2017 EVENT HANDBOOK
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedule of Events</td>
<td>4-5</td>
</tr>
<tr>
<td>Registration and Packet Pick Up sponsored by Maritz</td>
<td>6</td>
</tr>
<tr>
<td>Arriving at Ride Village</td>
<td>6</td>
</tr>
<tr>
<td>Parking</td>
<td>6</td>
</tr>
<tr>
<td>Credentials and Wristbands</td>
<td>7</td>
</tr>
<tr>
<td>Bringing Guests</td>
<td>7</td>
</tr>
<tr>
<td>Ride Village Attractions</td>
<td>8</td>
</tr>
<tr>
<td>Entertainment</td>
<td>8</td>
</tr>
<tr>
<td>Merchandise</td>
<td>8</td>
</tr>
<tr>
<td>Partners</td>
<td>8</td>
</tr>
<tr>
<td>Silent Auction</td>
<td>8</td>
</tr>
<tr>
<td>BMW X5 Giveaway</td>
<td>8</td>
</tr>
<tr>
<td>Inspirational Attractions</td>
<td>9</td>
</tr>
<tr>
<td>Inspirational Tent</td>
<td>9</td>
</tr>
<tr>
<td>I GIVE 100% Banner</td>
<td>9</td>
</tr>
<tr>
<td>Beneficiary Tents</td>
<td>9</td>
</tr>
<tr>
<td>Living Proof</td>
<td>9</td>
</tr>
<tr>
<td>Social Media</td>
<td>9</td>
</tr>
<tr>
<td>Athlete Village sponsored by Sachs Properties</td>
<td>10</td>
</tr>
<tr>
<td>Bike Corral</td>
<td>10</td>
</tr>
<tr>
<td>Gear Check</td>
<td>10</td>
</tr>
<tr>
<td>Changing Tents &amp; Private Restrooms</td>
<td>10</td>
</tr>
<tr>
<td>Bike Rentals</td>
<td>10</td>
</tr>
<tr>
<td>Mechanical Support</td>
<td>10</td>
</tr>
<tr>
<td>Post-Ride Massage</td>
<td>10</td>
</tr>
<tr>
<td>Post-Ride Deep Stretching</td>
<td>10</td>
</tr>
<tr>
<td>Rider Tracking on the Course</td>
<td>11</td>
</tr>
<tr>
<td>Saturday Events</td>
<td>11</td>
</tr>
<tr>
<td>Ameren Kids Challenge</td>
<td>11</td>
</tr>
<tr>
<td>Taste the Cause sponsored by True Refrigeration</td>
<td>12-13</td>
</tr>
<tr>
<td>PTC Live: An Evening of Inspiration and Fun sponsored by Novus, Logic Systems Sound &amp; Lighting and CPG</td>
<td>13</td>
</tr>
<tr>
<td>Sunday Events</td>
<td>13</td>
</tr>
<tr>
<td>Ride-Day Breakfast sponsored by Whole Foods Market</td>
<td>14</td>
</tr>
<tr>
<td>Post-Ride Lunch sponsored by Sugarfire Smoke House</td>
<td>14</td>
</tr>
<tr>
<td>Team Photos compliments of JORD Wood Watches</td>
<td>14</td>
</tr>
<tr>
<td>Rider Safety and Support</td>
<td>15</td>
</tr>
<tr>
<td>Inclement Weather</td>
<td>15</td>
</tr>
<tr>
<td>What to Bring Sunday</td>
<td>15</td>
</tr>
<tr>
<td>Refueling Stations</td>
<td>15-16</td>
</tr>
<tr>
<td>Stationary Mechanical Support</td>
<td>17</td>
</tr>
<tr>
<td>Ride-Day Support</td>
<td>17</td>
</tr>
</tbody>
</table>
Share your Pedal the Cause experience on social media!

Tag PTC by using @pedalthecause on

Make sure to include the hashtags:
#cancercuringbike
#PTC2017
#pedalfamily
#aworldwithoutcancer
#give100%

Check out our selfie stations located throughout Ride Village! Snap your pic with a fun frame and share your experience by tagging @pedalthecause on Facebook, Instagram & Twitter and hashtags.
Schedule of Events

Friday, September 22
7:00 am – 1:00 pm  Packet Pick Up, PTC Pop Up Shop, Silent Auction, Guest Relations, Bike & Gear Check

Saturday, September 23
8:00 am  Kids Challenge Registration Opens
9:00 am – 12:15 pm  Ameren Kids Challenge (brand new course & age groups for 2017)
3:00 pm  Registration & Pedal Partner Alley Opens, PTC Shop, Silent Auction, Bike Corral and Gear Check Open
4:30 pm – 6:30 pm  Team Photos (Chesterfield Amphitheater) compliments JORD Wood Watches
4:30 pm – 7:00 pm  Beer Garden opens: Michelob ULTRA, Barefoot Wines, PepsiCo & Kaldi’s Coffee
4:30 pm – 7:00 pm  Taste the Cause sponsored by True Refrigeration
6:45 pm  Living Proof group photo (Chesterfield Amphitheater)
6:00 pm – 8:00 pm  PTC Live – An Evening of Inspiration and Fun sponsored by sponsored (or brought to you by) NOVUS, Logic Systems Sound & Lighting and CPG (Chesterfield Amphitheater)

Sunday, September 24
RIDE VILLAGE
6:00 am – 10:30 am  Breakfast Bar sponsored by Whole Foods Market, Kaldi’s Coffee Brew Bar, Late Packet Pick Up, Bike & Gear Check, Bike Maintenance, and Bike Rental
6:00 am – 3:00 pm  Team Photos (Chesterfield Amphitheater) compliments JORD Wood Watches
6:00 am – 4:00 pm  PTC Shop, and Silent Auction
10:00 am – 5:00 pm  Post-ride massages provided by Dr. Matt Pennell of Performance Chiropractic in the Pedal Partner Alley and by Barron Chiropractic in the CycleBar Experience
10:30 am – 5:00 pm  Post-Ride Lunch sponsored by Sugarfire Smoke House to include beverages compliments of Michelob ULTRA, Barefoot Wines, and PepsiCo

Schedule of Events (Continued)

Riders will find their start times on the bike tags in their registration packet.

RISE START TIMES*

7:00 am   Century (100 miles)
7:15 am   Metric Century (62 miles)
8:00 am   Big Hitter (46 miles) – Wave 1
8:15 am   Big Hitter (46 miles) – Wave 2
8:45 am   Two Bridges (37 miles) – Wave 1
9:00 am   Two Bridges (37 miles) – Wave 2
9:30 am   PTC Classic (20 miles) – Wave 1
9:45 am   PTC Classic (20 miles) – Wave 2
10:00 am  PTC Classic (20 miles) – Wave 3
10:15 am  PTC Classic (20 miles) – Wave 4
10:30 am  PTC Circuit (10 miles)

*You will receive an email the week of the event with your start time

All riders on your team riding your course will be in the same wave

To maximize all that PTC has to offer – refueling stations, course photos, rider tracking – please stay in your wave and leave at your assigned time

CYCLEBAR EXPERIENCE

7:30 am   First 1.5-Hour Stationary Cycle Shift Start Time
9:00 am   3-Hour & Second Shift of 1.5-Hour Stationary Cycle Shift Start Time
10:30 am  Third 1.5-Hour Stationary Cycle Shift Start Time
Registration Sponsored by

Maritz®

For Riders & Stationary Cyclists, packet pick up is a 3-day ON-SITE packet pick up ONLY during the following times:

Friday, September 22 | 7:00 am – 1:00 pm | Chesterfield Amphitheater
Individual and Group Packet Pick Up (up to 10 members per person with a signed Group Packet Pick Up Form*) at the Registration Tent.

Saturday, September 23 | 3:00 pm – 8:00 pm | Chesterfield Amphitheater
Individual Packet Pick Up at the Registration Tent. Please note, event footprint opens at 3 pm but Taste the Cause does not begin until 4:30 pm.

Sunday, September 24 | 6:00 am – 10:30 am | Chesterfield Amphitheater
Individual Packet Pick Up at the Registration Tent.

*Please bring identification with you to Packet Pick Up. If you are picking up a packet for another participant, you must bring a Group Packet Pick Up Form signed by each rider. Forms are available on our website on the TEAM CAPTAIN GUIDE page under the RESOURCES tab.

Arriving at Ride Village

Parking
Parking for all participants is located at the Chesterfield Mall in the Macy’s parking lot. From this lot, the walk is approximately 4 minutes to Ride Village. Carpooling is a great option, as is getting in a warm-up and riding to Saturday’s events or Sunday’s ride. To avoid traffic, take the Clarkson exit off of Hwy 40, enter the Mall parking lot by the Drury Plaza and Hyatt Hotels and follow signs to Macy’s.

Handicap Shuttle Service Sponsored by Autohaus BMW
Pick up for the handicap shuttle service will be in the Macy’s parking lot. Please follow the sign to designated pick up locations. The shuttle service will take you to the back entrance of Ride Village at Chesterfield Parkway and Burkhardt place. For pick up from the Chesterfield Amphitheater, meet at the Autohaus BMW tent at the same place where you were dropped off.
you need additional assistance once at the footprint, please alert a volunteer at the drop off location.

**Entrance to Ride Village**
Enter Ride Village from Chesterfield Parkway and Park Circle Drive. This is the only entrance into Ride Village. Participants can pick up their registration packets at the Registration Tent and enter Ride Village to begin their Pedal experience.

**Meal Tickets**
Riders and stationary cyclists will have access to all meals and activities within Ride Village and on the course throughout the weekend. Guests of registered participants can purchase meal tickets for the weekend at the PTC Meal Ticket tent located next to the Registration Tent. If purchased tickets online in the PTC Shop (ptcshop.org), tickets will be sent to you in the mail. Please take ticket to the Meal Ticket tent to redeem your wristband.

**Participant Credentials**
In order to enjoy all the amenities of Pedal the Cause weekend, participants **MUST** wear their wristband at all times. **Registered participants will receive their wristbands when they pick up their packet. You will NOT be able to access the food and beverage areas, nor will you be able to ride on Sunday without your wristband.**

**Bringing Guests**
Participants are encouraged to bring guests to the different event weekend activities. Entry into Ride Village is complimentary and highly encouraged to share this special time with family and friends. Saturday, Pedal Partner Alley will open at 3:00 pm and the evening program, PTC Live: An Evening of Inspiration and Fun, will take place in the Chesterfield Amphitheater beginning at 6:00 pm. Sunday, guests can arrive at early as 6:00 am to cheer on their loved ones or consider signing up to receive an alert (see page 11 for details) when your rider is getting close to finishing their course.

Entry into Taste the Cause sponsored by True Refrigeration for guests is $50 which includes access to all 8 chef tents and 3 dessert tents. Meal tickets for Taste the Cause must be purchased in advance either online at the PTC Shop (ptcshop.org) or at the Meal Ticket tent located in Pedal Partner Alley. Sunday lunch is provided by Sugarfire Smoke House and is $20 per ticket for non-registered guests. Tickets for Sunday lunch can be purchased at the Meal Ticket tent (these tickets will not be sold online). Both **dinner and lunch tickets include access to beverage tents** (Michelob ULTRA, Barefoot Wines and PepsiCo products). Kids 12 and under eat free with an adult purchased ticket or registered rider.
Ride Village Attractions

Entertainment
Please bring a blanket or camping chairs on Saturday night and find a spot on the lawn in the Chesterfield Amphitheater to enjoy your food, drinks and the entertainment. There will be short entertainment segments happening onstage throughout the evening, combined with live music. Saturday night is an excellent opportunity to relax and hang out with your team before Ride Day, make sure to come early and grab a great spot in the Amphitheater.

Official 2017 Merchandise
Make sure to stop by the PTC Shop to stock up on your favorite PTC items. The PTC Shop will be located in front of the Bike Corral. On Friday during Packet Pick Up there will be a pop-up PTC Shop located next to the registration tent. Show your Pedal pride by wearing your favorite PTC gear on Saturday!

Pedal Partner Alley
Check out Pedal Partner Alley on Saturday and Sunday. 2017 Partners include: Siteman Kids at St. Louis Children’s Hospital, Siteman Cancer Center, The Foundation for Barnes-Jewish Hospital, TRUE Refrigeration, Big Shark, JORD Wood Watches, Primal Wear, Swim Bike Run, Yoga Six, Autohaus BMW/Mini of St. Louis, Delete Blood Cancer, Power Up Cycling, Trailnet, John Hancock Vitality Booth, CycleBar, Whole Foods Market, Great Rivers Greenway, College Hunks Hauling Junk and Matt Pennell of Performance Chiropractic. Many of the Pedal Partners are generously donating a portion of their sales back to cancer research, so make sure to stop by for a little shopping!

Pedal the Cause Silent Auction
Scope-out the fabulous auction items online or in the Silent Auction tent event weekend, located next to the PTC Shop in front of the Bike Corral. Winners will be announced in the Chesterfield Amphitheater on Sunday, September 24 at 2:00 pm. Individuals are not required to be present to win. Prizes not claimed by 5:00 pm on Sunday will be called after October 2nd to pick up items at the PTC office.

BMW X5 GIVEAWAY
As the official vehicle of Pedal the Cause, Autohaus BMW is generously donating a 2-year lease of an X5 to one lucky rider! There are three way to earn a chance to win:

1. Meet your minimum fundraising commitment by July 1 and earn a chance to win.
2. For every $500 you raise, earn a chance to win.
3. Bring a friend, earn a chance to win.
There is no limit to the number of chances to win you can earn! Chances to win will be automatically assigned to riders on October 31st based on fundraising totals. **The BMW winner will be picked at random at our 2017 Check Presentation on Thursday, November 16th from 6-8 pm at Ballpark Village.**

**Inspirational Attractions**
**A Must-See During Event Weekend!**

**I GIVE 100% Iconic Banner**
In the heart of Ride Village will be the iconic I GIVE 100% triangular structure. On one side of the structure will be a banner in which we invite all participants and spectators to sign. This banner represents the reason why Pedal the Cause is so important to all of us. We encourage everyone to sign their name to show they Give 100%, or to write the name of someone you know who has been touched by cancer. Take time out of your weekend to sign the banner and snap a photo. Make sure to share all photos on Facebook, Instagram, and twitter by using our official PTC16 weekend hashtags: #cancercuringbike, #PTC2017, #pedalfamily, #aworldwithoutcancer, #give100%

**Beneficiary Inspirational Causeway**
Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital are the recipients of 100% of the monies raised through Pedal the Cause. Visit the Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital tents to participate in inspirational activities and learn more about our world class beneficiaries. It is our hope that one day Pedal the Cause funded research at Siteman Cancer Center and Siteman Kids at St. Louis Children’s Hospital will find cures for cancer – all cancers, for everyone.

**Living Proof – Cancer Survivors, Fighters and Thrivers**
We invite our Living Proof participants to stop by the Siteman Cancer Center tent to pick up their Living Proof shirt. Pickup will be on Saturday, September 23 from 4:00 pm – 8:00 pm and on Sunday, September 24 from 9:00 am – 5:00 pm.

Living Proof participants are invited to be part of our Living Proof photo taking place on Saturday, September 23 at 6:45 pm inside the Chesterfield Amphitheater.

**Social Media**
Make sure to use the cut-outs and frames provided around Ride Village to capture your experience and share it on social media! Remember to tag Pedal the Cause on Facebook, Twitter and Instagram (type in @pedalthecause and our profile will pop up) and use the hashtags #cancercuringbike, #PTC2017, #pedalfamily, #aworldwithoutcancer, #give100%

**WWW.PEDALTHECAUSE.ORG**
Athlete Village sponsored by Sachs Properties includes the following amenities:

**Bike Corral**
All riders are encouraged to bring their bikes to Athlete Village on Friday or Saturday to avoid the logistical pressures early Sunday morning. The Bike Corral will be secure, with 24-hour monitoring provided by Whelan Security. All bikes must be claimed no later than 5:00 pm on Sunday, Sept. 24.

**Gear Check**
Gear Check allows riders to securely store their belongings while participating in the day’s events. Consider using your new Pedal the Cause drawstring bag to store a change of clothes for after the ride on Sunday. Look for the MI-BOX. All bags checked into Gear Check MUST have the gear check sticker attached to it. Bags will be organized by the number on your sticker.

**Changing Tents & Private Restrooms**
There are changing tents within the Sachs Athlete Village for those utilizing the gear check option. Feel free to bring a change of clothes so you can enjoy the lunch and post-ride celebration in a fresh outfit.

**Bike Rentals**
If you rented a bike from Big Shark, you will want to locate their tent within Athlete Village for pick up and return on Saturday or Sunday. **A reservation before event weekend is required.** If you are still in need of a bike, click on NEED A BIKE/HOTEL? under THE EVENT on our website.

**Mechanical Support**
Big Shark Bicycling Company will provide complimentary mechanical support onsite Saturday and Sunday. If you are in need of a bike adjustment, make sure you stop by on Saturday to save time or before heading out on the course. **Helmets and additional supplies will be available for purchase on a limited basis.**

**Post-Ride Massage**
We are proud to have Matt Pennell of Performance Chiropractic providing complimentary massage to our riders in Pedal Partner Alley. Inside the Amphitheater next to the CycleBar Experience, Barron Chiropractic will be treating cyclists as well.

WWW.PEDALTHECAUSE.ORG
Post-Ride Deep Stretching
Yoga Six is proud to join PTC for the 5th year and will offer deep stretching after your ride or CycleBar Experience starting at 8 am on Sunday. Yoga Six will be located inside the Chesterfield Amphitheater. Yoga mats will be provided. All are welcome!

Rider Tracking on the Course

ChronoTrack Live Ridecasting
Your friends and family can track your progress as you ride, or you can track your teammates on the course! The Pedal the Cause bike tag utilizes ChronoTrack Live Ridecasting services, featuring social media and text message updates. You can sign up to be notified when a specific rider passes certain milestones on the course. The chip inside your bike tag also ensures we get great photos of you on the course and at the finish line!

Visit [www.pedalthecause.org](http://www.pedalthecause.org) and click on TOOLS under the RESOURCES tab for more info. [On each participant’s page, there is also a link to sign up to receive alerts for individual riders.](http://www.pedalthecause.org)

Saturday Events

Ameren Kids Challenge

Saturday, September 23
Kids can help end cancer by registering for the Ameren Kids Challenge! Kids ages 3 – 7 will ride an easy enclosed course for up to 30 minutes, while kids ages 8 – 12 will ride a more challenging enclosed course for up to 45 minutes and attempt to make as many laps as they can! Before and after, the entire family can relax and enjoy the many activities and attractions of PTC Kids Zone, including activities by the Saint Louis Science Center, Paws for Hope, Home Depot, Bricks for Kids, helmet fittings and Star Wars characters from the 501st Legion.

**Packet Pick Up & Check In** is at the Ameren Kids Challenge Tent beginning at 8:00 am.

Ride Times
9:00 am- 9:45 am (ages 8-12 only)
10:00 am- 10:30 am (ages 3-7 only)
10:45 am- 11:30 am (ages 8-12 only)
11:45 am – 12:15 pm (ages 3-7 only)

*Early packet pick up is not available for Kids Challenge participants. If you registered online, please go to the Ameren Kids Challenge pre-registration tent to check-in faster and get your packet.

Before and after, the entire family can relax and enjoy the many activities and attractions of PTC Ride Village. Registration fee includes:

- PTC Rider Bag
- Ameren Kids Challenge T-shirt
- Ameren water bottle
- High quality Finisher Medal
- Rider bag filled with goodies
- Rubber bands for each lap completed
- Certificate of completion
- Fitz’s Root Beer Float

The courses are completely closed to traffic with volunteers and course marshals stationed along the loops to ensure every child’s safety. The St. Louis Children’s Hospital Clown Docs will cheer on our Kids Challengers and offer glitter tattoos. St. Louis Children’s Hospital will perform complimentary helmet fittings. Walk-up registration is also welcome, if the shifts are not sold out (100 participants per shift maximum). Other Kids Challenge Village attractions include the St. Louis Science Center, touch dogs, Star Wars characters, Louie the Lightning Bug, and much more.

**Taste the Cause sponsored by True Refrigeration**

Included in your registration is access to Taste the Cause! Top St. Louis restaurants and chefs will delight crowds with tasting portions of their most popular dishes.

Enjoy delicious cuisine, yummy desserts and the evening with a refreshing, cold brew from our official coffee partner, Kaldi’s Coffee Roasting Co.

All registered riders also have access to the Beer Garden which includes beverages provided by:
Bring a guest! Tickets for guests not registered for Pedal the Cause are available for purchase in the PTC Shop ([www.ptcshop.org](http://www.ptcshop.org)) for $50 each. **Taste the Cause will sell out** – get your tickets now! Note that 1 Child (12 & under) is free with each paid adult (or a registered rider/stationary cyclist).

**Wristbands are REQUIRED to access all Food and Beverages!**
**NO WRISTBAND — NO SERVICE.**
Your wristband can be picked up from registration with your Rider Packet.

**Lawn Dining in the Chesterfield Amphitheater**
Enjoy Taste the Cause by dining on the lawn of the Amphitheater. Bring a blanket or chair and enjoy your teammates, amazing food, and refreshing drinks while you enjoy PTC Live: An Evening of Inspiration and Fun. Pedal the Cause will be providing trays to make it easier for you to carry your food and beverage into the Amphitheater.

**PTC Live: An Evening of Inspiration and Fun in the Chesterfield Amphitheater**
New for 2017, our inspirational program will take more of a variety show format. Sponsored by NOVUS, Logic Systems Sound & Lighting and CPG, PTC Live is sure to entertain and inspire! Sunday is all about the ride, but Saturday is our time to celebrate how far we have come and realize that although we all ride for different reasons, we are all in this together. Join us and be inspired!

**Sunday Events**

**PLEASE PLAN TO ARRIVE A MINIMUM OF 1 HOUR BEFORE YOUR RIDE’S START TIME.**

**Ride Day Breakfast Sponsored by Whole Foods Market**
Registered participants can enjoy breakfast from 6:00 am – 10:30 am sponsored by Whole Foods Market. The nutritious lineup includes: fresh fruits, assortments of yogurts, granolas, and
bagels. Participants can also get their morning pick-me-up by stopping by the Kaldi’s Coffee Bar!

**Finish Line**
Thanks to our Finish Line Sponsor Spire, finisher medals are back! Each rider will receive a finisher medal after completing their ride. Capture your finish line experience with complimentary photo and video opportunity.

**Post-Ride Lunch Sponsored by Sugarfire Smoke House**
Registered riders and stationary cyclists will enjoy lunch on Sunday sponsored by Sugarfire Smoke House. Lunch will be served from 10:30am – 5:00 pm.

We encourage and welcome your family and friends to join us for the Post-Ride Celebration! Additional tickets for non-registered guests can be purchased for $20 at the Meal Ticket Tent. Lunch includes access to the Beer Garden which includes Michelob ULTRA, Barefoot Wines and PepsiCo products.

The ride might be over, but now is the time to celebrate! Enjoy the afternoon amongst friends with a cold drink and BBQ.

**Wristbands are REQUIRED to access all Food and Beverages!**

**NO WRISTBAND — NO SERVICE.**

**Team Photos compliments of JORD Wood Watches**
Team Captains are responsible for organizing their team photo in the Chesterfield Amphitheater. You can pre-register and reserve your time slot online! Visit the TEAM CAPTAIN GUIDE page on our website, and click on the Team Photos button. Check in at the Team Photo tent. A photographer will be available for team photos from 6:00 am – 4:00 pm on Sunday.
Rider Information

PLEASE PLAN TO ARRIVE A MINIMUM OF 1 HOUR BEFORE YOUR RIDE’S START TIME.

Pedal the Cause is a “rules of the road” ride. You are your own best safety advocate. Have fun and be safe – it is a ride not a race!

We have 6 courses and 11 start times. **Know what ride you are on and your start time.** This information is provided in your registration packet. **Each rider will also receive an email with your start time and course info the week of the event.**

Courses will be marked with spray paint and directional signage. Police and volunteers will be stationed at key intersections directing traffic.

**Inclement Weather**
In case of inclement weather, please call **314.787.1950** and look for updates via email and on Facebook and Twitter.

**What to Bring Sunday**

- Helmet (required)
- Bike Tag*
- Gear Check Tag*
- Wristband*
- Water Bottles
- Your favorite gu, gel or bar for the ride
- Personal ID and Insurance Card (please carry with you at all times)
- Spare Tubes
- Patch Kit
- Pump and Tire Tools

*These items are in your registration packet and are needed to access bike and gear check, food and beverages. **You will not be able to ride Sunday without your credentials (wristband and bike tag). Your wristband is required for access to all food and beverages.**

**Refueling Stations**
There will be 10 refueling stations along the various routes in addition to a refueling station in Ride Village for your start and finish. We encourage ALL riders to stop at the refueling stations and take a moment to rehydrate and get a snack. REMEMBER: when you feel thirsty, you’re already dehydrated. Drink water for the first hour of the event and then switch to sports drinks to stay hydrated.

WWW.PEDALTHECAUSE.ORG 15
Each Refueling Station will be equipped with the following:

- Water
- Gatorade
- Fruit
- Nutritional bars & gels
- Light First-Aid
- Restrooms
- Mechanical support at major refueling stations
- Longer ride refueling stations will have more substantial food (peanut butter and jelly sandwiches, pickles, pretzels, etc.)

When you arrive at a refueling station dismount and immediately move out of the path of fellow bikers. There will be bike racks that you can store your bike on while you are getting something to drink or eat. When you are ready to resume riding, do not assume other bikes are aware of you. Look behind you and around you before you resume biking.

Refueling Station Locations

1. **Pedal the Cause Ride Village Refueling Station** at Ride Village (Chesterfield Amphitheater)
2. **Mississippi Lime Co Refueling Station** at Boeing Park, 615 Spirit of St. Louis Blvd.
3. **Pfizer Refueling Station** at Page Bridge Trailhead: 2884 S River Rd, St. Charles, MO 63303
4. **Barnes Jewish Hospital Refueling Station**: Intersection of Howard Bend Station Rd and Cordovan Commons Parkway
5. **Frank the Tank Refueling Station** at Taubman Prestige Outlets: Far eastern corner of parking lot, 17081 N. Outer Forty Road, Chesterfield, MO 63017
6. **Siteman Cancer Center Refueling Station** at Babler State Park: 800 Guy Park Drive, Wildwood, MO 63005
7. **St. Albans Country Club Refueling Station** at St. Albans Country Club: 101 St. Albans Road, St. Albans, MO 63073
8. **RGA Refueling Station** at Greensfelder Park: intersection of Allenton Road and Scenic Loop Road, Wildwood, MO 63069
9. **St. Louis Children’s Hospital Refueling Station** at the intersection of Melrose and Ossenfort, Eureka, MO 63038
10. **Tarlton Refueling Station** at Monarch Levee Trailhead: Monarch Levee Trailhead at Centaur Road.

Course Support at a Glance (does not include PTC Ride Village Refueling Station)

PTC Circuit: 1 Refueling Station
PTC Classic: 2 Refueling Stations
Two Bridges: 4 Refueling Stations
Stationary Mechanical Support

Stationary mechanical support will be available to all riders at the following locations:

- Ride Village: Big Shark Bicycling Company
- Chesterfield Airport Rd: Velofix
- Taubman Prestige Outlets: Trek of St. Louis
- Greensfelder Park: Bike Surgeon
- Monarch Levee Trailhead: Trailhead Bicycles
- Page Bridge Trailhead: Momentum Cycles
- St. Albans Country Club: Billy Goat Bicycle
- Chesterfield Traffic Circle: Revolution
- Babler State Park: Maplewood Bicycle

Ride-Day Support

There will be support vehicles, event staff, course marshals and police at key intersections along the route. Both support vehicles and Refueling Stations will have first-aid and emergency communications available. If you are in need of support, please call our Support and Gear (SAG) at 314.279.4566. We will respond to your call by sending support to your location. If you have questions along the course, please ask a Course Marshal or a Volunteer Leader at the nearest Refueling Station.

SAG Support Number: 314.279.4566
In a medical emergency, call 911 first and then alert SAG.

Stationary First Aid Support

Barnes-Jewish Hospital Emergency and Trauma Services team will be providing first aid and medical support at Ride Village throughout event weekend. Additionally, the Barnes-Jewish Hospital Emergency and Trauma Services team will provide support at Siteman Cancer Center Refueling Station at Babler State Park, Pfizer Refueling Station at Page Bridge Trailhead, Frank the Tank Refueling Station at Taubman Prestige Outlets and Barnes Jewish Hospital Refueling Station at Chesterfield Traffic Circle.

SAG Support
The PTC SAG team will be comprised of on-course SAG drivers as well as stationary mechanical support at Refueling Stations, both with a direct line to the PTC Dispatch Center. The PTC SAG Support team will be equipped with mechanical supplies as well as first aid. Throughout the day, PTC SAG Support team members will respond to incidents, as directed by PTC Dispatch Center, and patrol routes to assist riders with mechanical and medical issues. We appreciate the time and dedication of these volunteers from Big Shark, Velofix, Revolution, Bike Surgeon, Maplewood Bicycle, Trailhead Bicycles and Trek St. Louis.

Course Marshals
Volunteers will be acting as Course Marshals along the route throughout the event. Positioned at key intersections, their primary focus is to increase rider safety by heightening motorist awareness of the event. The courses are open to traffic, meaning we share the road. You are your own best advocate for safety. Always obey the rules of the road. Course Marshals will be wearing volunteer shirts and will have an orange flag.

Spectator Information
Our participants are encouraged to bring spectators to the event and along the course. In Ride Village, spectators can join us at the finish line, grab a cowbell and cheer on riders. If you cannot make it down to the Chesterfield Amphitheater, you are welcome to cheer on riders anywhere along the course. The best place to cheer on riders is:

Edison Avenue: Chesterfield Commons Shops to Wehrenberg Theaters. For safety please enter these locations from 40/64 to THF BLVD (the front of the shops). At this location you will see the riders twice at the beginning of their ride and near the end of their ride. Cowbells, posters, noisemakers and spirit are welcome!

Application of the PTC Bike Credentials
**REQUIRED**
BIKE TAG: Peel the sticker labeled Bike Tag. Wrap around and stick it to the post under your bike seat.

HELMET STICKER: Peel the smaller sticker labeled helmet Sticker. Stick it to the front of your helmet.

GEAR TAG: Peel the smallest sticker on your credentials that does not contain a description on it. This sticker is intended for you to place on your gear. Please check in any gear that you have on ride day at the Gear Check station located in Athlete Village.

** Double check that your bike tag is attached correctly. Your bike tag is the ONLY way for us to match your course photos to your name.**
Event Weekend Photos and Video

Unofficial weekend photos will be posted on our Facebook page throughout the weekend.

Official finish line photos will be made available online within a few days of the event. An email will be sent out alerting you when the photos are live. These photos are FREE and easy to save, share, tag, like, etc. Other photos such as Team Photos, Kids Challenge, and Living Proof will be available on our Facebook page and on our website the week after the event. These photos are FREE and easy to save, share, tag, like, etc. **Thanks to our friends at Spire**, riders will have access to complimentary finish line photos and videos.

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**CycleBar Experience**

The CycleBar Experience will be filled with 1.5 hour and 3 hour stationary cycle shifts. The CycleBar Experience is located in the heart of Ride Village inside the Chesterfield Amphitheater. Decorate your bike, get pumped and enjoy being led by CycleBar Cycle Stars!

**CycleBar Start Times:**

- 7:30 am  
  1<sup>st</sup> 1.5-hour shift
- 9:00 am  
  3 hour start time + 2<sup>nd</sup> 1.5-hour shift
- 10:30 am  
  3<sup>rd</sup> 1.5-hour shift
Safety First!

Stay safe with the help of our safety partner:

Pedal the Cause is conducted on open roads with vehicular traffic. Roads include both marked and unmarked hazards. Though we take every measure to make the ride as safe as possible, always remember that your safety is in your own hands. Remember ALWAYS check your helmet and bike before taking it out on the open roads.

Rules of the Road
This is a RIDE, not a race.

- **Helmets must be worn at ALL times**—NO EXCEPTIONS.
- Carry ID and relevant medical information.
- Headphones, iPods and radios are NOT permitted while riding.
- **Rules of the road apply**; you have the same rights and duties as the driver of any other vehicle.
- Ride single file and as far right of the road as possible. **Ride a MAXIMUM of two abreast when conditions allow.**
- **Obey ALL traffic signs and signals.** As well as all police officers and course marshals.
- Pass on the left only; announce “passing” or “on your left.”
- Communicate with your fellow riders about hazards.
  - Point out hazards like potholes, gates, branches, and other items in the road
  - Yell “car back” if there is a car coming from behind
  - Yell “clear” when coming upon an intersection
  - Pass on Left and Yell Left
- Obey instructions from Pedal the Cause staff and ALL Course Marshals.
- Ride in control of your bike at all times (i.e. be able to stop within a reasonable distance).
Bicycle Laws
All states consider cyclists vehicle operators, and give them the same rights and duties as other drivers.

- Know and obey all traffic laws: The golden rule of bicycling in a group is to be predictable!
- Stay right: Ride in the right portion of the rightmost lane in the direction you are traveling and leave at least four feet between your handlebars and parked cars or other hazards such as other users. You may move left when passing slower vehicles or preparing for a left turn.
- Obey all traffic signs and signals: Avoid “following the leader” through traffic signs and signals; you are required to obey all traffic signs and signals, including stopping at red lights and stop signs.
- Look and signal before you move: Always scan behind you before changing lanes or making turns. A continuous arm signal is required prior to a turn or lane change (unless arm is needed to control the bike) and while stopped waiting to turn.
- Two at a time: Ride no more than two abreast and do not impede traffic. If a part of the road has been closed and dedicated to “bicycle travel only” you may ride more than two abreast.
- Hands on the handlebars: Do not carry anything that prevents keeping one hand on the handlebars.
- Pass with care: Do not pass at intersections

Hydration
It is crucial to keep hydrated during Pedal the Cause no matter the weather conditions. Do NOT rely on thirst to be your indicator. By the time you are thirsty you are already dehydrated. A good rule of thumb is to drink one bottle per hour and supplement with sports drinks. There will be ten Refueling Stations along the course where you can get water and sports drinks to stay hydrated. See page 15 for more information on refueling stations.

ABC Quick Check
All cyclists are responsible for keeping their riding equipment in good working order, so get into the habit of checking your equipment before every ride. Small adjustments can make a significant difference in your experience. The “ABC Quick Check” is an overall, yet brief bicycle safety check.

A is for air: Check your wheels for worn tires, loose spokes, warped rims and tires for proper inflation. Check your handlebar for looseness at the headset and stem.

B is for brakes: Check brakes for function, cable tightness, worn pads, frayed cables, and alignment of the pads with the rims.

C is for cranks, chain and cassette: Check your pedals and cranks for tightness. Check for chain looseness and bad links; clean regularly. Lubricate with bicycle chain lube. Check the derailleur for worn cogs and adjustment. Check that your gears change smoothly.

Quick is for quick releases: Check to ensure that the wheels are clamped securely in the drop-outs before each ride.

Check: Check your helmet for cracks and make sure it fits properly. Check your shoes for tight cleats and straps and buckles in good repair. Make sure your bicycle saddle is the right height and the bolt is tight.
Thanks to the help of over 600 volunteers, Pedal the Cause has grown into a hugely successful event and we plan for this to be our biggest year yet. Volunteering is a great opportunity for service groups and individuals who want to show their community spirit! We are incredibly grateful to our volunteers for giving their time, energy and talents, and we recognize the valuable role they play in PTC weekend.

If you are scheduled to work a volunteer shift during event weekend, you will need to check in at the Volunteer Tent located at the main entrance of Ride Village fifteen minutes prior to your shift. If you are volunteering offsite, please arrive 15 minutes early and check in with your volunteer leader to get a t-shirt and instructions. Please check out with volunteer leader before leaving volunteer shift.

**Volunteer Meals**
Volunteers will have access to light snacks and beverages compliments of PepsiCo and other generous in-kind partners, but are encouraged to bring a water bottle to refill at the Gatorade hydration station.

**Dress Code**
Volunteers are also encouraged to dress appropriately for an outdoor event including layering clothes, sun screen, hats, etc.

**The volunteer shirts will have a place on the back to customize why you are volunteering.**
When you pick up your volunteer shirt at the Volunteer Tent, make sure to take a moment and write who or what inspired you to give your time and talents to create a world without cancer.