

Velocity Day Guide

Velocity Day: Sunday, October 3, 2021 - VelocityRide.org



YOUR TOP 5 VELOCITY DAY MUST DOS:

1. **Tune into our Velocity Day Broadcast at 9:00 AM presented by Regeneron.** Listen to the inspirational and heartfelt stories from members of our community.
2. **Ride, run, walk—anything you want! Track your activity in our Strava Club* and unlock a special gift during our Velocity Week Activity Match!** Thanks to the Velocity Heroes Circle, a gift of \$50,000 will be unlocked if we reach a collective 5,000 miles/minutes through 10/3.
*Not on Strava? Send proof to Coach Dan at dan@velocityride.org.
3. **Explore our full list of Velocity Day activities on the Hub.** Jam to our official playlist, snap pics in the photo booth and so much more!
4. **Tag us at #YourVelocity** on social so we can follow your journey together on our Social Media Board presented by Bristol Myers Squibb.
5. **Last but certainly not least, fundraise! Fundraise! Fundraise! All donations through Velocity Day will be matched thanks to the Crimson Lion/Lavine Family Foundation.** Earn cool rewards & double your impact towards patient care and research at Columbia's cancer center.

Follow us   



EXPLORE THE VELOCITY DAY HUB

Complete Your Velocity Bib

Wear your bib with pride on Velocity Day and share on social using **#YourVelocity**



Get Social

Stop by our virtual photo booth, presented by the NHL, and snap a pic using fun custom Your Velocity stickers and frames.



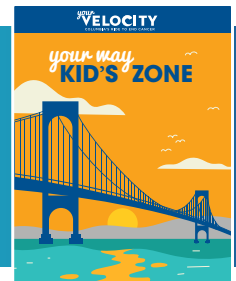
Your Velocity Playlist

Get pumped up with some of your favorite jams on our official Spotify playlist.



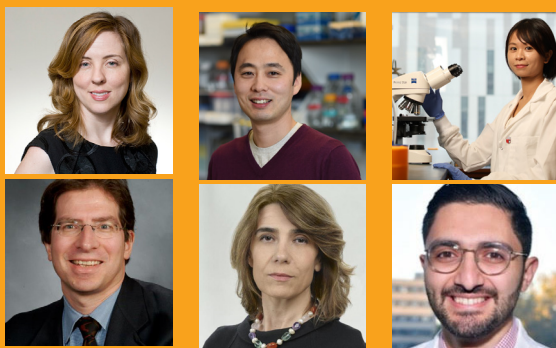
Your Way Kids Zone

Fun activities for the kids, including a scavenger hunt, word search & coloring pages.



Meet our 2020 Velocity Fellows

Thanks to you, these six researchers have been awarded funding to support critical advancements in cancer research and care.



What's Your Why?

Tell us the reason why you participate in Your Velocity on our "What's Your Why" wall and see what motivates your fellow participants.



Save Your Spot

Be the first to know when registration opens for Velocity 2022.



POST-BROADCAST: COMPLETE YOUR VELOCITY ACTIVITY

Exercise with Studio in the Heights.

Enjoy a workout with our friends at Studio in the Heights, also featured on our Velocity Day Hub.

Ride inside with your Peloton.

Complete a Peloton class and add #VelocityRide to your profile to ride with our community.

Ride, run, or walk outside.

Share a photo of your activity to your social channels using #YourVelocity.

Fundraise and earn rewards.

There's still time to earn more Velocity swag. You have until October 11th to reach one of our reward levels.



2021 REWARD LEVELS:

PACER

RAISE \$100



MASK

LEADER

RAISE \$250



SOCKS

CHAMPION

RAISE \$500



T-SHIRT

CORE CLUB

RAISE \$1000



JACKET

SAFETY TIPS

THANK YOU FOR PARTICIPATING IN YOUR VELOCITY! Your safety is very important to us. Please follow the below guidelines to keep safe on Velocity Day.

Keep Hydrated! Please make sure you are drinking both water and sports drinks during your activities.

If you're walking or running outside, make sure you bring your cellphone, snacks, and have a plan for taking bathroom or water breaks.

We do not have dedicated emergency phone lines this year. Please dial 911 in case of an emergency.

Please follow on local CDC guidelines regarding activities and gatherings. For up to date information related to COVID-19, please visit: <https://www.cuimc.columbia.edu/covid-19-information-cuimc-operations-patients-employees-and-students>

IF YOU'RE RIDING OUTSIDE ON VELOCITY DAY:

- **Wear the right thing.** Don't forget your helmet and wear bright and/or reflective clothing, even in the daytime hours.
- **Avoid wearing headphones** so as to stay alert at all times.
- **When riding with others,** ride single file at all times, with the exception of passing.
- **When passing,** call out "On Your Left" when passing and make sure that you **LOOK BEHIND** you before pulling out to pass.
- **Follow the rules of the road,** as if you were driving a car.
- **We will not have any roads closed** on our normal route. Follow all local travel laws and stay alert.

HAVE A GREAT VELOCITY DAY!

