

# APRIL 8 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 BEGIN!

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

### INDIVIDUALS:

**April 8 - April 14:** Reach your fundraising minimum of \$250 by April 14 to send a kid to ADA Camp

**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:

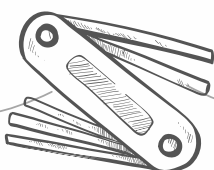
**April 8 - April 14:** Reach 10 team members by April 14 to have a basket of goodies for you at Tour

**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**

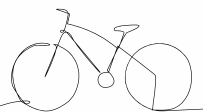
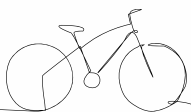


## HOTELS

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](#)





## ROUTE START TIMES

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

### 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/Z8lBcqktJ8kBqEApJwpo3ZzGgTrfvXEr](https://ridewithgps.com/auto_approve/Event/290108/Z8lBcqktJ8kBqEApJwpo3ZzGgTrfvXEr)

### 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:

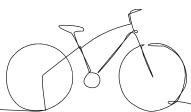
This is a great route for our cyclists who are just starting off their season, or are riding Mt. Mitchell on Monday.

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>





## UPCOMING 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>

### RIDE AND SOCIAL - APRIL 13, HILLSBOROUGH

Meet Katie-Rose and the planning team for a 40 or 27 mile ride out of Gold Park in Hillsborough at 9:30am, followed by beer and socializing at Eno River Brewing Company at 12pm.

**9:30AM Roll-Out** for 27 and 40 mile rides

Gold Park (Ride Start) Address: 415 Dimmocks Mill Rd, Hillsborough, NC 27278

27 Mile Route: <https://ridewithgps.com/routes/46093039>

40 Mile Route: <https://ridewithgps.com/routes/46093032>

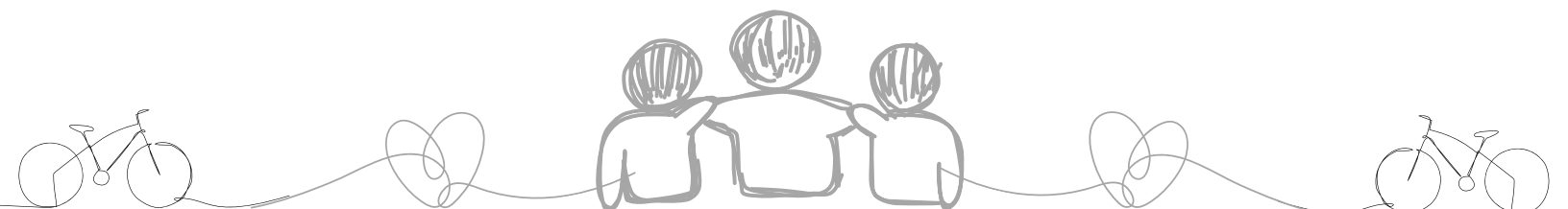
**12PM Social** at Eno River Brewing Company

Eno River Brewing Address: 329 Eno Mountain Rd, Hillsborough, NC 27278

### 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!

**Wednesday, April 10 - Country Park Season Opener in Greensboro, NC**

<https://www.racinginthewoods.com/events/event-one-w4tfy-aw8j7-kd5sy-dg9f9-6dwt9-enmpe-chk47-7wp6c-a35kr>

**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](https://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>

