

# APRIL 15 NEWSLETTER



## WELCOME, RIDERS

The North Carolina Tour de Cure is the American Diabetes Association's premier fundraising cycling event on May 18, 2024 in Asheboro, North Carolina. The ride is for all cyclists of all abilities, with distances of 15, 25, 63 and 101 miles. Designed by cyclists and professionally managed means you should expect an excellent experience.

## WHY ADA?

**One in two** American adults have diabetes or prediabetes. The American Diabetes Association is the largest nonprofit dedicated to preventing and curing diabetes and improving the lives of all people affected by diabetes. Diabetes causes major health complications, such as **heart** disease, **kidney** disease, **blindness**, limb **amputation**, **nerve** damage, **dental** issues, **mental health** challenges, and **hearing** loss.

## FUNDRAISING INCENTIVES CONTINUE

**April 8th is the start of six weeks of challenges for teams and individuals to win prizes for their fundraising efforts.**

### INDIVIDUALS:

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**April 15 - April 21:** Reach \$500 by April 21 to get your custom bike name/flag decal

**April 22 - April 29:** Reach \$750 by April 29 to get a 20 minute massage at the ride

**April 30 - May 5:** Reach \$1000 by May 5 to get VIP Parking

**May 6 - May 12:** Reach \$1500 by May 12 to get your bike detailed at the ride

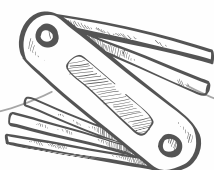
### TEAMS:

**April 15 - April 21:** Reach \$2,500 by April 21 to get professional team & individual photos at the ride

**April 22 - April 29:** Reach \$5,000 by April 29 to get a tent for your team at the celebration site

**April 30 - May 5:** Reach \$7,500 by May 5 to get a cooler of your favorite treats at the rest stop of your choice

**May 6 - May 12:** Reach \$10,000 by May 12 to get an extra large tent and your own team portajohn



## TIPS FOR SUCCESS:

- 1) Share Your "Why"** - People are more likely to donate to your efforts when they know your reason for supporting an organization. By customizing your fundraising page with a photo and your story, you'll connect your efforts to the mission of the ADA.
- 2) Get Social** - people who activate Facebook fundraising raise an average of \$310
- 3) Skin in the Game** - Donate to yourself. People are more likely to support you when they see that you are personally invested.
- 4) Team Up** - Everything is always more fun with friends. Start a team and invite your friends and family.
- 5) Raise the Bar** - When you hit your fundraising goal, don't stop - increase it! Donors are more likely to contribute when they are helping you achieve an unmet goal.

## EVENT DETAILS

### Location

**Bicentennial Park 135 Sunset Ave  
Asheboro, NC 27203**

### Date

**05/18/2024**



## HOTELS

Stay the whole weekend - there's SO much to do, including award-winning restaurants, the NC Zoo, Uwharrie National Forest, and historic Seagrove Pottery. The amazing folks of Visit Asheboro have created a full weekend worth of fun ideas for you. Check it out [HERE](#).

## VOLUNTEERS NEEDED

Invite your friends and family to join us in making this event a success! Sign up to volunteer [HERE](#)



**\*\*\*UPDATED ROUTE START TIMES\*\*\***

Distance	Check In	Start	Close
101 Mile	6:30am	7:30am	4:00pm
63 Mile	6:30am	8:00am	4:00pm
25 Mile	7:30am	8:30am	1:00pm
15 Mile	8:30am	9:30am	12:00pm

**IMPORTANT:**

If you registered for the 50 mile route originally, this route is now 63 miles. Please indicate whether you would like to ride the 63 or the 25 mile route. We will also reach out to you separately to confirm.

**ROUTE MAPS**

**Ride with GPS Event Page**

[https://ridewithgps.com/auto\\_approve/Event/290108/Z8lBcqtJ8kBqEApJwpo3ZzGgTrfvXEr](https://ridewithgps.com/auto_approve/Event/290108/Z8lBcqtJ8kBqEApJwpo3ZzGgTrfvXEr)

**101 Mile Route:**

**IMPORTANT!** This route is *extremely challenging*. Our team rode the final 40 miles of the route recently. It is exceptionally beautiful and rolling uphill. It does cross the Caraway and Birkhead Wilderness mountains. If you are not an experienced cyclist, this is not the ride for you. Route Link: <https://ridewithgps.com/routes/45835167>

**Metric Century/63 Mile Route:**

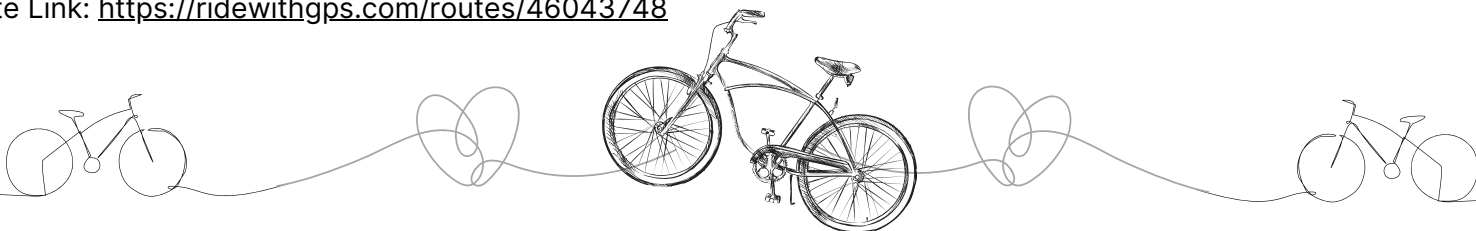
**Our signature route!** Get ready for a rolling, scenic, safe course with fully stocked rest stops. Route Link: <https://ridewithgps.com/routes/45835108>

**25 Mile Route:**

This is a great route for our cyclists who are just starting off their season, or are riding Mt. Mitchell on Monday. Route Link: <https://ridewithgps.com/routes/45534031>

**15 Mile Route:**

This is going to be a FUN ONE! The route goes down to the NC Zoo and back. Perfect for all riders of all abilities! Route Link: <https://ridewithgps.com/routes/46043748>





## 100 MILE WRITEUP

### Life begins at 64 ...and gets most interesting at 90

On May 18th, many of us will be embarking upon a 100 mile cycling “tour” of South Central NC.

If you are like me, you think of central North Carolina as flats and rolling hills. Don't be like me.

On April 4th, 2024, three seasoned cyclist friends geared up on a windy, cool day and headed out to tackle the final 40 miles of the 100 mile 2024 Tour de Cure route. What we discovered is that this tour doesn't begin at the start line, nor anywhere in the first half. This tour begins at mile 64. Until then, a very modest (or even minimal) effort is recommended on the net-downhill first 60-ish miles of rolling hills, which will provide more than just a mere warm-up, even for the most solid of cyclists.

Upon reaching mile 64, the net uphill return to Asheboro begins. While there are no spectacular verts (up or down) in the first 30 miles of the last 38, there is not much that can be defined as flat. The advice here is to keep “touring” and only take it up a notch if you're feeling exceptionally strong and have banked a lot of base miles this year.

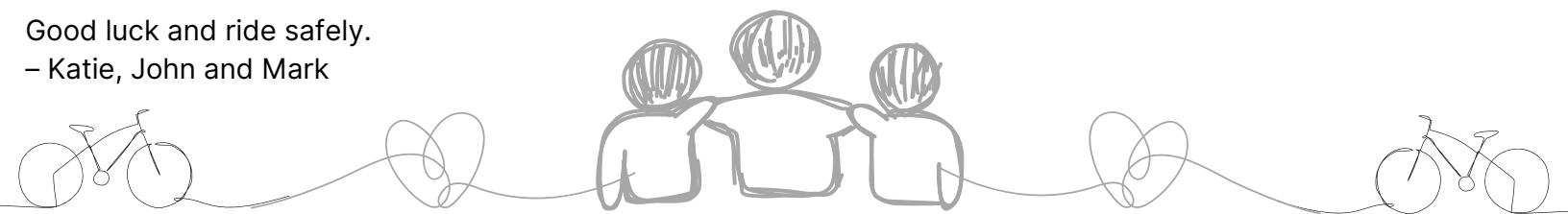
Somewhere soon, you'll catch an opportunity to take a data-peek. You'll see only 20 miles left, often a cause for celebration. At this point your mind will begin to tell you you're in the “home stretch.” In miles, you are. In effort, no way. This final 20% of the mileage will likely require 50% of your overall effort.

At mile 90, you'll arrive at Flint Hill Road, which turns into Caraway Road. The road owes its name to Caraway Mountain, which it ascends by sending you up 275' of vert in under 1.5 miles (we saw 11% max grade). Nothing to fear, but also nothing to take lightly. Settle in and turn the cranks steadily on the way up.

As you summit Caraway Mountain, your seemingly astute but perhaps slightly-dulled brain will be shouting “what goes up must come down.” But somehow that age old saying won't ring true today. While you will get a very short downhill reprieve, the final four miles of this course deliver two back to back sharp hills (the first of the two not completely unlike Caraway) bundled in a net uphill of 370'. Patience in these final few miles is not only recommended, it is demanded.

Right up to the glorious finish, you'll be fighting the last remnants of uphill grade – a la finishing on Alpe D Huez. Finally, you'll cross the finish, take a deep breath, and you'll remind yourself that the pain of this finish is exactly why we do what we do.

Good luck and ride safely.  
– Katie, John and Mark





## REGULAR GROUP RIDES

### WEEKLY GREENWAY TRAINING RIDES

Every Saturday at 9am, meets at Anderson Point Park and rides toward Clayton on the Neuse River Trail. Out and back, social/relaxed pace. Perfect for beginners and cyclists coming back to the sport. Here's the Strava group link for your reference:

<https://www.strava.com/clubs/NCtour>

### SATURDAY TRIANGLE TRAINING RIDES

Learn how to ride as a group on the road with expert coaches and a safe, quiet 3.5 mile out and back road. Ride starts out of Harris Energy and Environmental Center located at 3932 New Hill Holleman Rd, New Hill, NC 27562. Rides start on April 27.

**Check out the schedule:** <https://triangletrainingride.com/>

## UPCOMING EVENTS:

If you attend any of these cycling events, please be sure to promote the Tour de Cure!

### Saturday, April 20 - Rites of Spring in Greensboro, NC

<http://www.greensborovelo.com/RitesofSpring.htm>

### Saturday, April 27 - Mid Atlantic Tour de Cure in Smithfield, VA

[diabetes.org/midatlantictour](http://diabetes.org/midatlantictour)

### Saturday, April 27 - Tour de Pickle in Mt. Olive, NC

<https://ncpicklefest.org/events/tour-de-pickle/>

### Friday - Sunday, April 26 - 28 - 2024 Coastal Ride in Washington, NC

[https://ncsports.org/event/cyclenc\\_coastal\\_ride/](https://ncsports.org/event/cyclenc_coastal_ride/)

### Sunday, May 5 - Raven Rock Rumble in New Hill, NC

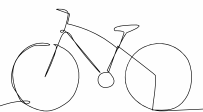
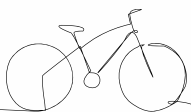
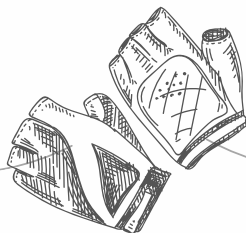
NC Tour de Cure Team will be staffing the finish party - we need volunteer help! Please reach out if you can help us out!

[kcrater@diabetes.org](mailto:kcrater@diabetes.org)

<https://event.racereach.com/rrr/details>

### Saturday, May 11 - CARA Ride for their Lives in Sanford, NC

<https://www.cara-nc.org/info/display?PageID=13541>







## **TEAM PRIZE WINNERS**

These teams met the 10 member goal to earn a basket of goodies at the celebration site. Captains, pick up your basket at registration:

- Team Mack Trucks
- Team Cheetah
- Team OTC / 919 Cycling Nupes
- Team Red NC
- TeamCBC

## **THANK YOU, SPONSORS**



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