with road side needs of the riders.

Route: Itinerary

Day	Start Location	Passing Through	Stop Location
1	Sacramento		Lodi
2	Lodi	Modesto	Turlock
3	Turlock	Merced	Madera
4	Madera		Fresno
5	Fresno	Visalia, Tulare	Hanford
6	Hanford		Wasco
7	Wasco		Bakersfield
8	Bakersfield		Tehachapi
9	Tehachapi	California City	Boron
10	Boron	Barstow	Calico
11	TBA		TBA
12	TBA		Las Vegas
		Estimated Total	620 Miles

★ **Sacramento**

Lodi



Turlock



Madera



Fresno



Hanford



Wasco



Bakersfield



Tehachapi



Boron



Yermo/Manix



Baker/Primm

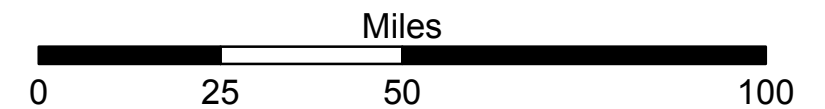


Las Vegas



rid ataxia

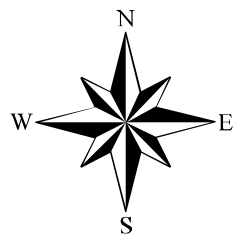
March 15 - 27, 2008



Legend



Start/Stop
Location



- | | |
|-------|--------|
| Day 1 | Day 7 |
| Day 2 | Day 8 |
| Day 3 | Day 9 |
| Day 4 | Day 10 |
| Day 5 | Day 11 |
| Day 6 | Day 12 |

Fundraising Details

Ride Ataxia overall fundraising goal: \$50,000

Individual Minimum: \$1,625 or \$125/day

In order to reach our goals, we must be diligent in raising support between now and March 14. Although we have a substantial monetary goal, the *awareness* that we bring to this rare disease and our efforts, will pay larger dividends in the future. *Of course, every participant is encouraged to go above and beyond their minimum to help reach the RA II goal of \$50,000. Receipt/proof of reaching your minimum must be provided at registration on March 15, 2008*

Remember, the more awareness we can raise, the more money we can raise. The more money we can raise, the closer we get to a cure.

Thank you for your interest in Ride Ataxia III!

Donations & Giving

Online Giving: **RAII Team Members** can setup a personal Firstgiving website for your fundraising efforts. This website allows you to give your donors a 'personal' touch-point for online giving. This site is free to its users, secure, and an excellent way to watch the results of your efforts.

When choosing the benefiting organization, you can select either the National Ataxia Foundation (NAF) or Friedreich's Ataxia Research Alliance (FARA). *Note: 7% of every donation is retained by www.firstgiving.com*

To get started, visit www.firstgiving.com

For example, view www.firstgiving.com/rideataxia

NAF: Direct giving to NAF may be done by visiting www.ataxia.org and navigating to the "Donate Now" link. *Remind donors to reference Ride Ataxia II and YOUR name. This designation must be made for the giving to benefit the efforts of your ride.*

FARA: Direct giving to FARA can be done by visiting www.curefa.org and navigating to the "Donate Today" link. *Remind donors to reference Ride Ataxia II and YOUR name. This designation must be made for the giving to benefit the efforts of your ride.*

Mail: Your donors can give directly to the Friedreich's Ataxia Research Alliance (FARA) or the National Ataxia Foundation (NAF), both are non-profit 501(c)(3) organizations. *Checks must be payable to the respective organization, and must reference "Ride Ataxia II" for proper credit.*



National Ataxia Foundation
2600 Fernbrook Ln Ste. 119
Minneapolis, MN 55447



FARA
P.O. Box 1424
Williamsville, NY 14231



Fundraising Ideas

- 1) **Send out pledge letters to friends and family**- Remember to have all the pertinent information in the letter: What you're doing, why you're riding, the amount of money you're trying to raise, the deadline for raising the money, a pledge form with your name and, return envelope to make it easy for them to send in the \$\$.
- 2) **Send people to your "firstgiving" website** – If you decide to use an online method for help in raising funds, be sure to tell everybody about your site.
- 3) **Hold a theme party/dinner for 10 or more of your friends**- Donation of \$50/person. Spend no more than \$20/person on food and alcohol and you'll have at least \$300 in pledge \$ by the end of the night. (Be creative with themes, costume parties, wine & cheese, etc.)
- 4) **Host a House Party**- (Have fun with themes, i.e.: wine & cheese, costume party, etc).
- 5) **Corporate Matching Gift**- Ask your company if they will match the amount of money you receive from fellow co-workers.
- 6) **Corporate Sponsorship**- Identify one big company and contact them directly. They may be willing to sponsor you completely.
- 7) **Garage Sale**- Know all that stuff that's been hanging out in your garage...in your attic...in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your pledge minimum!
- 8) **Ask local restaurants or grocery stores** if you can place "Tip" jars in high traffic areas so lots of patrons can see it and donate. Be sure to ask business managers for permission.
- 9) **Host a movie night at your house**- Grab a few classics and some popcorn. Charge admission.
- 10) **Christmas Gift Pledge**- I know, I know. This might be tough for those who like to open gifts, but it's an easy way to make \$\$.
- 11) **Delegate**- Give 10 friends 10 pledge forms and ask them to get donations for you!
- 12) **Radio Station**- Call a local station and ask them to make an announcement on the air. They may even give you an interview. Pledges can be sent directly to FARA or NAF earmarked "Ride Ataxia II"

- 13) **Extra change?** Set a jar aside and put all of your extra change in it. Ask your friends and family to do the same. Be sure to set a deadline when you collect everyone's \$\$.
- 14) **Ask your Neighbors-** Write a letter and give it to all of your neighbors, asking for donations.
- 15) **Game Night-** (Or if you prefer, drinking game night?). Get everyone together and charge \$10/person.
- 16) **Ask local businesses** if they'd be willing to donate 10% of sales towards a particular item towards your cause.
- 17) **Teachers-** If you are a teacher or know a teacher, ask them to put a coin jar in their classroom. Get their students to participate in a coin drive.
- 18) **It's Football Season!-** It's the perfect time to get some good football parties going! Organize a football pool and have all the proceeds go to pledges.
- 19) **Super Bowl Party-** Same idea- have half of the better pool go to the pot and the other half go to the Ride.
- 20) **Free Rent-** Ask your landlord to donate one month's rent to the cause.
- 21) **Alumni Organizations-** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
- 22) **Host a Poker Party-** Set your buy in & decide how much can be "won" and how much will go towards the cause. (i.e. \$25 buy in - \$10 to the pot, \$15 to the fundraiser).
- 23) **Church Bulletin-** Put an announcement in your church bulletin letting your entire congregation know what you are up to.
- 24) **Bicycle Companies-** Contact a couple of the big bike companies. Tell them what you're training for and ask them if they would like to sponsor you for the entire amount! You may even get some cool riding gear, too. Ask big and ye shall receive!
- 25) **Start NOW!** The earlier you begin fundraising the better off you'll be. You'll be able to go way beyond your pledge minimum and then can focus on your training

Fundraising is the gentle art of teaching the joy of giving.

- Hank Rosso





Ride Ataxia Gear Guide

Adapted from Bike & Build (www.bikeandbuild.org)

What you need to make it to Las Vegas

Life is like riding a bicycle. To keep your balance you must keep moving.
-Albert Einstein

The best rides are the ones where you bite off much more than you can chew-
and live through it.
-Doug Bradbury



Let's Pack!

Find a good, durable duffel bag that will fit all your stuff. Now put that one down and find one that's a reasonable size (no bigger than 4,500 cu. inches). Ride Ataxia has limited cargo capacity; please pack light – the bag you bring should be big enough to fit all of the required gear, but not much more. Everything, including your sleeping bag and sleeping pad, must fit into your bag. When you arrive for the ride, bring your bike and all of your gear in the duffel.

When you pack, remember:

1. Write your name on all of your gear, from your bike to your underwear. Everyone will have similar stuff.
2. Ride Ataxia is not a fashion show. Pack clothes that are comfortable and functional, and that you won't mind getting dirty.
3. Bring lightweight layers that are warm when wet, like polypropylene. It can be cold on the road. If you're biking through the rain on a cold day, you could be at risk for hypothermia if you don't have the proper gear.
4. Think of how you're going to carry things like your camera and an extra warm layer with you on your bike. You may want to invest in a handlebar bag or seat bag.
5. There are tricks to improvising with dual-use items and condensing your belongings to better fit them all into your duffel. For example, to save room, instead of packing a pillow, fill your stuff sack with your fleece and some soft clothes. A compression sack for your sleeping bag is an inexpensive way to create more space.

Sample Gear Checklist

** Strongly recommended*

CLOTHING

- | | | |
|--|--|---|
| <input type="checkbox"/> 4 pairs underwear* | <input type="checkbox"/> 2 T-shirts* | |
| <input type="checkbox"/> <i>Women:</i> 3 sports bras, 3 non-sport* | <input type="checkbox"/> 3 pairs socks* | <input type="checkbox"/> 2 pairs shorts* |
| <input type="checkbox"/> 1 pair of pants (jeans, etc.)* | <input type="checkbox"/> 1 pair sneakers* | <input type="checkbox"/> Sandals or flip-flops* |
| <input type="checkbox"/> Bathing suit* | <input type="checkbox"/> Hat or cap | |
| <input type="checkbox"/> Sweater/Sweatshirt* | <input type="checkbox"/> Pajamas or sleepwear* | |

CYCLING CLOTHING

- | | | |
|--|--|---|
| <input type="checkbox"/> 3 pairs cycling shorts* | <input type="checkbox"/> 3 pairs cycling socks* | <input type="checkbox"/> 1 Ride Ataxia cycling jersey |
| <input type="checkbox"/> Cycling Rain booties | <input type="checkbox"/> Bright colored wind breaker | <input type="checkbox"/> Rain jacket* |
| <input type="checkbox"/> Cycling shoes* | <input type="checkbox"/> Cycling gloves | |
| <input type="checkbox"/> Arm warmers | <input type="checkbox"/> Leg warmers or cycling tights | |
| <input type="checkbox"/> Warm layer (e.g. long-sleeve jersey)* | | |

PERSONAL ITEMS

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> Toiletries* | <input type="checkbox"/> Sunscreen* | <input type="checkbox"/> Quick-dry towel* |
| <input type="checkbox"/> Camera | <input type="checkbox"/> iPod | <input type="checkbox"/> Book or journal |
| <input type="checkbox"/> Saddle cream / Gold Bond powder | | |

EQUIPMENT

- | | | |
|--|--|---|
| <input type="checkbox"/> Sleeping bag* | <input type="checkbox"/> Back Packing sleeping pad | <input type="checkbox"/> Sunglasses* |
| <input type="checkbox"/> Flashlight or headlamp* | <input type="checkbox"/> Laundry bag | <input type="checkbox"/> Compression sack |

CYCLING EQUIPMENT

- | | | |
|--|---|---|
| <input type="checkbox"/> Bicycle | <input type="checkbox"/> Helmet* | <input type="checkbox"/> Air pump* |
| <input type="checkbox"/> 2 or 3 water bottles and cages* | <input type="checkbox"/> Patch kit* | <input type="checkbox"/> Bike lock* |
| <input type="checkbox"/> Hydration pack (e.g. Camelbak) | <input type="checkbox"/> Clipless pedals | <input type="checkbox"/> Cycling computer |
| <input type="checkbox"/> Handlebar bag or seat bag | <input type="checkbox"/> Ergonomic saddle | <input type="checkbox"/> Rearview mirror |
| <input type="checkbox"/> 3 spare inner tubes* | <input type="checkbox"/> Multi-use bike tool* | <input type="checkbox"/> 2 extra spokes |
| <input type="checkbox"/> Aero bars | <input type="checkbox"/> 3 tire levers* | <input type="checkbox"/> Chain lube* |

A bicycle does get you there and more...And there is always the thin edge of danger to keep you alert and comfortably apprehensive. Dogs become dogs again and snap at your raincoat; potholes become personal. And getting there is all the fun.

-Bill Emerson



Additional Items

Digital cameras and laptops:

If you have a digital camera, feel free to bring it. If you'd like to bring your own laptop with you, you may do so. You do so at your own risk; Ride Ataxia will not be responsible against damage and/or theft.

Cell phones:

You are welcome to bring your cell phone with you on the trip. Not only is it a good way for friends and family to reach you directly, but it's also an important safety precaution while on the road. Much of our route will have coverage. If you bring your cell phone, we recommend contacting your service provider to find out which plan would work best. Most carriers will let you switch to a national plan and then switch back after the summer.

Group Items

Cyclists may be permitted to bring an item for the group that won't fit in your duffel, such as a guitar, football, Slip 'n Slide set, etc. If you have such an item that you'd like to bring, please contact an RAI representative. The extra item will travel in the support van or trailer at your risk, and it must be available and potentially useful to everyone. (For instance, just because you're willing to make your entire volume of German encyclopedias available to everyone doesn't mean that it's a good group item.)

Where to Get It

Here are some resources to check out when shopping around for gear. Let us know if you come across a good supplier.

Local:

- **Bicycle Chef** (www.bicyclechef.com); 2409 J Street, Sacramento, CA 95816. (916) 447-9118
- **City Bicycle Works** (www.citybicycleworks.com); 2419 K Street, Sac. & 7885 Greenback, Citrus Heights

Not-so-local:

- **Bike Nashbar** (www.nashbar.com); Nashbar carries their own line of clothing and equipment and resells selected brands. Probably the best prices you'll find on the web.
- **Performance Bicycle** (www.performancebike.com); "For people who love bikes." Performance has especially good deals on their line of bike clothing.
- **REI** (www.REI.com): Excellent place for clothing, especially cold-weather gear

