



CYKEL  NERVEN

YOUR GUIDE TO RIDE



BIKING FOR A WORLD WITHOUT MS



WELCOME TO CYKELNERVEN

Thank you for taking part in Cykelnerven

GET READY FOR A RIDE OF A LIFETIME!

We're so glad you're up for the challenge. Whether it's your first or fifth time riding we promise to give you a one-off experience of the Tour de France! This guide will give you all the information to get you started in the event, including fundraising tips, routes, kit list and motivation.

LET'S RIDE!

For more information, visit www.cykelnerveninternational.org or call +44 (0) 20 7620 1911



EVERY TURN OF THE WHEEL FUNDS MS RESEARCH

The MS International Federation is the world's only global movement of people affected by MS and their national organisations. Our movement is a leader for ground-breaking research collaborations. Now with Cykelnerven you are able to fund the research that takes across our movement and here are just a few examples of what you fund.

You are funding the brightest junior researchers from low and middle income countries to get placements in world-leading MS research centres.

You are funding the first ever global collaboration to put MS patients at the heart of research and development, by giving them a voice in our new project on patient related outcomes and measures, you will help improve clinical trials and enable better treatment decisions.

As a founding member of the International Progressive MS Alliance, you are able to fund research that not only gives hope to people affected by progressive MS, but makes real scientific progress.

By taking part in Cykelnerven, you are directly funding this research and together we are biking towards a world without MS!

Thank you!





GET STARTED

Get registered on our interactive event platform; www.cykelnerveninternational.org

Once logged in, you'll be able to create your own customized Cykelnerven Fundraising Page . This is where you'll manage your fundraising efforts, like setting your fundraising goal, monitoring progress, kick-starting your fundraising with a donation, sending donation requests and thank you notes by email, and recording any cash or check donations you receive.

Your page is your invitation to become involved in the MS movement. We're here to help you reach your goal, so please let us know how we can help. By setting up a page, you are setting up your Cykelnerven success. Here are a few hints to help make your page one to remember:

- Make it personal: Put in a picture of yourself. Write about yourself and your motivation. Include how you are training and fundraising. Nothing is more compelling.
- Change it often: Keep your page current to generate interest. Provide updates on how your training is going or how close you are to your goal.
- Direct people to your page. For example, put a link to your fundraising page in the signature of your email.



SET GOALS

Establishing a goal is an easy way to maintain motivation as well as give you a benchmark for success, while keeping these tips in mind.

- Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of more pride throughout your ride.

GET BUSY

Raising your target amount will take time and energy, but if you follow our fundraising tips, you will achieve it.

To get a head start, get social...

Create a Facebook fan page for your progress. You can also post share updates of your journey on Instagram, Twitter and YouTube. Be sure to include your training pictures, inspirational videos of your rides or fundraising... don't forget to tag us for a share!

Share images and videos from previous Cykelnerven events so that your fans can truly understand the grandeur of this event!

We have all the images and videos you need, simply get in touch or visit our online gallery www.cykelnerveninternational.org/gallery





FUNDRAISING TIPS

Here are some of our favourite fundraising tips:

- Set up a team: Teamwork makes the dream work. You can now register to become a Team Captain. With a team behind you, the sky is the limit for fundraising. It can be colleagues, friends or family.
- Offer to do something unusual: (i.e., shave your head, sing karaoke in a costume of the donors choice, etc.) if you, or your team, reach or exceed a fundraising goal.
- Be friendly: Ask friends to donate instead of buying you a birthday or Christmas gift, even if they wouldn't normally buy you one!
- Bake sales: If you work somewhere with lots of foot traffic, host a bake sale.
- Silent auction and Car Boot sale: Hold your own — with food and entertainment. Clean out the attic and garage with a sale or online auction — donate the proceeds.
- Fundraise through Facebook: Thank donors and tag them, and share updates.
- Be the first to donate to your page and inspire others to do the same.

Remember fundraising is hard, and all you need to do is ask... a few times over!

FUNDRAISE ONLINE!

Now for the fun part. Once your page is set up, our online tools make it simple for your supporters to donate online to keep you moving toward your fundraising goals and a world free of MS. After sending a personalized email to all your friends, family members and colleagues, you can follow an up-to-the-minute fundraising tracker. Donate yourself and inspire others.

Do not forget to ask your friends and family to share, share, share!

FUNDRAISE OFFLINE!

There are so many ways to fundraise offline. Organise a cocktail night, or a dinner party, and charge people a donation on entry. Host a quiz – it's a great way of attracting guests and getting them to donate. Get in touch for advice.

"I'll donate when you've done it!" The words no fundraiser wants to hear. Hold doubters to their word with a wrap up event and get those missed donations.

Take part in a pre-event organised cycle. Everyone will support a challenge. We can help you find one near to you!



NOW, ON TO THE EVENT!

GETTING THERE

The event takes place in the Pyrenees.

We will provide airport and hotel in advance.

Logistics:

The event takes place over 4 days, and on the 5th you will fly home.

Depending on where you are flying from, we recommend that you arrive in Geneva early, maybe 1 day, or 2 days, this will help you adjust to jet lag.

Your MSIF support team will meet you at the airport, alongside the Danish team.

You will be transferred with your bike to the start, and back to the airport after the event. Your bike can be built, or packed by our mechanics.

Accommodation will be provided throughout the event, and your personal belongings will be transferred with you. In fact, they will be waiting for you each night at the hotel! Please see route details for information on where you will stay each night.

You will receive free breakfast, lunch and dinner. Be prepared to take over an entire village, or dine within a casino or sports hall. We are a large team entering small ski villages, it is an experience like no other!





GETTING PREPARED

30 coaches will handle and support the approx. 300 riders split into 9-10 different teams depending on experiences, ambitions, physiology etc. Coaches handle the routes, safety, give advice, and align with service crews in cars to coordinate water and nutrition

Service cars will follow the teams to offer mechanical support, take photos & videos, and handle lunches, snacks & water stops.

Focus your training specifically for this cycling event - build up progressively your solid endurance & strength prioritize training on your own, but also in groups or with cycling clubs. Use this time to test your equipment. Prepare the necessary clothes, equipment, tools & test your bike (tires, new braking pads etc.) Your Cykelnerven pack includes: 2 cycling vests, 2 pairs of pants and 1 wind vest.

Get the right gearing for the mountains (we recommend a minimum 30 cassette), but please test beforehand.

Research your local bike stores (in case they are needed) and purchase an extra 'gear' and cassette in case of damage. For the event please bring spare tires, tubes, breaking pads, and don't forget tools!



WHAT TO EXPECT

Cykelnerven has 350 riders, most are Danish, so expect a lot of speaking Danish.

The event is a test of your ability to climb some of the toughest mountains in the world, so expect to be self-sufficient - If you get a puncture you must fix it - you have to take responsibility over your climb.

If there are injuries or illnesses, do not worry, our medical team will take care of you. If there are serious issues with bikes, do not worry, our support crew will pick you up, and our mechanics will fix it. If you are tired, do not worry we have cheerers and refuge points. But... you still have to get up that mountain.

The event is across 3 languages, so expect a little confusion but lots of friendliness, care and support. You will have a dedicated team from MSIF looking after you during the trip, it is their job to make sure you are safe and know what is happening in the mornings and evenings, (they won't be present at all times during the cycle). You will get private English Speaking Coaches.

Expect to be staying in the most beautiful villages across the mountains of Europe, and expect to take over venues, as 350 riders dine in the evenings.

You will get breakfast at the hotel you stay at, lunch on the road (usually half way on the route) and dinner is usually buffet style with talks, presentations and lots of fun.





CYKEL NERVEN

BIKING FOR A WORLD WITHOUT MS

“For me the trip was a realization of a dream I had since teenager, watching Tour de France, and expecting to one day ride at the same place as the pros!”

Fernando, Trivago Portugal

CALL +44 (0) 20 7620 1911 OR EMAIL
DANIEL@MSIF.ORG

www.cykelnerveninternational.org