



**Fraser Valley**

# CYCLIST HANDBOOK 2023

Everything you need to make your  
MS Bike a memorable experience!



# WELCOME TO MS BIKE

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## YOUR IMPACT

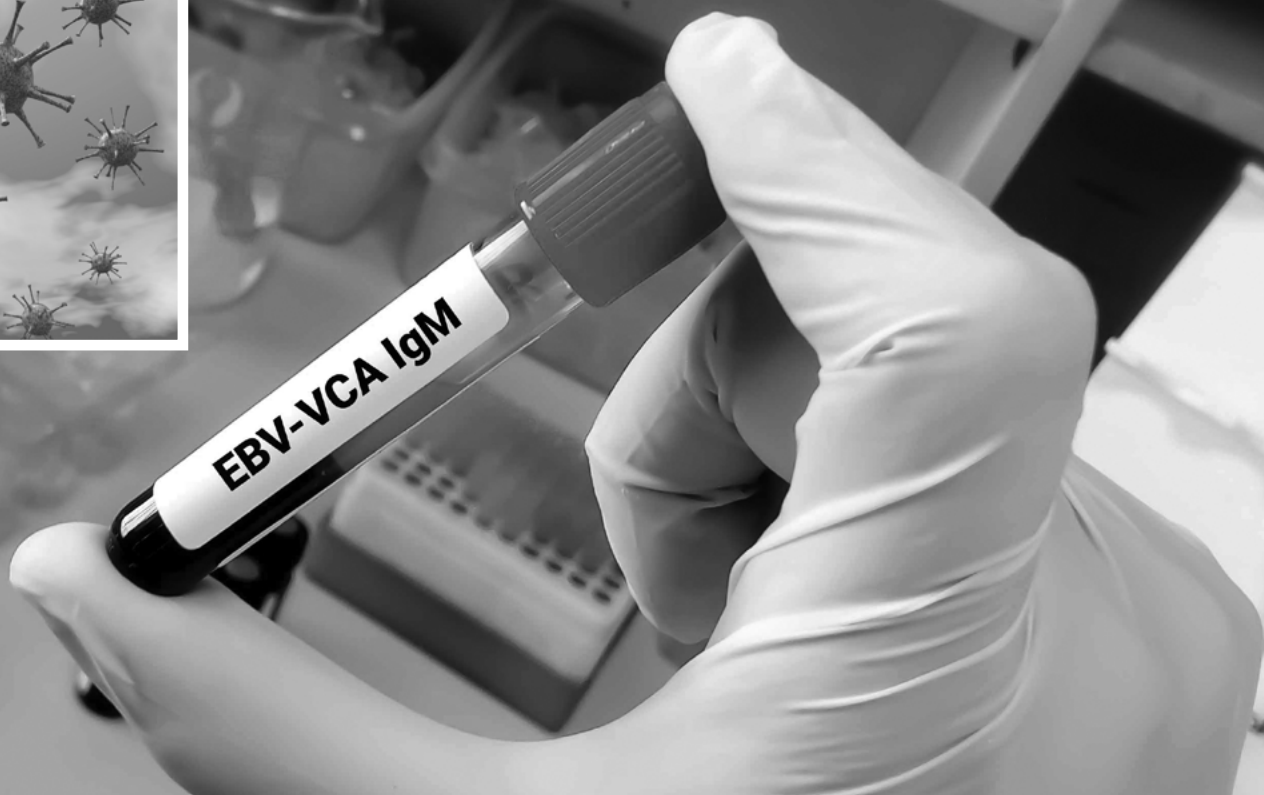
A world free of MS is achievable but it will take more than one person. By participating in MS Bike, you join thousands of participants across the country, riding toward the same goal. No matter who you cycle for, your collective action and support for the MS community makes a difference. With your participation we can raise the funds needed to continue investing in fundamental MS research and supporting those living with the disease. We know our world looks different right now and things continue to change every day, but one thing that remains unchanged is our commitment to the MS community and to a world free of MS.

## REQUIREMENTS TO PARTICIPATE

To participate a properly fitted helmet is mandatory when cycling. **The minimum fundraising goal for MS Bike is \$500.** MS can impact all Canadians and by fundraising for MS Bike, you will help support each of them through their MS journeys while funding research that could change their lives.







# UNDERSTANDING THE CORRELATION BETWEEN EBV AND MS

## A DEEPER DIVE INTO WHAT WE KNOW ABOUT EBV BEING A PRECURSOR TO MS

**MS is thought to be caused by a combination of genetics, lifestyle, and environmental factors.**

Researchers have long suspected the Epstein-Barr Virus (EBV) — a virus that causes infectious mononucleosis — to be a strong contributing risk factor for MS. A recent Harvard study suggests that EBV acts as an initial trigger required for MS onset. In this study, EBV infection increased the risk of MS by 32-fold. While EBV is likely necessary, it is not sufficient to trigger MS, and it is believed that other factors are needed. Fortunately, further research is being done to provide even more insight into the connection between EBV and MS.

In another recent study by Stanford University, researchers suggest ‘molecular mimicry’ as a potential mechanism of how EBV infection may trigger MS. Following EBV infection, people with MS

developed antibodies related to a specific part of the virus protein, EBNA1 protein. Through molecular mimicry, these antibodies could also target similar host’s proteins, specifically GlialCAM, a component of the myelin sheath — the protective covering of nerve fibers in the central nervous system. This would trigger an autoimmune response that could damage the myelin sheath in people with MS.

**Currently, MS Canada is funding several research studies to understand the role of EBV in MS like that of Dr. Marc Horwitz.** Dr. Horwitz and his team at the University of British Columbia are developing mouse models with human-like immune systems to examine how EBV infection affects immune cell populations and increases the susceptibility and progression of MS.



## BARRY'S RIDE FOR A MILLION

### 32 YEARS OF HOPE AND DEDICATION

For over three decades, Barry has been pedaling for a purpose. It all started in 1991, when he embarked on his first MS Bike journey and raised \$750. Little did he know that this was just the beginning of a lifelong commitment to the cause.

As the years passed, Barry's dedication to MS Bike only grew stronger. Despite facing physical challenges like torn muscles, ligament tears, and even a knee replacement, he never let anything stand in the way of his mission to fight back against MS.

For Barry, the cause was deeply personal. He originally rode in honor of his sister Lynne, who lived with MS and passed away in 2018. Even after her passing, Barry refused to give up. As he puts it, "If I stop, MS wins." He knew that he had to keep riding for the 90,000 Canadians and their families who continue to face the daily struggles of life with MS.

Over the years, Barry's efforts have made an enormous impact. He has raised almost \$1 million in support of MS. Even when the going got tough, he pushed through, motivated by the knowledge that

every dollar raised could bring us one step closer to finding a cure.

Looking back on his journey, Barry acknowledges that it hasn't always been easy. His first year was particularly challenging, as he struggled with soreness and pain from the long ride, but he persevered and made it through the journey.

In 2003, Barry had a breakthrough. After discovering the benefits of bike shorts and training, he found that the ride became much more manageable. As he continued to ride year after year, he found renewed motivation in the knowledge that his efforts were making a real difference.

In 2022 Barry raised an impressive \$52,056, bringing him closer than ever to his goal of raising \$1 million for MS Canada through MS Bike. As he prepares for another year of riding, Barry is hopeful that with every pedal stroke, he is getting us one step closer to a world without MS. As he says, "Yes!! The more people helping and raising funds for research, the closer we come to finding relief and hopefully a cure for MS."



# FUNDRAISING MADE EASY

**WHAT'S NEXT?** Joining MS Bike is the first step in the fight to end MS. Here are the other steps we suggest you take to make the most out of your MS Bike experience and help raise funds to improve the lives of those affected by MS.



## MAKE A DONATION

Kick start your fundraising by showing your support by being the first to donate towards your fundraising goal.



## UPDATE YOUR PERSONAL PAGE

Post a picture, include a story of why you joined MS Bike, and set a goal!



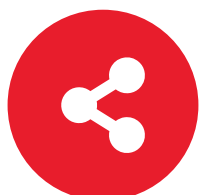
## GO DIGITAL

Take advantage of the MS Bike app and use the tools to boost your fundraising and track your progress. Download the app today!



## EMAIL YOUR DONORS

Reach out to your family and friends and ask them to help you reach your fundraising goal by making a donation.



## ASK, ASK, ASK

Post on social media, send emails and ask your workplace about making a gift or matching your fundraising.



## HOST A VIRTUAL EVENT

Get creative! Trivia night, Facebook fundraiser – it will be fun and help you raise money towards your goal.



## GET READY FOR MS BIKE

Now it's time to ride! No matter how you are participating, we hope you have a great ride.



## SAY THANK YOU!

Be sure to recognize everyone who donated or helped you by saying thank you after the event.

**msbike.ca** has a lot of advice and helpful resources but if you need support, reach out to the MS Bike team, they are very knowledgeable. (1-800-268-7582 ext 3038 | [msbike@mscanada.ca](mailto:msbike@mscanada.ca))

# REWARDS

Your hard work helps improve the lives of those affected by MS, and we want to recognize your accomplishments with these rewards\*.



MS Bike Maska is for Team Captains.

Our MS Bike cycling kit has a new design every year and gives you well-deserved recognition for your amazing fundraising. New this year we have a new and improved style of shorts. Our MS Bike Cycling kit is made of high-performance materials that will propel you forward as if you were lighter than air (results may vary).

[Click here for more information on our reward structure.](#)

*\*The MS Society of Canada reserves the right to substitute prizes of equal or greater value. Rewards are based on funds submitted approximately four weeks after the event.*

**PRIMAL**

**THE BEST CUSTOM CYCLING APPAREL. PERIOD.**

**OFFICIAL APPAREL PARTNER OF MS BIKE**

As part of our commitment to ending MS, Primal will donate 15% of a team's total custom team jersey order to their team's fundraising through the Primal Gives Back program.

[primalwear.com/msbike](http://primalwear.com/msbike)



# 2022 TOP FUNDRAISING LEADERS

## TOP 10 PARTICIPANTS – MS BIKE – FRASER VALLEY

Cyclist	Fundraising Total
Claudine P. Bourgaize	\$7 622.10
Carol Prantner	\$7 494.70
Denise Begg	\$6 103.96
Allen Booth	\$5 768.50
Nance Bass	\$5 305.47
Tina Kaizer	\$5 145.75
Lloyd Dykstra	\$5 099.35
Lesley Lambert	\$3 558.20
Patricia Wilson	\$3 471.72
Marilyn Lenzen	\$3 270.25

## TOP FUNDRAISER EXPERIENCE

*"It's an amazing experience to be on tour with other top MS Bike fundraisers from across the country. It's amazing to be part of a group of cyclists who are so deeply involved and connected to the cause."*

— Doug Hansen, who rode in the Tour of Champions 12 times.



## TOP 10 TEAMS – MS BIKE – FRASER VALLEY

Team	Team Captain	Fundraising Total
Easy Riders	Patricia Wilson	\$28 400
Miles for Smiles	Allen Booth	\$19 948
MS Goldfish	Nance Bass	\$17 361
Out Spoke'n	Denise Begg	\$14 920
Team Sunshine Coast	Tina Kaizer	\$13 436
Doobs!	Keith Skelton	\$7 223
The Carr Crew	Jennifer Carr	\$5 790
All Action No Potential	Katherine Louman-Gardiner	\$3 955
Back Peddlers	Shish Levi	\$3 854
Team Gear Down	Mary Anne Lever	\$3 372

Wondering where to mail in your donations?  
Cheques can be mailed to:

**MS Canada**  
**500-250 Dundas St. W.**  
**Toronto, ON M5T 2Z5**  
**Attn: MS Bike [Event Name]**

Be sure to specify which MS Bike you are donating to on the front of the envelope (i.e. Attn: MS Bike Airdrie to Olds). In order to ensure our records are accurate. Please make sure participant and donor details are clearly identified and legible on the [Donation Tracking Form](#).

For cash donations, and tax receipts questions, please reach out to us at [bike.finance@mscanada.ca](mailto:bike.finance@mscanada.ca)

# FRASER VALLEY SCHEDULE AT-A-GLANCE

## FRIDAY JUNE 9, 2023

- 4:00 pm - 7:00 pm Early package pick-up and bike check at Langley West Point Cycles  
100 - 20445 62nd Ave, Langley, BC V3A 5E6
- 5:00 pm - 7:00 pm RVs check-in at Thunderbird Show Park  
248th St. 24550 72 Ave, Langley, BC, V1M 3W8

## SATURDAY JUNE 10, 2023

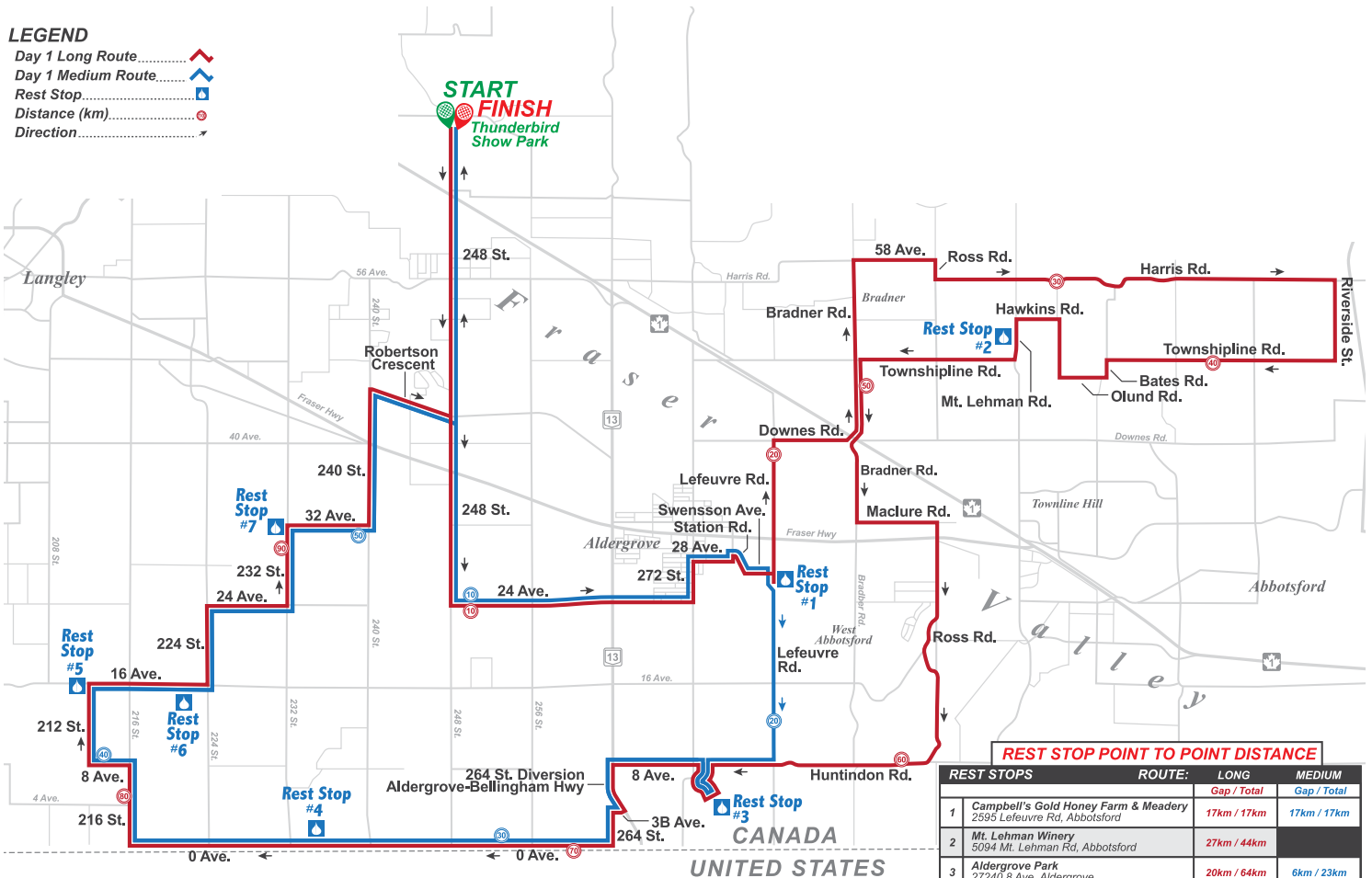
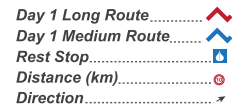
- 7:00 am Check-in opens at Thunderbird Show Park, reserved RV check-in for Saturday night, additional pledge drop-off, bike check, T-shirt/Jersey pick-up, coffee, and light breakfast.
- 8:00 am - 9:30 am Team photos are in the Rider Village
- 8:45 am Guest Speaker
- 9:00 am Century Ride (102.7km) Cyclists briefing at the start line.
- 9:30 am Participants head out on the medium bike route choice.
- 11:00 am - 2:30 pm Lunch served on route at Aldergrove Park
- 2:00 pm - 5:30 pm Massage tent open in Rider Village, snacks & appetizers, games, overnight bike storage.
- 2:30 pm - 6:00 pm Beverage Garden in Rider Village
- 4:30 pm - 6:00 pm Purchase Pickup in Rider Village
- 5:00 pm - 6:00 pm VIP Social at the timber frame - top 25 fundraisers
- 6:00 pm Reception opens. 'It's an Animals World theme' - Dress-up Optional
- 6:00 pm - 9:30 pm Reception bar is open
- 6:30 pm Dinner, Awards, and Speeches
- 8:00 pm - 9:30 pm Music entertainment from the band, Rear View Mirror
- 10:00 pm Rider Village closes - please, quiet time at Thunderbird Show Park

## SUNDAY JUNE 11, 2023

- 7:00 am - 9:00 am Welcome to day two! Lions Club Breakfast is served in Rider Village, and Bike repairs, Team photos, Bike storage are open for bike pick-up.
- 9:00 am Participants head out on route.
- 11 am - 3:00 pm Finish Line photos, lunch, purchase pick-up, and closing ceremonies.  
MS Bike - Fraser Valley is complete, congratulations! See you in 2024.



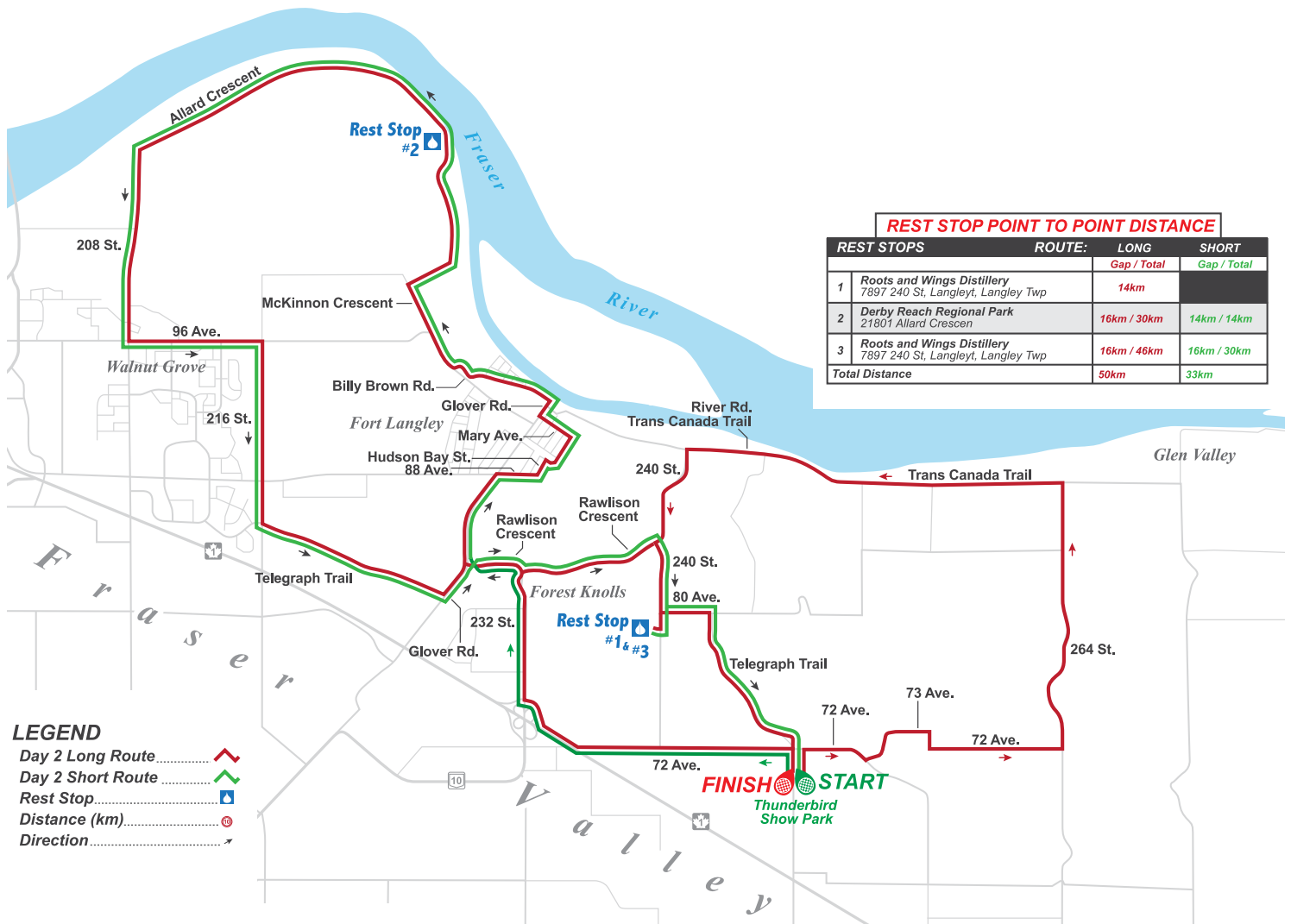
Saturday• June 10, 2023



REST STOP POINT TO POINT DISTANCE			
REST STOPS		ROUTE:	
		LONG	MEDIUM
		Gap / Total	Gap / Total
1	Campbell's Gold Honey Farm & Meadery 2595 Lefebvre Rd, Abbotsford	17km / 17km	17km / 17km
2	Mt. Lehman Winery 5094 Mt. Lehman Rd, Abbotsford	27km / 44km	
3	Aldergrove Park 27240 8 Ave, Aldergrove	20km / 64km	6km / 23km
4	Glass House Winery 23449 0 Ave, Langley	11km / 75km	11km / 34km
5	Fraser Valley Cider 22128 16 Ave, Langley Twp	7km / 83km	7km / 41km
6	Township 7 Winery 21152 16 Ave, Langley Twp	2km / 85km	2km / 43km
7	Backyard Vineyards 3033 232 St, Langley	5km / 90km	5km / 48km
Total Distance		102km	61km

# ROUTE MAP DAY 2

Sunday • June 11, 2023





# RULES FOR SAFE CYCLING

**A properly fitted helmet is mandatory** when cycling.

All cyclists, spectators and supports must **follow the Highway Traffic Act** since roads will remain open to motorists. You are required to obey all traffic signs and signals.

**Cycle on the right side of the road and pass cyclists on their left.** Make sure to say “on your left”.

**Ride no more than two across;** ideally cycle in single file.

**Be respectful** to fellow cyclists, drivers and the communities we ride through.



## TRAINING TIPS

Here are a few tips to get ready for MS Bike.

- **Visit your local bike shop to have your bike inspected.** Bike mechanics can inform you if a tune-up or adjustment is necessary.
- **Join a cycling club.** Ask the staff at your local bike store or search for one online. You can also speak with MS Society staff about joining a MS Bike team.
- **Go ride.** Start your training rides with shorter distances like 15 to 20 kilometres and gradually increase it up to 60 kilometres. We will let participants know about their local training rides by email and on our social media channels.
- **Visit [cyclingmagazine.ca](https://cyclingmagazine.ca)** to learn more training tips to achieve your fitness goals.





## EXCLUSIVE FINISHER LINE MEDAL



We are excited to introduce this year's exclusive finisher line medal! You can look forward to receiving one of your very own after you cross your MS Bike finish line. If you're riding virtually, don't fret! Log 90km in one week from June until September on our [Ride With GPS Challenges page](#) and we'll send you a finisher line medal to celebrate your accomplishment, from wherever you are!



This summer PCL Construction employees are once again filling their water bottles, clipping in and cycling Canadian roads to change the future of Multiple Sclerosis. With offices and job sites from Vancouver to Halifax, PCL will be fielding teams across the country and raising funds to help support groundbreaking work into MS treatments and, ultimately, a cure.

As a construction leader with a vision for the future of our industry and our country, PCL focuses on solving problems and finding solutions. As a community-focused company motivated by health and wellness, PCL employees are excited to get out, have fun and give back to the community while getting fit.

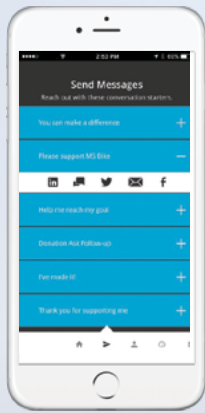
Thank you to PCL Construction for your continued support for those affected by MS. With your involvement in MS Bike, we will move that much closer to a world free of MS!

## CYCLING WITH A TEAM IS THE BEST WAY TO...

- Have more fun! Create great memories and bond with your friends, family and co-workers.
- Strengthen your impact. Teams raise more funds and increase awareness because they work together, leading to a greater impact on the cause.
- Ride in style. Order custom team jerseys from Primal with your own logos and colours, and they'll make a donation to your team's fundraising.
- Increase your corporate visibility. Enhance your company's exposure while enjoying a team building experience.
- Stay motivated. Having a team beside you keeps you motivated and your fundraising on track.

**Go the Distance. Make a Difference—  
From Anywhere!**





## GET THE APP

Update your fundraising page, ask for donations, thank your donors and monitor your progress by using the MS Bike app from your phone.

**Download the app on your Apple or Android device today!**



## ONLINE COMMUNITY

### Make a connection

Continue to build your MS Bike connections by joining our brand new [Strava club](#) and private [Facebook group](#). In these groups you can share your fundraising ideas and cycling tips, find out more information on our organized indoor and outdoor training ride series, and connect with members of the MS Bike community from across Canada, coast to coast.

[Join Strava Club](#) | [Join Facebook Group](#) | [Ride with GPS](#)

### Fundraise on the Go with Social and Mobile

Boost your fundraising and go social by sending messages via Facebook, Twitter, LinkedIn and more. Get started now!

Manage and share your MS Bike experience on the go with our newly-updated MS Bike mobile and tablet application. This FREE app lets you fundraise and connect with others through social media and email, update your web pages and check your fundraising progress all from the palm of your hand. [iPhone/iPad](#) | [Android](#)





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LET US  
ANSWER  
ALL YOUR  
CYCLING AND  
TRAINING  
QUESTIONS

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Stay up to date on all things cycling with an **exclusive discounted subscription to Canadian Cycling Magazine**. Get a special MS Bike rate of \$12.95 for a year's subscription (6 issues) and read expert reviews of bikes, gear, apparel, and electronics, as well as features on training, nutrition, destinations and Canadian events like MS Bike.



GO THE DISTANCE.  
**MAKE A  
DIFFERENCE—  
FROM ANYWHERE.**

- Log into your Participant Centre to access fundraising resources and track your progress.
- Get fundraising tips and learn about rewards.
- Visit your MS Bike event page for up-to-date event information.

## DO YOU RECEIVE OUR EMAILS?

News updates are sent out regularly to keep you informed. If you haven't received information, contact us at [msbike@mscanada.ca](mailto:msbike@mscanada.ca).

To ensure you receive the most up-to-date information about MS Bike, log into your Participant Centre and update your email address.



## THANK YOU TO OUR SPONSORS

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**OFFICIAL APPAREL PARTNER**

PRIMAL

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MS Canada