



CITY TO SHORE 2023 RIDER PACKET INSTRUCTIONS

Cyclist Bib



Pin this number to the **back** of your most outer layer of clothing with safety pins provided. **Number should be visible at all times.**



Fill out the emergency information on the reverse side.

THIS IDENTIFIES YOU AS A PARTICIPANT

Bike Plate



Attach this self-adhesive number to a prominent place on your bike frame.

THIS IS THE BEST WAY TO IDENTIFY YOUR BIKE

Helmet Sticker



Attach this sticker to the **front of your helmet.** This identifies you as a participant and will assist in locating your ride weekend photos.

Luggage Tag



Attach this tag to your luggage. **Ensure you can leave it attached and still open your bag.** Once your luggage is dropped at your start location, you will not have access to it until you arrive at the finish line.

THIS TAG IS THE BEST WAY TO IDENTIFY THE BAG AS YOURS

Emergency Wristband

City to Shore cyclists must wear the enclosed wristband to access all ride weekend festivities.

Most importantly, **YOUR WRISTBAND IS IMPRINTED WITH A RIDER ASSISTANCE CONTACT NUMBER.** Use this number if you encounter an accident or need assistance during the weekend.



“I’m Riding For...” Ribbons

Everyone has a reason for participating in Bike MS. The orange ribbon enclosed serves as a reminder of why we ride. **Proudly wear this ribbon Bike MS weekend.** If you are riding for someone, have them sign your ribbon or write their name on it.



Stickers at the Start

Team Captains, Top Fundraisers and Rookie Riders! Pick Up your designated sticker at your start location and wear with pride.

All cyclists help us ensure that our Rookie Riders feel welcome by connecting with them. Plus, thank Top Fundraisers and Team Captains for going above and beyond.



For your safety and the safety of others, **DO NOT provide your assigned rider number (bib) to a fellow participant** for use ride weekend.

IMPACT CORNER

YOUR LIFE-CHANGING IMPACT AT A GLANCE

With your help, the Society has been the driving force for the progress the world has seen so far for MS and is the best investment you can make to get us closer to a world free of MS. Together, we can be the generation that ends the disease and changes life for millions of people affected by MS.

24,905 ANNUAL PROGRAM PARTICIPANTS



People who participate in Society programs live better lives — they are less isolated, better informed and happier

Paved the way for **ALL MS TREATMENT OPTIONS** that exist today

100%  **OF PEOPLE AFFECTED BY MS** nationwide have access to a MS Navigator — a dedicated partner for overcoming challenges



“Anytime I meet someone affected by MS, I give out a Society card with a smile, knowing that the Society will be there for them, too.”

– Douglas, MS activist and carepartner

FUNDRAISING INCENTIVES

We know you ride for a world free of MS, but who does not love some friendly competition and appreciation along the way? **Keep the fundraising momentum going until October 30** and qualify to receive some additional Bike MS gear.



\$500

20 oz. Iconic Tumbler or North Vista Trail Waist Pack



\$1,000 Club K

Receive the commemorative **2023 City to Shore Top Fundraiser jersey** and other great ride day perks. Plus, your choice of Good Vibes Cabana Stripe Towel or Lightweight Performance Hat



\$2,500 High Rollers

OGIO® Endurance Sonar Full-Zip Jacket or Coleman® Comfortsmart™ Suspension Chair



\$5,000 Passport Program

Ride in any additional Bike MS event for free! Plus, receive an exclusive Bike MS Passport Jersey and your choice of a Rainier Jacket or JBL 4 Ultra-Portable Waterproof Speaker

Visit www.BikeMsCityToShore.org for all ride weekend details and information.

Contact Us: FundraisingSupport@nmss.org
855-372-1331