



WE RIDE TO SUPPORT



PENNSYLVANIA PERIMETER RIDE NEWSLETTER

• *Against Cancer* • SPRING 2009

WHAT'S NEW ONLINE

The closer we get to the ride, the more we'll be using our website to get information to the riders, donors, friends and supporters. If you have a question or thought, check out one of these sites:

pprac.net

The home of all that's going on with the Perimeter Ride. There are new pages up with answers to Frequently Asked Questions, copies of necessary forms, and more.

community.acsevents.org/pprac

The site to collect online donations. For instructions on how to use it, visit pprac.net/donation_instructions.HTM

pprac.net/whoweare/

One of the cool things of the week is flipping through the "Who We Are" book every night, to find out the stories of the person you rode with, or sat next to at dinner. But if you don't send us the info, we don't know how cool you are. This form makes it easy.

pprac.forumotion.net

A new message board set up for this ride, and future ones. Updates on where we'll be staying, upcoming training rides, and just a good place to chat. Registration is required (it's free and easy). Check it out.

For questions or donations, you can contact Rosemarie Murphy at the American Cancer Society: rosemarie.murphy@cancer.org • 610-921-2329

ROUTE UPDATE

It's been a busy few months for those that create the route we'll be riding in August. The sites are now set, and that list has changed a little since our last newsletter. Now the committee will be out looking for the best roads (and biggest hills) between the towns we'll be staying in.

DAY 1: Burlington, VT to Ticonderoga, NY

DAY 2: Ticonderoga, NY to Lake Pleasant, NY

DAY 3: Lake Pleasant, NY to Milford, NY

DAY 4: Milford, NY to Saugerties, NY

DAY 5: Saugerties, NY to Sparta, NJ

DAY 6: Sparta, NJ to Palmerton, PA

BOB'S NOTE:

The pieces are beginning to fit together.

Two years of planning go into each and every PPRAC. When we first sit down and throw our ideas on the table for the upcoming ride the task seems dauntless. But as the volunteers on our committee whittle away at their individual responsibilities the ride begins to take form. Five months from now we will begin our ride from Burlington, Vermont. I would like to extend my thanks to the committee for their countless hours of service to this project. Our designated stops are now secured and meals, lodging, showers, and routing are being finalized. PPRAC XIV will be a memorable one thanks to these volunteers.

Fund raising will be more challenging than ever for this ride. Creativity in this area will be a necessity. Bar rides, Wal-Mart fund raisers, spin class challenges, matching donations, and corner collections are unique ways of helping us reach our goal of \$150,000. Now is the time to attack the task.

By Bob Freed

WHERE THE MONEY GOES

by Rosemarie Murphy

The PPRAC has raised a lot of money for the American Cancer Society. Hopefully at the end of this ride, we will have raised over \$1,000,000.00. Many people ask what we do with the money that is raised. The funds raised go to help to fund the mission through research, education, advocacy and patient services.

Since 1946, the Society has spent \$3.2 billion dollars on research. Among the researchers are 42 Nobel laureates. The research has led to the development of the PAP test and the PSA test as well as drugs like Gleevec, Tamoxifen, and Herceptin.

The Society is focusing on education in terms of early detection and prevention. There are programs like Quitline to stop smoking and for sun safety, the Society educates people about the proper use of sunscreen, sun glasses, and wearing a hat in the sun.

Advocacy has had a great impact in Pennsylvania in 2008. The Clean Indoor Air Act was passed and enacted on 9/11/08. You can now go into a restaurant and dine without the smell of tobacco, which is not only healthier for the diners but also for the employees too. In 2008, another law was passed which requires that insurance companies pay for colorectal cancer screenings. If you have early detection, you have a better chance of having a complete cure.

In the Lehigh Valley, we are very fortunate to have many local patient services. These services include Look Good...Feel Better®, a makeover for women to hide the effects of treatment; Road to Recovery®, volunteers who drive cancer patients to treatment; and Reach to Recovery®, breast cancer survivors providing support, encouragement, and information to newly diagnosed breast cancer patients. The Society's web site, www.cancer.org, is full of information. The toll-free number, 1-800-ACS-2345, is available 24 hours a day, 7 days a week, 365 days a year and is answered by a live person.

Your donation to the PPRAC will help the Society fund its mission. Your dollar could be the dollar that finds the cure.



TOP TRAINING TIPS by Selene Yeager, of *Bicycling* magazine

Toughen Up Your Butt The biggest challenge you'll face is spending 5 to 7 hours (maybe more!) on your bike every day for a week. Even if you're really fit from other sports like running or swimming, your butt (and back) need to get accustomed to sitting on a bike. Try to ride or get on a spinning bike three to four days a week. Do one to two long rides each week religiously. Starting in March or April get out on Saturday and/or Sunday for two hour spins. Extend those a few minutes each weekend until at least one of your long weekend rides hits the 5 hour mark. Take advantage of group PPRAC training rides as well as other local charity rides such as Dream Come True and Valley Veloce.

Head to the hills! This, as I say to my daughter, is non-negotiable. If you want to have an enjoyable PPRAC experience you must, must, must, must train to ride some hills. Our trusty route master seeks out only the steepest routes between point to point. If there is a mountain between here and there, you better believe you're going over it and the one after that and the one after that. To say the Perimeter Ride is hilly is like saying it's hot in Death Valley—a big understatement! That said, it's also staggeringly beautiful and even more rewarding. But if you avoid hills in your training, you're going to have to work much harder for those rewards.

Eat to Ride Take advantage of all the amazing advancements in sports nutrition. Gels, bars, blocks and sports drinks (like Gatorade and Accelerade) go a long way in providing quick energy to keep you going on your bike. Practice using these foods on your training rides. In general you want to aim for an average of about 200 calories and hour (including drinks/lunch) to keep you properly fueled.

Baby your Bum More butt talk! There are a few very tough souls (well at least one) who have done the Perimeter Ride sans chamois. My butt hurts just thinking about it. Get some padded shorts and rub yourself down with chamois cream to reduce friction. Your butt will thank you...especially when you have to climb back on that saddle the next day.

Rub it Out Massages are generally available to you in every town. Take advantage of them! They make a huge difference the next day. If you don't want to shell out for a rubdown, try some self massage with something like the Stick.

Pop a Pill (or two..) Many PPRAC riders (myself included) love SportLegs. Take 3 or 4 before you start your day and another few at lunch. They "preload" your legs with lactate, which your muscles use for energy when the going gets tough. If you already have some lactate on board, your body doesn't have to make it. (It's the making of lactate that causes your muscles to get that burn.) It won't make you Superman or Bat Girl. But you'll feel better. Advil is also a nice thing.

Work your Core Strengthening your abs and back will help keep you comfortable for hours on the road. See attached sheet for a few good moves.

with so many new riders on the ride, we asked Janna Baum to update her "Top 10 List" for 2009 ...

TOP 10 FUNDRAISING IDEAS

Aim high and then aim higher! The 2009 PPRAC ride is our MILLION DOLLAR RIDE (just in case you hadn't heard that yet). Your fundraising efforts are a huge part of our continued success. So here are a few helpful hints to get you started, if you haven't already,

1. START TODAY We're hoping you've already started raising your money. Remember there is a "commitment" deadline this year and you can turn in your money raised any time, so start now if you haven't already! If you are trying to get corporate sponsors, get in your requests early. Most companies have fundraising deadlines well in advance.

2. BE SMART If you are passing out sponsorship forms, always get your friends and family to write their sponsorship amount on the form first—they tend to be the most generous and can set the standard for everyone who sees the form after them. If your employer is a member of a matched giving fund, ask them to match the amount you raise.

3. SHOW THE FACTS Send a PPRAC article and photo to potential sponsors to let them see what the PPRAC is all about. Make sure to include details of how to sponsor you. Include past history, monies raised and where the money goes. (Check out www.pprac.net for articles and other pertinent information.)

4. TELL YOUR STORY Nothing hits home more than the reasons why we do this ride. Use your story in your fundraising letters, emails or brochure. Don't be afraid to use emotion.

5. ENLIST HELP Let your family and friends help in your fundraising efforts by passing around your sponsorship forms to their contacts and connections.

6. BE CREATIVE Organize a fun event for friends or colleagues such as a BBQ, Wine and Cheese party or bowling outing and collect donations instead of having them bring a gift. Have a bake sale or set up a healthy snack store at work. Get donations for prizes from the places you frequent and run a raffle. There's no limit! Let your imagination run wild!

7. SPONSOR YOURSELF Sure you are giving your time and energy, but it feels good to give financially as well.

8. STAY CLOSE TO HOME Ask the businesses you frequent for sponsorship. ie. Doctor, lawyer, dry cleaners, dentist, eating spots, watering holes, etc. You spend your money there, it's the least they can do. If you feel uncomfortable asking them for a financial donation, perhaps they could contribute services an auction (See #6 above) or allow you to place a sign or canister to collect change or pledges.

9. BREAK THE NORM Try something different. Don't get stuck in the same old fundraising funk. Try a phone call if you primarily send letters. Put together a Power-Point presentation to present to a business or corporation. Step out of your comfort zone and you may be surprised with the results.

10. ASK. ASK. ASK. There is no harm in asking. It's a great cause. You are an advocate for those in need.

With the economy the way it is, fundraising may be extra challenging this year. Don't wait until the last minute. Get started today. You never know where that next donation will come from.