

A photograph of two female cyclists on their bikes, smiling and looking towards the camera. They are wearing helmets, sunglasses, and cycling jerseys. The cyclist on the left has a race bib with the number 689, and the cyclist on the right has a race bib with the number 688. The background is a blurred outdoor setting with a white fence.

**40th Annual
Waves to Wine
Ride Guide
9/14-9/15/24**

Don't just ride, Bike MS



Welcome Friend!

“Biking to End MS Since ’84” is our tagline and “80’s Party” is our theme. The energy is high for this year’s 40th annual event with legends of decades past returning and hundreds of rookies joining our mission for the first time:

We will cure MS while empowering people affected by MS to live their best lives.

While there’s no “right reason” to join the 40th Annual Waves to Wine, many join for 1 or more of the following reasons:

- Support a Loved One, Family Member or Friend living with MS
- Ride one of our globe’s most epic bike routes
- Contribute to the National Multiple Sclerosis Society vision, “A world free of MS.”
- Family, Friend and/or Neighbor Reunion
- Company Picnic and Out of the Office Time Together
- Cycling Club Gathering
- Remembrance for Loved Ones
- 80s Party
- Camping Trip
- ...and some people fundraise as “virtual participants” knowing the effectiveness of peer-to-peer fundraising for the National MS Society!

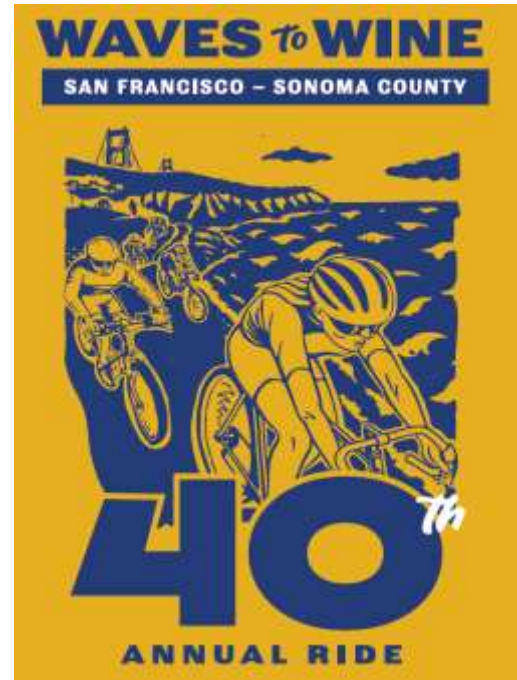
No matter your personal reasons for joining, we’re glad you’re here and are excited to support your bike riding and fundraising in community!

Chris Spencer
Bike MS Director

Rad Beauton
Bike MS Manager

Contents

- 1 Why Support the National Multiple Sclerosis Society
- 2 Registration
- 3 Check-in
- 4 Fundraising
- 5 Pre-ride Activities and Connecting Online
- 6 Ride Weekend Schedule
- 7 Ride Routes
- 8 Venue Maps
- 9 On the Route Guidance
- 10 Lodging Options
- 11 Parking and Shuttle Options
- 12 Volunteering Options
- 13 Thank you to Our Sponsors
- 14 Contact Us



1. Finding your and your donor's "WHY"

- Whether you give, raise funds, volunteer or advocate, everyone has the power to change the world for people with MS.
- The National Multiple Sclerosis Society exists to ensure that No One Has to Face MS Alone!
- We've achieved more advances in MS than have been achieved for any other neurological condition. Much of MS research benefits other neurological disease research including Parkinsons Disease.

MULTIPLE SCLEROSIS

is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information between the brain and body.



- In the U.S., 100% of people affected by MS have access to an MS Navigator who will partner with them to address individual challenges and concerns. Case management is available when problems are so complex they require home visits.
- The Society has invested more than \$1.1 billion to advance MS research and paved the way for every effective MS treatment available today, including the first therapies for primary progressive and pediatric MS.

For more info visit: <https://www.nationalmssociety.org/What-is-MS>

2.Registration

Register for Waves to Wine at wavestowine.org. You may ride in either or both days. The \$350 fundraising minimum must be met before you pick up your Bike MS packet.

Registration fee schedule

- \$20 starting fee
- \$35 Monday, March 18, 2024
- \$50 Monday, May 13, 2024
- \$60 Wednesday, July 3, 2024
- \$70 Thursday, August 15, 2024



Online registration closes on September 13, 2024 at noon.

3.Check-in and Packet Pickup

Check-in- Once you decide the day(s) and route(s) you're riding, please fill-out this [1-minute survey](#) to save the NMSS money, ensure we have enough food, avoid food waste and ensure we can provide the best-possible experience. We ask it be filled out no later than Monday, September 9th.



Packet Pick-up- All cyclists must meet the \$350 fundraising minimum before receiving their Rider Packet. Day of: Packet pick-up is available at Registration at both starting locations. Please arrive early!

San Francisco, Levi's Plaza

1255 Battery St, San Francisco 94111 (by Levi's Plaza Fountain)

-Wednesday, September 11th: 4:00 pm – 7:00 pm

-Friday, September 13th: 2:00 pm – 7:00 pm (Bike drop and luggage drop-off available)

-Saturday, September 14th: 5:30 AM – 6:45 AM (luggage drop-off available)

Rohnert Park, SOMO Village (25 and

1100 Valley House Dr, Rohnert Park

-Saturday, September 14th: 7:30 AM – 9:45 AM (luggage drop-off available)

-Sunday, September 15th: 7:00 AM – 7:30 AM (luggage drop-off available)



4. Fundraising

Bike MS proceeds fund breakthrough MS research and provide vital services, wellness programs, MS Navigator support and advocacy to people living with MS.

Nearly 
1 MILLION PEOPLE
live with MS in the United States—
2X the previous estimate.

New in 2024! - **Hall of Fame and Recognition Competitions** recognize recruitment, teamwork, rookie riders and fundraising totals are updated bi-monthly on the [Top Fundraiser Page](#)!

PRIZES AND INCENTIVES

We offer great fundraising prizes and clubs with amazing benefits. Visit our [Clubs and Incentives Page](#) to view our prizes and fundraising clubs.

TIPS AND TOOLS

Whether you have already reached your goal, stalled out in your fundraising, or are having trouble getting started, visit our [Fundraising Tips & Tools Page](#) under Rider Resources at wavestowine.org. Facebook Fundraiser is another helpful tool to reach your full fundraising potential – login to your Participant Center to connect to Facebook.

THE APP!

Download the all new DonorDrive App

The new app is a powerful tool to help you raise funds and awareness for a world free of MS. Exciting features — like mobile check deposit and QR code creation — will help you go the extra mile in your fundraising, as well as connect with your community.



MAILING CHECKS, STOCK TRANSFERS and other DOCUMENTS

National Multiple Sclerosis Society
Waves to Wine – NorCal Chapter
PO Box 54879
Los Angeles, CA 90054

New in 2024, All cyclists who surpass \$1,000 in fundraising will receive a jersey starting May 8th 2024!



***Primal Prisma Jerseys in Women's and Men's Sizing.**

5.Pre-ride Activities and Connecting Online

Join our private [Waves to Wine Facebook Group](#) where community members connect and promote events.

Check or ADD TO 😊 our [Community Events Calendar and Pre-ride Activities](#) at [WavestoWine.org](#).



Join our Team Captain Community Connect Virtual Meetings either:

- 12 PM each Third Tuesday
- 5 PM each Fourth Monday
- Email chris.spencer@nmss.org for invites!



MS OCCURS IN MOST ETHNIC GROUPS 
This wasn't historically known due to underrepresentation in clinical research and healthcare inequities.

6.Ride Weekend Schedule

RIDE WEEKEND SCHEDULE

SATURDAY, SEPTEMBER 14 - Levi's Plaza – 102 & 75 mi. start line

Parking & drop off: 1426 Sansome St, SF, CA 94111
Start Line: 1160 Battery St, SF, CA 94111

5:30 am – 6:45 am Registration, luggage drop-off, mechanics, coffee
5:30 am – 7:25 am Huckleberry Cycles Open for purchases and emergency repairs
6:15 am SOMO Village shuttle arrives
6:45 am Rider Staging
6:55 am All-riders at Start Line
7:00 am Waymo lead car kicks off Waves to Wine 2024!
7:25 am All cyclists must be on the Route

SATURDAY, SEPTEMBER 14 - SOMO VILLAGE – 23 & 44 mi. start line | 102, 75, 23, & 44 mi. finish line

Parking, drop off and Start Line: 1100 Valley House Dr, Rohnert Park 94928

5:15 am Shuttle departs SOMO Village for Levi's Plaza start line
(buses will leave on time so don't be late!)
7:30 am – 10:00 am Registration, mechanics, coffee + light breakfast
7:30 am – 9:00 pm Bike Corral Open
8:30 am Rider Staging for early group departure (lower temperatures)
10:00 am Rider Staging for late group departure (timed to finish with the 72 and 102 mi route participants)
11:00 am – 8:00 pm Shower Truck
Noon – 5:00 pm Visit Sponsor Row!
Noon - 6:00 pm Massage Room Open
Noon – 9:00 pm Food, entertainment, beer & wine

3:00 pm – 7:00 pm VIP Area
3 :00 pm – 5:00 pm Team photos
6:00 pm - 9:00 pm Shuttle service to hotels
(running approx. every half hour or when full)
5:00 pm All routes close, riders must be off the course
5:00 pm Evening program & jersey contest!
5:30 pm IRWMS photo
6:30 pm Shuttle from SOMO Village to Levi's Plaza
7:00 – 9:30 pm Campfire hang-out near dining area
8:00 pm Showers close; Venue Closes
9:30 pm QUIET HOURS & lights out for Campers

**SUNDAY, SEPTEMBER 15 - SOMO VILLAGE – 40 & 60 mi.
start and finish, 1100 Valley House Dr, Rohnert Park 94928**

6 am and 7 am hotel shuttle to SOMO
6:00 am – 8:30 am Mechanics, coffee + light breakfast
7:00 am – 4:00 pm Bike Corral Open
7:00 am – 7:30 am Registration Open
7:45 am Group Roll-out at Start
8:30 am – All Riders must be on the Route
11:00 am – 4:00 pm - Food, beer, and wine
2:00 pm | 4:00 pm shuttles depart for SF
3:30 pm Route closes
4:00 pm Showers close
5:00 pm That's all folks!



7. Ride Routes

Route Maps with downloadable cue sheets available [here](#).

ROUTE SUPPORT

- Plush Rest stops are approximately every 10 to 15 miles.
- Bike mechanics are stationed throughout the event at rest stops, start and overnight venues, and roaming the route. Repairs are free of charge.
- Medics and radio communication are available at all rest stops. Bike medics will also be out on the route.
- SAG vehicles give a lift to riders in need and can be identified by their brightly colored placards.
- To signal a SAG vehicle: 1) move off the road and out of the path of other riders; 2) dismount and stand near your bike; 3) remove your helmet and give a “thumbs down” to the SAG vehicle. At peak hours, SAG vehicles may be full, so please be patient until the next SAG vehicle arrives.
- Bike marshals will be traveling among riders to ensure that all rules of the road are being obeyed.



8. On the Route Guidance

LUGGAGE

You can drop your luggage at the SF Start Line Saturday morning to be carried up for you to SOMO Village. Please attach the luggage tags found in your packet to your bag and drop at one of the luggage trucks at the SF Start line

EMERGENCY CONTACT INFO

IMPORTANT: All cyclists must add emergency and medical information to the back of their rider bib! Include contact names, phone numbers, allergies, medical conditions, etc. If you have an emergency during the Ride call Net Control 415-683-0826 This number is printed on your wristband and bib.

LOST AND FOUND

Turn in or retrieve any missing items or personal belongings at the Information Booth.

NEW! JACKET DROP OFF

For the longer routes on Day 1 (100 & 75), wear your jacket to the start line and for the first portion of the ride, then have the option to drop it off at Rest Stop #2. All items must fit in one-gallon sized Ziploc bag and will be labeled with your bib number to pick up at the Bike Corral at SOMO Village (finish line).

RIDER IDENTIFICATION WRISTBANDS

Rider wristbands are your ticket to all services and meals at the event. If you did not get a wristband in your packet, please make sure to ask a staff member for a wristband at the start.

RIDER NUMBERS

HELMET TAG. Affix to the front of your helmet.

BIB NUMBER. You must wear your bib number while on the route and at the start and finish lines. Please safety-pin it to the front of your outer-most layer of clothing.

BIKE TAG. Affix to your bicycle for quick identification when your bike is parked

LUGGAGE TAGS

Affix to your luggage before dropping off at the start line.

EVENT WRISTBAND. You are required to wear your event wristband the entire weekend. This wristband identifies you as a Bike MS participant and grants you access to all food, beverages, and Bike MS services.

PERSONAL & TEAM SAGS

No personal or team SAGs are allowed on the route or at rest stop areas. Personal vehicles compromise rider safety and threaten our ability to use these venues in the future. Official Bike MS SAG vehicles are available throughout the course to transport cyclists. Please meet friends and family at the finish line.

RIDER SAFETY CYCLING SAFETY

Our focus is to provide a high-quality, safe, and fun ride. While we do an enormous amount of planning to provide for your safety, we ask that you do your part prior to the ride by visiting our Bicycle Safety Page at wavestowine.org. Here you will find cycling manuals, safety videos, safe cycling tips and more.



RIDE SAFE. RIDE SMART

Please be aware of and prepared for railroad crossings on both days of the ride.

BIKE MS® SAFETY POLICY

Should a cyclist choose to behave, act or ride in a manner that is endangering themselves or others, Ride Officials and California State Patrol officers have been instructed to remove them from the course.



9. Venue Maps

(event venue refresh is underway – stay tuned for our new layout)

10. Lodging Options

Rohnert Park Hotels with Saturday shuttles to SOMO Village

Hampton Inn:

Booking Link: <https://group.hamptoninn.com/3mh071>

Best Western:

Please call 707-584-7435 using Group ID Code BOO224 by September 5 for rooms starting at \$199

Oxford Suites:

Booking Link:

<http://bookings.ihotelier.com/bookings.jsp?groupID=4261192&hotelID=106575>

Call ins: To book your reservations with our on-site reservationist, call 707-584-0333. Be sure to mention the group name and the check-in date.

Camping Onsite

We have space for 100s of tents on the SOMO Village Lawn both Friday 9/13 and Saturday 9/14. No need to make a reservation, just bring your gear and set up your spot. Campers will have access to showers and restrooms on the event site.



RVs are welcome at our SOMO Village Parking lot. Look for the designated RV lot at SOMO Village.

11. Parking and Shuttle Options

Free Parking for participants is available 2 PM Friday 9/13 to 6 PM Sunday 9/15

Levi's Plaza 72 & 102 Mile Start Line (validated parking)
1426 Sansome St, SF, CA 94111

SOMO Village 23 & 44 mi. start line | 102, 75, 23, & 44 mi. finish line
1100 Valley House Dr, Rohnert Park 94928

Shuttles are available for \$50 per trip (shuttle registration coming soon)

5:15 am Saturday SOMO Village to Levi's Plaza Start Line

This shuttle is for participants doing the 72 or 102 mile route and parking and/or camping at SOMO Village. Bicycles are not permitted on this shuttle so should be dropped-off during 2 PM to 7 PM Friday Levi's Plaza Packet Pickup.

6:30 pm Saturday SOMO Village to Levi's Plaza Parking Garage

This shuttle is for participants doing the 72 or 102 mile route and parking at Levi's Plaza who wish to pick-up their car from the parking garage on Saturday night.

2:00 pm Sunday SOMO Village to Levi's Plaza Parking Garage

This shuttle is for participants doing the 72 or 102 mile route and parking at Levi's Plaza who wish to pick-up their car from the parking garage on Sunday afternoon.

4:00 pm Sunday SOMO Village to Levi's Plaza Parking Garage

This shuttle is for participants doing the 72 or 102 mile route and parking at Levi's Plaza who wish to pick-up their car from the parking garage on Sunday afternoon.

12. Volunteering

WE NEED VOLUNTEERS!

Bike MS® needs more volunteers to ensure a superior experience and safe ride for everyone!

We have volunteer openings for both ride days.

Contact Shi Page | shi.page@nmss.org Visit our

[Volunteer Webpage for more Info!](#)



13. Thank you to our sponsors

Local Presenting Sponsor



Gold Sponsors



PREMIER NATIONAL SPONSOR



NATIONAL SPONSOR



14. Contact Us

QUESTIONS?

Rad Beauton
Manager, Bike MS
rad.beauton@nmss.org
(916) 572-8667

Chris Spencer
Director, Bike MS
chris.spencer@nmss.org
(415) 722-1817

