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## MEDIA SPONSORS



## About multiple sclerosis

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. The number of people living with MS in the world is 2.3 million.

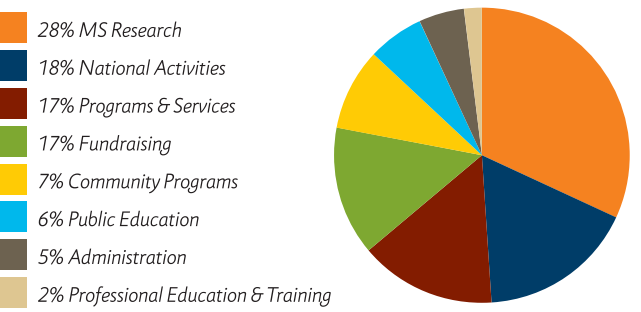
Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health care professional and contacting the National Multiple Sclerosis Society at [nationalMSSociety.org](http://nationalMSSociety.org) or 1-800-344-4867.

## National MS Society

The National Multiple Sclerosis Society is a collective of passionate individuals, moving together to create a world free of MS.

- The National MS Society is moving:*
- We are a driving force of MS research and treatment to stop disease progression, restore function, and end MS forever
  - We develop, deliver and leverage resources to enhance care for people with MS and quality of life for all those affected by MS
  - We are leaders in the worldwide MS movement, mobilizing millions of people to do something about MS now
  - We are activists
  - We develop and align human, business and financial resources to achieve breakthrough results

## How the dollar is spent



Seventy-eight cents of every dollar spent funded Community Programs, MS Research, National Activities, Professional Education & Training, Programs & Services and Public Education.

*Percentages based on Fiscal Year 2012 Audited Financial Statements.*

## What is the ride?

The BP MS 150 is a two-day fundraising cycling ride organized by the National Multiple Sclerosis Society. This ride is the largest event of its kind in North America. In 2013, the event raised more than \$18 million for multiple sclerosis.

The ride is a 180-mile journey for MS from Houston to Austin. Rest stops are positioned every 8-15 miles. The ride begins Saturday morning at three convenient starting points: *Tully Stadium in Houston, Rhodes Stadium in Katy and Waller Stadium in Waller*. Riders follow scenic roads into Bellville for lunch. Day One ends at the Fayette County Fairgrounds in La Grange.

On Sunday morning Club 300 members, riders with MS and the team who received the Day 2 Safety Start lead the mass on one of two routes that lead to Bastrop for lunch. Take the Bechtel Challenge Route and enjoy the rolling terrain of Bastrop and Buescher State Parks or bypass the parks via the Pfizer Lunch Express Route. The final leg of Day Two takes riders into Austin for exciting Finish Line festivities at the Texas State Capital.



#BPMS150  
REGISTER | DONATE | VOLUNTEER  
bp  
BPM150.NET  
*bike to create a world free a multiple sclerosis*  
The \$400 minimum fundraising is strongly encouraged prior to picking up your rider packet.



BP MS 150 | 30th Annual Ride | Est. 1985



**TAKE** the **CHALLENGE**  
*make every connection count*

HOUSTON » AUSTIN  
APRIL 12-13, 2014 » 2 DAYS



# Participation Requirements

Failure to comply with these requirements will prohibit participation now or in the future for National MS Society event.

- The Registration Fee is non-transferable and does not apply toward the minimum fundraising.
- Transportation Fee is non-transferable and does not apply toward the minimum fundraising.
- Each rider must raise the \$400 minimum by May 13, 2014.
- For fundraising prize qualification and to qualify for Club 300 status you are able to fundraise until July 31, 2014.
- Failure to raise the \$400 minimum fundraising will prohibit participation in any future National MS Society event.
- Each rider over the age of 17 must accept and submit the participant Release & Waiver of Liability during the online registration process.
- Each rider 17 and younger must have the participant Release & Waiver of Liability signed by his or her parent or legal guardian and notarized prior to attending a Packet Pick-Up.
- All riders must be registered before participating in the event and are required to each submit the participant Release & Waiver of Liability in order to receive their rider numbers.
- Riders cannot transfer their registration or rider numbers to another individual or event.
- A parent or adult guardian must accompany each rider 17 years old and younger on the ride at all times. The maximum ratio of adult-to-child riders is 1:3.
- The minimum age for a rider is 12 years of age as of April 12, 2014.
- All riders must obey all state and local traffic laws.
- All riders must obey all Law Enforcement Personnel, Bike Ride Officials and Volunteers.
- All riders must complete the emergency contact information on the back of their rider number bibs, and appropriately wear and display their rider numbers at all times while on the bike route.
- All riders must practice appropriate cycling and safety etiquette at all times during the event.
- All riders must wear a bicycle helmet that complies with the standards of the U.S. Consumer Products Safety Commission.
- Headphones, cell phones, ear buds, radios and similar audio devices used in, on or around the rider's head or ears are not permitted while riding. *(Tandem communication accessories are allowed.)*
- Equipment and accessories attached to a bicycle for transporting children and/or pets are not allowed. Prohibited equipment may include, but is not limited to, bicycle trailers, Tag Along or Trail-A-Bike products and child carrier seats.
- Cyclists are not allowed to transport animals while riding.
- Inline skates *(Rollerblades)* and quad skates *(roller skates)* are prohibited.
- If you did not pay your 2013 required, minimum fundraising for the BP MS 150 or any other Bike MS event, your 2014 BP MS 150 registration will be canceled. The non-transferable Registration Fee will not be refunded.
- Registration in the BP MS 150 is the consent to agree to the terms of the event.
- If you pick-up your rider packet, you will be held responsible for the \$400 minimum fundraising regardless of whether you ride in the BP MS 150 or not. This is a fundraising event and not a race. Therefore, completion of the ride is not required and is not a condition of fundraising.

# Packet Pick-Up Schedule

<b>Fred Haas Toyota World</b> 20400 Interstate 45 North Spring, Texas 77373 <i>Tuesday, March 11 4 – 7 p.m.</i>	<b>Memorial Park</b> 6501 Memorial Drive Houston, TX 77007 <i>Wednesday, April 2 11 a.m. – 7 p.m.</i>
<b>Sterling McCall Toyota</b> 9400 Southwest Freeway Houston, Texas 77074 <i>Wednesday, March 12 4 – 7 p.m</i>	<b>Omni Houston Westside Hotel</b> 13210 Katy Freeway Houston, Texas 77079 <i>Friday, April 11 2 – 8 p.m.</i>

**Hula Hut – Austin**  
3825 Lake Austin Blvd  
Austin, TX 78703  
*Tuesday, March 25  
11 a.m. – 7 p.m.*

# Safety Zone

- NEVER RIDE MORE THAN TWO ABREAST. **THIS IS A STATE LAW.**
- Respect fellow riders and their levels of cycling experience. Most participants are recreational riders. *This is NOT a competitive race; it is a fundraising event to help those living with multiple sclerosis.*
- Faster riders, give slower riders time to react. Do not swerve and “chop in” on their front wheels when passing them.
- Slower riders, stay to the right side of the road at least one foot from the edge and give faster riders the room to pass on the left without crossing over the yellow stripe or mid-line of the road.
- Fill out the required medical information on the back of the rider bib number.
- Ride on the right side, a few feet from the edge, in the same direction as traffic.
- Make sure vehicle drivers see you. Make eye contact with drivers before turning.
- Pass on the left only. Before passing, be sure it is clear, then signal and clearly call out “ON YOUR LEFT.”
- Stay aware of road-edge hazards, such as loose gravel, drains, trash, low branches and parked vehicles.
- Watch out for road kills, potholes, cracks in the road, etc. and call them out loudly.
- If slowing for any reason, clearly and loudly call out “SLOWING.”
- If stopping for any reason, clearly and loudly call out “STOPPING” and move safely off the pavement and away from other cyclists.
- Do not block breakpoint entrances. Move fully into a rest stop and safely out of the path of oncoming cyclists.
- Do not ride in packs or pace-lines with riders you do not know.
- Respect the communities along the route. They support the mission, and they support you.

# Official Bike Stores

<b>Atascocita</b> Bike Barn 281-812-8423	<b>Houston</b> Bicycle World of Houston 281-556-0923	<b>Houston (cont.)</b> Urban Bicycle Gallery 713-863-0991
<b>Austin</b> Bicycle Sport Shop 512-477-3472	Bicycle World of Houston 713-529-0140	West End Bicycles 713-861-2271
Bicycle Sport Shop 512-345-7460	Bike Barn 281-480-9100	<b>Katy</b> Bicycle World of Houston 281-665-1016
Bicycle Sport Shop 512-637-6890	Bike Barn 281-558-2234	Bike Barn 281-492-7433
Mellow Johnny's Bike Shop 512-473-0222	Bike Barn 281-320-0399	Sun & Ski Sports 281-644-6040
Nelo's Pro Cycles 512-338-0505	Bike Barn 713-529-9002	<b>Kingwood</b> Bike Werks 281-361-7171
Sun & Ski Sports 512-467-2782	Northwest Cyclery 713-466-1240	<b>Pasadena</b> Bay Area Schwinn 713-472-6651
<b>Beaumont</b> Beaumont Bicycle Sports 409-860-5959	Southwest Schwinn 713-777-5333	<b>Sugar Land</b> Bike Route 281-265-3900
<b>Clear Lake</b> Bike Barn 281-480-9100	Sun & Ski Sports 713-783-8180	<b>The Woodlands</b> Bike Lane 936-321-0200
<b>College Station</b> Aggieland Cycling 979-696-9490	Sun & Ski Sports 713-464-6363	Bike Resource 281-367-9495
<b>Cypress</b> Bike Barn 281-463-2200	Sun & Ski Sports 281-316-1365	<b>Webster</b> Bay Area Schwinn 281-332-6433



# Ride Preparation & Training

Preparation for the BP MS 150 includes proper physical conditioning and training, a focus on appropriate nutrition and hydration and making sure you are properly equipped with the right cycling gear, apparel and accessories. To help you with these and more of your cycling needs, be sure to visit one or more of the BP MS 150 Official Bike Stores. To ensure you are comfortable and ready for riding in a group setting be sure to participate in several of the BP MS 150 Recommended Rides.

<b>Sunday, January 12, 2014</b> Frost Bike 50 frostbike50.com	<b>Saturday, March 8, 2014</b> The Raven Ride - Huntsville huntsvilleravenride.org
<b>Sunday, January 18, 2014</b> Texas Independence Bicycle Tour deerparkrotary.org	<b>Sunday, March 9, 2014</b> The Great Escape Bike Ride pearlandcyclingclub.org
<b>Saturday, January 25, 2014</b> Bike Through the Forest kingwoodfillies.net	<b>Saturday, March 15, 2014</b> B-GeO Magnolia Miles magnoliamiles.org
<b>Saturday, February 8, 2014</b> Pedaling the Prairie pedalingtheprairie.org	<b>Saturday, March 16, 2014</b> Tour de Houston presented by Apache tourdehouston.org
<b>Sunday, February 9, 2014</b> Bike for Little Heroes redwhiteandbike.org	<b>Saturday, March 22, 2014</b> Schlumberger Education Expedition fortbendis.com/foundation
<b>Saturday, February 15, 2014</b> Humble Lions Ride humblelionsclub.com	<b>Sunday, March 23, 2014</b> Bluebonnet Express northwestcyclingclub.com
<b>Sunday, February 16, 2014</b> Tri-County Hill Hopper hillhopper.org	<b>Saturday, March 29, 2014</b> SpringFest Metric Century novemberfestmetriccentury.org
<b>Saturday, February 22, 2014</b> The Bulldog Bike Ride bulldogbikeride.com	<b>Sunday, March 30, 2014</b> Gran Fondo: Texas TMCO granfondotexastmco.com
<b>Sunday, February 23, 2014</b> Sun & Ski Sports Spring Breakaway sunandski.com	<b>Saturday, April 5, 2014</b> Katy Ram Challenge katyramchallenge.com
<b>Saturday, March 1, 2014</b> Gator Ride gatorride.org	<b>Saturday, April 5, 2014</b> Spokes n' Spurs spiritreins.org
<b>Sunday, March 2, 2014</b> The Plane Great Ride cocyclingclassic.com	<b>Sunday, April 6, 2014</b> Ride to the Rescue ridetotherescue.org
<b>Saturday, March 8, 2014</b> Pedal Thru the Pines - Bastrop pedalthrupines.org	

# Bike MS: Champions

**SPONSORED BY NOBLE ENERGY**  
Become a Bike MS: Champion by wearing the orange bandana you received at Pack Pick-Up event weekend. This rewarding, free program underwritten by Noble Energy connects each cyclist to those living with MS. This year, the bandana features twelve Texans living with MS. If you know someone living with MS, have them sign your bandana alongside these preprinted signatures.

# Bubble Bistro

**SPONSORED BY MOSTYN LAW FIRM**  
The Bubble Bistro is a unique, accessible viewing area for people living with MS. This shaded reception area is a cool place to enjoy tasty snacks, refreshing beverages and the excitement of cheering riders across the Finish Line as the sky is filled with the signature welcoming bubbles. The area offers those living with MS a front-row seat to greet and thank cyclists for saddling up to create a world free of MS. *Look for the bubbles and pop on over!*

# Club 300

Club 300 is an elite group of cyclists made up of the top 300 fundraisers from the 2013 BP MS 150 who collectively raised over \$4.6 million. To reward these individuals each member receives special benefits before, during and after the ride. A few perks are: guaranteed 2014 registration, yellow rider number that corresponds with their 2013 fundraising ranking, priority Day 2 start, parking passes, credentials and commemorative merchandise. If you would like to be a member of Club 300 for next year's ride, start raising funds today!

# SuperStar Fundraisers

SuperStar Fundraisers raise \$1,500 up to Club 300 level. In 2013, 3,515 SuperStars collectively raised \$6.6 million. A few benefits include a SuperStar Packet Pick-Up and a special rider number. Raise \$3,500+ to receive a Top Fundraising Jersey.

# Fundraising Prizes

Raise \$1,000 or more to be eligible for fundraising prizes. Choose from commemorative items, Official Bike Store Gift Certificate or donate your prize back to the Society.

# Teams

Join a team. Teams are great ways to meet new friends, stay motivated, raise funds and promote businesses.

# Volunteering

Volunteers are an integral component of the ride. More than 3,000 volunteers are needed. You can help with activities and events prior to the ride as well as day of event and weekend support. Volunteer today. Moving forward together.

# Information

For additional information regarding the ride, volunteering or sponsorships, visit BPMS150.net, e-mail BPMS150@nmss.org or call 713-394-2900 or 1-800-344-4867 (press 2).