

# RIDER RESOURCE KIT



CYCLING TO END POVERTY

**sea**to**sea**



**6,759 km / 4,200 mi**

**LEG ONE.**

VANCOUVER - CALGARY

**LEG TWO.**

CALGARY - REGINA

**LEG THREE.**

REGINA - WINNIPEG

**LEG FOUR.**

GRAND RAPIDS, MN - SAULT STE. MARIE

**LEG FIVE.**

ESPANOLA - OTTAWA

**LEG SIX.**

OTTAWA - HALIFAX

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**YOU'VE SIGNED UP TO  
RIDE-CONGRATULATIONS!  
YOU'VE COMPLETED THE  
FIRST STEP OF THIS  
EXCITING JOURNEY.**



Sea to Sea is a cross-continental bike ride using fundraising to work toward our ultimate goal: ending poverty. The ride is centered around community, service, and global impact. Funds generated by the event are used to empower disadvantaged people through job creation, community development, and economic sustainability around the world.



# IMPACT

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Sea to Sea has an ambitious goal of raising \$3,000,000 CAD (\$2.28M USD) in 2017. These funds will benefit World Renew and Partners Worldwide in their efforts to end poverty.

**PARTNERS WORLDWIDE** seeks to end poverty so that all may have life and have it abundantly. They mobilize long-term, hands-on global relationships to form a powerful Christian network that uses business as the way to create flourishing economic environments in all parts of the world.

**WORLD RENEW** envisions a world in which people experience and extend Christ's compassion and live together in hope as God's community. Compelled by God's deep passion for justice and mercy, they join communities around the world to renew hope, reconcile lives, and restore creation.

**These funds will be used to fight poverty in more than 40 countries, impacting millions of people who are currently trapped in poverty.**



# FAQS

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### **CAN I REGISTER ONLINE?**

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Yes. Visit our registration page and follow the instructions to complete your online application. Positions are filled on a first-come, first-served basis.

### **CAN I MAIL IN MY REGISTRATION?**

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Yes. Visit our registration page and follow the instructions for printing and mailing your application. Positions are filled on a first-come, first-served basis.

### **I'M NOT A CYCLIST. CAN I STILL REGISTER?**

—

Definitely. The only requirement for participation is a desire to fight poverty. Many past participants of Sea to Sea would not have considered themselves cyclists before the event. Most had never cycled long distances before training, and some didn't even own a bicycle! After completing our recommended training, you will feel ready to join the tour.

### **DO I NEED TO BE AN ATHLETE TO PARTICIPATE?**

—

No. If you've completed the recommended training and consulted with your doctor, you're ready for Sea to Sea.

### **CAN I RIDE A SHORTER DISTANCE?**

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Yes. Participants can choose to ride one of several distance options, which include sea to sea, two weeks, one week, or a combination of weeks, depending on preference.

### **DO I NEED TO BRING A BIKE?**

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Yes. Sea to Sea riders own bikes of all kinds, including road bikes, touring bikes, hybrid bikes, cyclo-cross bikes, tandems, recumbents, trikes, and even a few mountain bikes. Some bikes are new, while some are 30 years old—but every rider has a bike.

### **WHAT OTHER EQUIPMENT DO I NEED?**

—

Cycling is just like most hobbies: some people want to use lots of equipment, while others just use the basics. We aren't racing, but we're going farther than a ride around town. This means strong and comfortable is better than light and fast. Details on required and recommended gear are available in our Rules On The Road, Training Guide, and Packing List.

### **IS SEA TO SEA A FULLY SUPPORTED TOUR?**

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Yes. This means that while on tour, you only have to worry about riding your bike, bringing camping gear and setting up camp, being a good neighbor, and staying safe. Sea to Sea provides a staffed mobile kitchen to prepare all your meals, an assigned space in the gear truck to store your clothing and equipment, stationary rest stops along the route each day to refill water bottles and take breaks, SAG wagons that patrol the route to provide help, a daily summary of the next day's route, medics, a bike mechanic, and chaplains. Past tour participants often say the hardest adjustment after going home is how many decisions they have to make after living such a simple life on the road.



### **WHAT IS A SAG WAGON?**

—

A SAG wagon is a vehicle that travels up and down the route each day to help cyclists who need a hand. Each wagon is equipped with a tool kit, bike pump, extra water, and emergency food. If a cyclist can't continue, SAG will take them to the next camp location.

### **I DON'T WANT TO FUNDRAISE. CAN I STILL PARTICIPATE?**

—

Yes. You can choose not to fundraise and simply meet your fundraising requirements with a personal donation. Volunteering is also a great way to participate without fundraising.

### **DO YOU NEED VOLUNTEERS?**

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We sure do! Visit our registration page to check out the available positions, and follow the instructions for completing an online volunteer application.

### **ARE DONATIONS TAX-DEDUCTIBLE?**

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Yes. All donations to Sea to Sea from the United States and Canada are tax deductible.

### **DO I HAVE TO CARRY MY GEAR WHILE I RIDE?**

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No. All you need on the bike is yourself, your lunch, and your flat repair kit. Everything else goes in the gear truck.

### **WHAT IS A GEAR TRUCK?**

—

The gear truck is a customized semi-trailer containing designated space for your clothing, camping gear, and other personal items. The truck carries lights and power strips to recharge electronics, and keeps all your gear nice and dry.

### **I'VE NEVER TAKEN A TRIP LIKE THIS. WHAT SHOULD I BRING?**

—

Sea to Sea provides a detailed packing list for participants. This list includes cycling and camp clothing, camping gear, duffel bags, toiletries, and personal items.

### **IS MY REGISTRATION FEE REFUNDABLE?**

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Yes. Should you withdraw prior to Jan. 1, 2017, Sea to Sea will refund your registration amount, minus \$50 CAD/USD for bank fees.

# HOW TO FUNDRAISE

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## FUNDRAISING TIPS

At first glance, raising \$3/\$6/\$12K CAD can seem like an insurmountable obstacle between you and your cross-country ride. But break it down into a few manageable tasks and you'll be amazed at how quickly things come together. Use these guidelines to help you spread the word, hit your goal, and help end poverty.

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### STEP 1: WHY

—

Why do you want to ride in Sea to Sea? Is riding across the country on your bucket list? Do you want to make a difference? Is it a goal to help you get in shape? Take some time to think about your purpose for riding and what your commitment entails.

### STEP 2: WHO

—

Make a list of everyone who could help you (use the "Who to ask" worksheet). Pick some people with whom you feel comfortable to help form a fundraising plan, come up with ideas on how to raise money, and provide encouragement.

### STEP 3: WHAT, WHEN, AND WHERE

—

Let everyone know about your Sea to Sea ride: where you'll be going, how many kilometers you'll be riding, and when you'll be leaving. Talk about it, tie it into your social media posts, tweet your activities, or even start a blog.

### STEP 4: ASK

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Send a letter to ask for support. Don't be afraid to ask more than once!

### STEP 5: SAY THANK YOU

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Take a moment and send each donor a handwritten thank-you letter, or thank them face-to-face. You'll want to acknowledge the gift and leave the door open for future contributions.

### STEP 6: SHOW AND TELL

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Tell everyone about your fundraising drive, and the training and preparations you are making for the ride. Use a blog, Facebook, Twitter, a report to church leadership, a note in the bulletin, or even an article in the church newsletter to reach your community.

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**HERE ARE SOME IDEAS FROM YOUR FELLOW CYCLISTS WHO USED THESE METHODS TO REACH THEIR \$3/\$6/\$12K CAD GOAL:**

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**Create a blog\* or website** to track your progress. Include a donation link, and allow people to sign up for email updates.

**Make business cards** listing your name, blog, website, and reasons for riding.

**Send a brochure with a personal message to give donors more information.**

**Throw a party.**

**Set up an information booth at church.**

**Sell your services.**

**Get your workplace involved.**

**Use social media.**

**Ask everyone.**

**Ask local businesses to support you.**

**Write a personal letter** and place it in church mail slots.

**Include a Sea to Sea appeal in your personal Christmas letter.**

**Directly mail every possible donor a letter**, including a photo, return envelope, brochure, and tour itinerary.

\*If you start a blog, make sure you have the time and resources to make frequent posts, upload pictures, and continue the conversation during your time on the tour. Once you start, let everyone know about your blog with a post on Facebook or Twitter, or send out an email.

# WHO TO ASK

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**This worksheet is designed to help you brainstorm potential donors.**

- Family members \_\_\_\_\_
- Spouse's family members \_\_\_\_\_
- Best friend \_\_\_\_\_
- Mentor \_\_\_\_\_
- Cycling group \_\_\_\_\_
- Accountant \_\_\_\_\_
- Gym buddy \_\_\_\_\_
- Architect \_\_\_\_\_
- Attorney \_\_\_\_\_
- Bartender \_\_\_\_\_
- Beautician \_\_\_\_\_
- Chiropractor \_\_\_\_\_
- Dentist \_\_\_\_\_
- Electrician \_\_\_\_\_
- Financial planner \_\_\_\_\_
- Nurse \_\_\_\_\_
- Nutritionist \_\_\_\_\_
- Optometrist \_\_\_\_\_
- Physical therapist \_\_\_\_\_
- Physician (family) \_\_\_\_\_
- Veterinarian \_\_\_\_\_
- Facebook friends \_\_\_\_\_
- My Parents' friends \_\_\_\_\_
- Former coworkers \_\_\_\_\_

**People from...**

- Camp \_\_\_\_\_
- Bible study \_\_\_\_\_
- Clinic \_\_\_\_\_
- Federal government \_\_\_\_\_
- Golf course \_\_\_\_\_
- Health club \_\_\_\_\_
- Hospital \_\_\_\_\_
- Hotel \_\_\_\_\_
- Restaurant \_\_\_\_\_
- High school \_\_\_\_\_
- College \_\_\_\_\_

**I know an important person at this company:**

- Person \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_
- Person \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_
- Person \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_

## EXAMPLE FUNDRAISING LETTER

*Dear family, friends, and colleagues,*

*I'm excited to announce that I've signed up to participate in Sea to Sea 2017! Sea to Sea is a cross-country bike ride that covers 6,759 km throughout Canada and the US. I will be biking for \_\_\_ weeks, covering over \_\_\_ km/mi, as I fundraise to support the cause. The goal of Sea to Sea is to move people out of the trap of poverty into lives of dignity by educating people, inspiring them to action, and enabling organizations to fight poverty. I have decided to ride because of my passion for... (insert personal reason for riding: avid cyclist, social justice, to get in shape, etc.).*

*I've set a fundraising goal of \$3/\$6/\$12K CAD. Sea to Sea will assist the hosts, Partners Worldwide and World Renew, in their efforts to provide education, advocacy, and empowerment to develop self-sufficient communities around the world. I humbly ask for your support in my effort to fundraise for Sea to Sea. A link to my personal fundraising page can be found here: (insert link)*

*Thank you, \_\_\_\_\_*

# CALLING POTENTIAL DONORS

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Hi, this is \_\_\_\_\_, and I'm calling to tell you that I've signed up to ride in Sea to Sea 2017!

## **Ask if they have heard of Sea to Sea:**

Allow the person to tell you what they know and what they think; if it diverges into small talk, then chat for a few minutes about family, friends, or the weather.

## **If they haven't heard of Sea to Sea:**

Sea to Sea is a bicycling ministry focused on breaking the cycle of poverty. Sea to Sea benefits our hosts, Partners Worldwide and World Renew, in their efforts to provide education, advocacy, and empowerment to develop self-sufficient communities around the world. Sea to Sea supports those organizations by taking ordinary people and encouraging them to do the extraordinary.

## **Other important points:**

I feel strongly about fighting poverty, which is one of the reasons I've volunteered to ride. I would love to have your support! Would you like me to email you a link to my donation page?

Thank you so much!

**GET  
INVOLVED**

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# INVOLVE YOUR CHURCH

## **Pastoral Endorsement**

Ask to be included in your church's next leadership meeting. Tell them about your participation in Sea to Sea and ask for their endorsement. Ask for their permission to approach the groups that meet at church, place donation flyers in their mailboxes, submit announcements and prayer requests into the bulletin, place posters on bulletin boards, and have special fundraising events. Ask them to schedule a special offering for your fundraising.

## **Classis Endorsement**

Ask the classis to endorse the riders of Sea to Sea and its goal to fight to end poverty.

## **Church Secretary**

This person gets the mail, knows about newsletter deadlines, and can probably get an announcement into the church bulletin. Pay them a visit to tell them about your participation in Sea to Sea. Let them know that you have the endorsement of council and pastors but want them to be on your team too.

## **Grants**

Find out if your church offers grants to members who take mission trips, and if so, apply.

## **Meet the Press**

Take advantage of your church newsletter, website, or blog. It's the perfect way to keep your congregation up to date on your training and fundraising. In each communication, place links or web addresses to your blog, website, and the Sea to Sea donation page.

## **Volunteer**

Show up, pitch in, and smile. It will get noticed, and it feels good. Have a Sea to Sea group volunteer at church-sponsored events (it's a bonus if they are poverty initiatives!).

## **Awareness Table**

Set up a table in the church lobby with brochures about World Renew, Partners Worldwide, and Sea to Sea. Be sure to include this information on your fundraising page.



# INVOLVE YOUR LOCAL BIKE SHOP

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Your local bike shop is a nexus of people who enjoy cycling, which means it's a place where you can become a part of the local bike culture and meet supporters and donors for Sea to Sea.

Approach the shop and ask them to support you. Remind them that you will be training for the next year and will need lots of supplies—possibly even a new bike!

Here are the unique ways your bike shop can help:

**01 |** Supporting “Team Sea to Sea” with a special discount on equipment, clothing, and supplies.

**02 |** Marketing Sea to Sea and your fundraising goals:

- a. Place a link on their website to your blog and to the Sea to Sea website.
- b. Use their Facebook page for publicity.
- c. Publish an article about Sea to Sea in the shop's newsletter, if there is one.
- d. Place a flyer and donation bucket on their counter.
- e. Introduce you to their vendors to discuss supporting Sea to Sea.

**03 |** Conducting group training rides that leave from the shop. If you are the only Sea to Sea rider in your town, join their weekly shop ride.

**04 |** Developing a team that trains for the local century rides or charity events. Even if you are the only Sea to Sea rider, a group of people with similar riding speeds will benefit from the team environment and shared training goals. Leave from the shop for your training rides.

**05 |** Professionally fitting your bike to prevent injury while you train.

**06 |** Introducing you to local cyclists who may be in a position to make a substantial donation or provide a corporate sponsorship for the local team.

**07 |** Educating you on bike repair and maintenance.

**08 |** Allowing you to try several different shoes and saddles prior to purchase.

**09 |** If you decide to do a fundraising ride, the shop can help you make sure you cover all the bases. They may be able to provide tools for your SAG vehicle and lots of good advice.

**10 |** Giving insight on the best training routes in the area. As your training begins to cover 97–160 km per ride, it will be important to understand the safest and most varied routes.

**11 |** If you ask, the shop may donate merchandise (a nice set of bib shorts, shoes, or a saddle) to give away in a silent auction.

Note: If there is a group of Sea to Sea riders in the area, approach the shop as a group. If there is more than one shop in your area, choose the one where you have the best relationship. Be sure you don't pit one store against another. These are your allies, and relationships are far more valuable than any discount!

# INVOLVE YOUR WORKPLACE

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## **Presidential Endorsement**

Ask for a meeting with the highest-ranking person at your office. Tell them about your participation with Sea to Sea and ask how they might be able to help.

## **Corporate Matching Gift**

Ask your company to match the amount of donations you receive from your fellow coworkers.

## **Corporate Sponsorship**

The rules are simple: you should already have a relationship with the organization or know the person who will make the introduction. When the donation is received, 100% is credited toward your fundraising total.

## **Company Grants**

Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at a local charitable organization and get “paid” grant money for the volunteer work you do. You may even be able to count the time riding with Sea to Sea.

## **Donated Sports and Concert Seats**

Ask a company to donate their box seats to a major sporting event or concert in your community, then hold an auction for the seats—the more exclusive the tickets, the better. For sporting events, ask the venue to make an announcement about the company that donated their box seats.

## **Extra Vacation Day Drawing**

Ask your company to sell raffle tickets for one extra paid vacation day. Place all the entries in a box and draw the winner. All proceeds go toward your fundraising efforts!

## **Meet the Press**

Take advantage of your company newsletter or interoffice email—it’s a perfect way to get the word out to your coworkers.

## **Wear a Logo**

Tell your employer you’ll wear your company’s logo on your jersey sleeve if they support your ride—the bigger the donation, the bigger the logo.

# THROW A PARTY

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## **BBQ Ride**

Combine forces with other Sea to Sea riders in your area to create your own charity ride. Keep the kilometers low and the roads safe, and inform local authorities about your plans. Contact your family, friends, coworkers, local bike shops, clubs, gyms, and churches, inviting them on a bike ride to a local park for an old-fashioned BBQ. Make it clear that riders eat for free, but everyone else donates a freewill offering. Ask your local supermarket or food supplier to donate food and drinks. Be sure to have plenty of information about Sea to Sea at the BBQ, and maybe even donation buckets at the food line.

## **International Potluck**

Invite a large group of people to bring over a regional dish and \$10. Ask everyone to fill out a note card representing a different cultural heritage. Before you begin the meal, take a few minutes to discuss what Partners Worldwide and World Renew are doing in each region represented by the dishes you've asked friends to bring. Have plenty of flyers and information on your fundraising page available.

## **Ice Cream Social**

Who can say no to ice cream? Ask your church to host an ice cream social. Provide the ice cream, cones, cups, and toppings. Charge by the cone or cup, and have a donation jar for those who want to give a little more! Bring info about your fundraising page and brochures with you.

## **Decade Party**

Hold a decade-themed party with a \$25 donation door charge. Spend no more than \$10 per person on food and you'll have \$15 per person to put toward your ride.

## **Movie Night**

Pick up a movie, make some popcorn, and invite your friends and family over for movie night. Have info about your fundraising page ready!

## **Game or Card Night**

Bring out the games! Charge at the door, break into teams, and let the fun begin.

### **Wine and Cheese Evening**

Recruit local suppliers to provide cheese and wine. For enthusiastic wine aficionados, each table could have a theme, such as a particular wine-growing or cheese-producing region. Put out a nice selection and make sure everyone brings a substantial donation for Sea to Sea.

### **Battle of the Bands Party**

Do you have friends who are musicians? Ask your church or another venue to let you host a night of great food and music. Charge at the door and let everyone know it's a fundraising event for Sea to Sea.

### **Block Party or Garage Sale**

Unite your block for a worthy cause. Arrange a huge block-wide garage sale, with proceeds going toward Sea to Sea. Put an ad in the paper, pass out flyers, and hang lots of signs. Bring along the Sea to Sea brochure and information about your fundraising page. Make it a party by setting up a few grills and providing food and beverages for your neighbors!

### **Fit Club**

Gather a group to help you get fit for your Sea to Sea ride. Get together on a weekly basis and record your results. Every person should commit to a goal. Have donation information available, but this club's main goal is to help you get ready for the ride.

### **Silent Auction**

Put together a weekend getaway—a B&B stay, a nice bottle of wine, and donated concert, sporting event, or theater tickets. Hold a silent auction and place bids on a printed form in front of each displayed item. The highest bid wins each prize, with proceeds benefiting your Sea to Sea fundraising goal.



# SERVICES FOR SALE

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## **Car Wash**

Ask your church about setting up a car wash, and get friends to help you for four to five hours on a Saturday. Note: make sure to put up announcements everywhere, including member mailboxes. You can charge a set rate or ask for a freewill offering.

## **Dog Wash or Walk**

Treat the dog wash just like a car wash. Advertise the dog walk by asking people to sign up for a time slot.

## **House or Pet Sit**

Are your friends going on a vacation or business trip soon? Do they need a break from their pet? Maybe they'll need a trusted pal to look after their home or pet while they're gone!

## **Neighborhood Chores**

Are you a Mr. or Ms. Fix-it? Your neighbors would probably prefer to pay for your help than to hire someone they found in the Yellow Pages or on Craigslist. You could water gardens, clean roof gutters, sweep driveways, pull weeds, rake leaves, fix an easy plumbing problem, paint a room, and more!



# IDEA FOR FUNDRAISING: HOST A RIDE

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Looking for a fun, creative way to kick-start your fundraising efforts? Invite family and friends to join you on a ride!

## Route

Establish a route between two parks, sponsoring companies, churches, bike shops, or other destinations that allow for a safe, low-traffic route. If you use a bike trail, make sure to check with the trail leadership to get permission. The route doesn't need to be long, but it should be interesting and safe. Check with your local municipality and be sure to follow the rules concerning bike rides, along with the rules of the road in your state.

## Funds

Charge a simple registration fee. If you create pledge goals, make sure to establish an organized way to track and collect donations. You can use the Sea to Sea donation form for registrations, asking each rider to attach fees and donations to each form. If you open registration prior to the day of the event, provide information on the donation forms, creating a list of riders who preregister along the way. You could also sell T-shirts at your registration tables.

## Logistics

Have a clear start time. Start early to get riders on the road while traffic is low and temperatures are pleasant. Make sure to take pictures of riders and post them on your blog or Facebook page—and share them with Sea to Sea!

## Assist Your Riders

SAG vehicles should be on the course to aid stranded riders. SAG should offer tools, air, water, first aid, and a ride to the start/end of the course as they move back and forth along the route. Important: do not offer to do any repairs. Some bikes and parts can be very expensive, and improper repair may jeopardize the bike and rider. A final SAG vehicle should “sweep” the course slowly after the last registered group has left the start in order to ensure all riders have completed the course or to pick up any riders who cannot complete the ride.

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## SEA TO SEA FUNDRAISING GOALS:

1-week ride: \$3K CAD (\$2.5K USD)

2-week ride: \$6K CAD (\$5K USD)

Full Ride: \$12K CAD (\$10K USD)

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These numbers might seem intimidating at first, but this resource kit will equip you with the knowledge, resources, ideas, and guidelines needed to meet your goals as we fight poverty together.

## Feed the People

A picnic is always fun! Tell riders during registration and sign-in when the meal will be provided. Some events cook for a few hours while the riders finish, others have a separate dinner later in the day. Provide food and drinks along with plenty of donation forms. Riders should eat for free (as part of their registration fee), but feel free to ask for a freewill offering or specified donation from everyone else.

## Ask for Help

To maximize your fundraising dollars, get donations of food, drinks, cycling tools, and paper goods from your local grocers, food distributors, bike shops, and restaurants. Create synergy with other Sea to Sea riders to combine efforts and volunteers, and increase the number of participants.

Ask your local bike shop for support. Place a flyer in the store to get the word out, and use the expertise of the shop's employees to support your Sea to Sea adventure.

## You might need volunteers to...

- Man the start and finish (they can be the same place).
- Make sure there is sufficient parking and lots of signage identifying the ride and directions to registration tables.
- Mark the ride (each turn should be identified) and remove the route markers after the ride. Check with your road commission for allowances.
- Check in riders on the day of the event and accept additional donations.
- Provide support as SAG drivers. While not every vehicle needs to have the ability to transport bikes, you will need a way to identify and transport bikes and riders who need help.
- Man the refreshment stops—they should not be more than 24 km apart. The stops can be local churches, bike shops, parks, and open areas that provide easy access.
- Clean up the start, route, finish, and picnic areas.





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## LEGALITIES

Include this language in your registration forms:

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### **RELEASE OF ORGANIZERS AND SPONSORS**

In signing this form for myself or the participant (if he or she is under 18), I understand and agree to absolve all of the sponsors, organizers, and Sea to Sea, be they individuals or organizations, singly and collectively, of all blame for any injury, misadventure, harm, loss, or inconvenience suffered as a result of taking part in the Sea to Sea ride, or in any of the activities associated with said event.

### **SIGNATURE OF PARTICIPANT**

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### **SIGNATURE OF PARENT OR GUARDIAN**

(If participant(s) above are under 18.)

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### **NAME OF RESPONSIBLE ADULT**

(If participant is under 18 and not accompanied by a cycling parent.)

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**TRAINING**  
**+**  
**EQUIPMENT**  
**-**

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**THE TOUR IS MORE THAN A BIKE RIDE. PEOPLE OF ALL AGES, BACKGROUNDS, AND CYCLING EXPERIENCE ARE ENCOURAGED TO PARTICIPATE.**

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Sea to Sea isn't just for the seasoned cyclist. These tips are for everyone—even someone with no cycling experience. If you're a cyclist but have little long-distance experience, these tips may be helpful. If you're a grizzled veteran of distance cycling (115 km or more a day for six or more days), then you probably already know what works for you. The goal of these tips is to prepare you to ride 100-160 km per day for six consecutive days.

# EQUIPMENT

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## THE BIKE

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**01 |** Since the tour is fully supported, you can ride with a bike that has relaxed geometry. Sea to Sea strongly recommends creating a partnership with your local bike shop (even if it's 100 km away) to make sure your bike is suitable and ready.

**02 |** If you buy a new bike, make sure you train for at least a month on it prior to arrival. It's important to work out mechanical and comfort issues before the tour starts.

**03 |** Whether your bike is 40 years old or brand new, have your local bike shop conduct a fitting before you begin training. Get checked again a month before you leave.

**04 |** Put wide tires on your bike. You'll be more comfortable, have fewer flats, and travel on gravel roads more easily. Riders have had the best results with Schwalbe Marathon Plus and Continental Gatorskins.

**05 |** Don't opt for the lightest equipment—choose the most durable. Your bike shop can help.

**06 |** Your saddle is very important. They can be expensive, and every person's preference is different. Some love Brooks leather saddles (after they are broken in), others love Fizik, Specialized, or Trek. This is a very personal choice—work with your local bike shop!

## THE GEAR

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**01 |** Uncomfortable with all that skin-tight clothing? We completely understand, but cycling clothes are designed that way for a reason, to reduce chafing and keep you cooler. There are more modest options in mountain bike clothing if you prefer. Ask your local bike shop for recommendations.

**02 |** You touch your bike in three places: hands, feet, and butt. Buy better gear for these parts of your body, always asking what will provide the greatest ventilation and protection.

**03 |** The required gear in the packing list is there for your protection. Get a good helmet, wear bright clothing, and use a rearview mirror.

**04 |** While many riders use a seat bag, consider a high-quality handlebar bag. It gives you easy access to your lunch, camera, and other gear, while leaving your rear light unobstructed.

**05 |** Recent research has shown that for touring, clipless pedals do not make a big impact on efficiency. Some riders swear by them, others swear at them. They are helpful for pedaling out of the saddle, so consult with your local bike shop.

**06 |** A GPS-enabled device that can load routes and provide directions is recommended.

## THE BODY

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- 01 |** Get a physical. Work with your doctor or a physiotherapist to protect and reinforce any weak points on your body, including hands, wrists, elbows, shoulders, feet, knees, spine, and neck.
- 02 |** Get strong. Cyclists need a strong core. This gives your shoulders, neck, arms, and joints the support they'll need.
- 03 |** Get flexible. Yoga and other stretching programs will help you recover more quickly, supplement your core strength, and protect you in a fall.
- 04 |** Wear a heart rate monitor while training. This will help you train more effectively.

## THE TRAINING

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- 01 |** Prior to any training, find your target heart rate.
- 02 |** Begin conditioning during the winter and early spring if you can. Slowly build your training to elevate your heart rate to meet the target rates set by you and your doctor until you can ride comfortably at a cadence of 80-90 revolutions per minute. Then begin the included training program.
- 03 |** If you are new to cycling, start by riding outdoors for short distances in a safe area where you can build your bike-handling skills. Don't begin with clipless pedals—if you choose to add them, do it after you've learned how to handle your bike and built your balance.
- 04 |** Stretch before and after each ride.
- 05 |** Learn about proper cycling nutrition. Here is good place to start: <http://www.bicycling.com/food/cycling-nutrition-big-fat-lies>.
- 06 |** Start the training program on the next page at least 14 weeks in advance of the Sea to Sea ride. If you don't have 14 weeks, follow the training chart until you leave for Sea to Sea.

# TRAINING SCHEDULE

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WEEKS LEADING UP TO RIDE	MON	TUE	WED	THUR	FRI	SAT	SUN	WEEKLY TOTALS
—	—	—	—	—	—	—	—	—
WEEK 1	5 KM (E)	10 KM (P)	10 KM (E)	OFF	15 KM (E)	20 KM (P)	20 KM (P)	80 KM
WEEK 2	7 KM (E)	13 KM (P)	10 KM (E)	OFF	15 KM (E)	25 KM (P)	30 KM (P)	100 KM
WEEK 3	10 KM (E)	20 KM (P)	15 KM (E)	OFF	20 KM (E)	35 KM (P)	45 KM (P)	145 KM
WEEK 4	10 KM (E)	20 KM (P)	20 KM (E)	OFF	20 KM (E)	55 KM (P)	60 KM (P)	185 KM
WEEK 5	15 KM (E)	20 KM (P)	20 KM (F)	OFF	25 KM (P)	70 KM (P)	30 KM (P)	180 KM
WEEK 6	15 KM (E)	20 KM (P)	25 KM (F)	OFF	25 KM (P)	80 KM (P)	35 KM (P)	200 KM
WEEK 7	20 KM (E)	25 KM (P)	25 KM (F)	OFF	25 KM (P)	90 KM (P)	35 KM (P)	220 KM
WEEK 8	20 KM (E)	25 KM (P)	25 KM (F)	OFF	25 KM (P)	100 KM (P)	40 KM (P)	235 KM
WEEK 9	20 KM (E)	40 KM (P)	25 KM (F)*	OFF	30 KM (P)	115 KM (P)	50 KM (P)	280 KM
WEEK 10	20 KM (E)	40 KM (P)	30 KM (F)*	OFF	30 KM (P)	120 KM (P)	75 KM (P)	315 KM
WEEK 11	20 KM (E)	40 KM (P)	35 KM (F)*	OFF	30 KM (P)	130 KM (P)	110 KM (P)	365 KM
WEEK 12+	20 KM (E)	40 KM (P)	35 KM (F)*	OFF	30 KM (P)	130+ KM (P)	130+ KM (P)	385+ KM
WEEK BEFORE RIDE	20 KM (E)	20 KM (E)	20 KM (E)	20 KM (E)	0 KM	0 KM	0 KM	80 KM

## EASY (E)

—

Like a ride through the park with small children.

## PACE (P)

—

Ride at your normal speed.

## FAST (F)

—

Ride 3 kph faster than normal.

1 KM = 0.62 MI

\*Begin adding interval training on these days. Intervals add power and endurance. Bicycling magazine recommends these: <http://www.bicycling.com/training/fitness/quick-cycling-workouts-for-power-and-endurance>.

# PACKING LIST

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## **EVERYTHING YOU BRING MUST FIT IN YOUR BAGS OR ON YOUR BIKE.**

Use two duffel bags instead of bringing luggage. Do not put any fragile items in your duffel bags, as they will at times be on the bottom of large piles. Everything you bring must fit in your bags or on your bike. Duffel bags must be under the combined weight allotment of 27 kgs/60 lbs.

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Since this is a camping trip, gear space is limited. Bring items that are tough, versatile, and lightweight. Remember, you have to take everything out and pack it up every day. Whether your trip is six or 60 cycling days, this packing list should cover it all. Use mesh bags, reusable grocery bags, a plastic garbage bag, and large Ziploc bags to help sort and carry items. Bring clothespins, large safety pins, and carabiner clips. Pack each day's riding kit into a separate Ziploc bag (shorts/bibs/jersey/socks). Everything you need for showering should be kept in a single mesh or recyclable shopping bag. Keep liquids in a Ziploc bag. Store bedding in a garbage bag so a wet tent or dirty stakes won't soil your sleeping bag, sheets, or pillow.

**Sea to Sea is not responsible for lost, damaged, or stolen items. Cyclists who do not have a helmet, a bell or whistle, a safety vest or triangle, front and rear flashing lights, a rear view mirror, and a flat repair kit will not be allowed to ride.**



# PACKING LIST

## REQUIRED CYCLING GEAR

- 
- Helmet**
- Safety vest or bike triangle**
- Rear flashing light**
- Bike lock**
- Bicycle bell or whistle**
- Rearview mirror**
- Water bottles (2-3)** or hydration pack
- Flat repair kit**  
pump or CO2 inflator kit, patch kit, tire levers, spare tubes

## RECOMMENDED CYCLING GEAR

- 
- Front flashing light**
- Seat or handlebar bag** for carrying supplies
- Eyewear and/or sunglasses**
- Waterproof shoe and head covers**
- Arm and leg warmers**
- Rain jacket and pants**
- Base layer (3+)**
- Cycling jerseys (3+)**
- Cycling shorts/bibs (3+)**
- Cycling socks (3+)**
- Full-fingered cycling gloves**
- Shower cap for bike seat**
- Chamois creme**
- Small packet of wet wipes**
- Antibiotic ointment**
- Ziploc bags**

## REQUIRED PERSONAL AND CAMPING ITEMS

- 
- Driver's license or other government ID, medical insurance card, and emergency contact info** to carry on your person at all times
- Passport**
- Tent and stakes**
- Sleeping bag** rated below freezing, with liner
- Plate, bowl, cup, knife, fork, spoon, mesh bag**
- Cell phone**
- Medications and personal care items**
- Soap**
- Headlamp or flashlight**

## RECOMMENDED PERSONAL AND CAMPING ITEMS

- 
- Pillow**
- Mattress**  
self-inflating insulated or closed-cell foam
- Folding camp chair** must fit inside duffel
- Ground cloth**
- Plastic garbage bag** to store wet tent or dry pillow, sleeping bag, and mattress
- Camp clothes**  
jacket, hat, sweats, shirts, pants, shorts, socks, undergarments, bathing suit, shower shoes, camp shoes (choose wool or man-made fibers that are light and dry quickly)
- Mesh nylon laundry bag, clothespins, thin nylon line**
- Shower caddy**
- Towel and washcloth**
- Toiletries**
- Earplugs**
- Pain reliever**
- Bug spray**
- Sunblock**

# ROAD RULES

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**IN EVERYTHING WE DO, WE STRIVE TO  
SHOW LOVE TO THOSE AROUND US.  
THIS VALUE ENCOMPASSES ALL OF OUR  
GUIDELINES. WE TRUST THIS LOVE  
WILL BE REFLECTED IN OUR BEHAVIOR  
THROUGHOUT THE RIDE.**

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## YOUR SAFETY IS OUR NUMBER ONE PRIORITY. THESE RULES ARE NON-NEGOTIABLE:

**01 |** As a member of this ride, you represent Sea to Sea and each of our supporting organizations. We ask all of our cyclists to act with integrity along the route—respect others, their property, and the environment as you travel.

**02 |** Only machines propelled exclusively by human power are allowed to participate in Sea to Sea-sponsored events (electric assist is not allowed). It is recommended that you ride on the widest possible tire that fits your bike. Portions of the route may include gravel roads or bike trails, so your tires should be suitable. A touring frame is not required, but a relaxed riding position allowing you to ride 167 km or more a day is recommended.

**03 |** A helmet, a rear reflector or flashing light, a bike bell, inner tubes, flat repair tools, two water bottles, a cell phone, and a reflective triangle or safety vest are required to participate in Sea to Sea tours. The use of rearview mirrors, a flashing headlight, and bright clothing are also recommended for safety.

**04 |** Sea to Sea cycles on public roads, trails, and paths. Roadways are not closed for the event, which means you will be sharing the road with vehicles, cyclists, runners, pedestrians, and public transport vehicles. While the tour route is selected to make use of the best available roads, there will be times when roads will be unpaved, heavy with traffic, covered in loose gravel or debris, or without shoulders. The route will pass through towns using primary and secondary highways. Please use caution and stay alert.

**05 |** The course is not open at night (anytime the sun is below the horizon). Cyclists on the route at night will not receive support. If for some reason you find yourself bicycling at night, ensure you have the following safety precautions, which are required by law:

- A white headlight (visible from 152 m), pedal reflectors, and a red rear reflector (visible from 15–150 m away).
- A red or amber rear light may replace the required reflector and is strongly recommended. A rear light or reflector is required no matter where you ride—street, path, or sidewalk.
- Reflective clothing and lights (required during the day as well). Be as visible as possible!

**06 |** Sea to Sea volunteers assist during the ride by providing route information and cautioning against hazardous behavior. Heed their advice.

**07 |** Bicyclists are operators of vehicles and must comply with all local traffic laws—it is your responsibility to know and follow these laws. Sea to Sea reserves the right to expel any participant who demonstrates a reluctance to ride in a safe and lawful manner. Riders who violate local traffic and safety laws are also subject to citation by law enforcement officials.

**08 |** The Sea to Sea tour course is open from 7:00 a.m.–5:00 p.m. or until the last rider arrives at the overnight, whichever comes first. This allows riders ample time to complete each day's course. Any cyclists still on the course after 5:00 p.m. will be offered a ride to camp. Course support vehicles and services are available only during course hours.

**09 |** Sea to Sea may change course open times due to weather, road conditions, or access. While we strive to notify participants the night before, it may be necessary to make a last-minute decision to open or close the course. SAG and rest stop volunteers will notify participants if course hours change. In the case of a permanent closing, SAG will pick up riders and transport them to the next overnight location.

**10 |** If you leave the course to sightsee, please note that Sea to Sea will not provide support while you are off the course. If you intend to be off the course for more than an hour, please notify SAG.

**11 |** SAG support is to be used for mechanical, medical, and psychological breakdowns. Only you are able to gauge your own ability to complete the daily course. There is no cost for using SAG on route.

**12 |** SAG will monitor the entire course leading to the overnight stop. If no riders are on the course up to that point, or if all riders have checked in at the rest stop, the course up to that stop is considered closed for the day. SAG support will not be available on any portion of the closed course.

**13 |** Participants are responsible for securing their own equipment. Sea to Sea is not responsible for the loss or theft of any personal belongings. Lock your bike. Do not bring jewelry or other valuables on the tour. Keep personal electronics with you. Keep in mind that electronics in your bag may be damaged due to handling.

**14 |** Riders who wish to skip riding and SAG directly from one overnight location to the next should notify SAG or the tour manager the night before. Please note that Sea to Sea will only be able to transport you to a rest stop or the next overnight.

**15 |** Course directions are found on your daily cue sheet. If you leave the official course, you are not part of the ride and will not receive any services or support. If you get lost, please go to the nearest public building and contact SAG or the tour manager for directions or pickup.

**16 |** As the tour follows public roads, ride no more than two abreast. Ride beside a partner only where it is safe to do so. Always ride single file in the presence of other traffic and cyclists who wish to pass. If vehicular traffic is impeded behind you, safely pull over as soon as possible to allow traffic to pass. When safe, reenter the road.

**17 |** Never draft behind a vehicle.

**18 |** If you ride in a pace line, please use voice and hand signals to communicate with fellow riders. Pace lines are prohibited in areas of high-vehicle or high-cyclist traffic (it's a tour, not a race; enjoy the sights). Be especially careful at railroad tracks, cattle guards, and busy intersections. Sea to Sea does not recommend pace lines.

**19 |** Road signals

- In an appropriately loud voice, call "ON YOUR LEFT" to alert a rider you intend to pass.
- The call "CAR BACK" passes the message forward when a vehicle is approaching from behind. If you hear "CAR BACK" and see a rider in front of you, please pass the message forward.
- "CAR UP" indicates a vehicle approaching from ahead.
- Use arm and voice signals to indicate turns ("TURNING RIGHT", "TURNING LEFT").
- Warn other riders about potholes ("POTHOLE"), broken glass ("GLASS"), and other hazards ("DEBRIS," "GRAVEL").
- If slowing ("SLOWING") or stopping ("STOPPING"), signal your intention, and if stopping, pull off the roadway.

**20 |** Use of MP3 players, telephones, and similar electronic devices while pedaling on the Sea to Sea tour is discouraged. Safe group riding depends on awareness and communication between cyclists. Electronic devices can make it difficult to hear instructions or approaching vehicles. If you need to make or receive a phone call, please leave the roadway first.

**21 |** Sea to Sea recommends the use of a rearview mirror to improve awareness of traffic coming up from behind. On rural roads, the most common collision comes from behind. Mirrors that mount to your glasses, helmet, reverse: and bicycle are strongly recommended for your safety.

**22 |** Sea to Sea leaves our campsites, lunch spots, and rest stops spotless. Please dispose of all trash and recyclables in the appropriate containers. Take the time to clean up your campsite. Utilize the trash cans. If they are full, empty them or find another.

**23 |** You will often find yourself waiting in line to eat, use the bathroom, or take a shower. This means our group may often overwhelm a facility. Please pick up and clean up after yourself. If you come upon a mess, please inform the local facility or Sea to Sea and help us clean it up.

**24 |** There will be times when showers are not available. However, it is still possible to stay clean or refresh in a lake or river, or with a garden hose. Please be modest and use discretion in these situations.

**25 |** There will be times when flush toilets are not available. Please be prepared by carrying a small supply of personal hygiene supplies with you. Keep them in a Ziploc bag.

**26 |** Cyclists must keep the roadway clear when stopping at a designated rest stop or any other location. Do not mount or dismount your bicycle on the roadway. Exit the road carefully, watching for debris, sand, and gravel. Check for traffic when leaving or entering the roadway. Notify cyclists in front of and behind you that you are slowing, stopping, or starting. Please ensure that bicycles are parked off the road. Do not congregate on the roadways.

**27 |** Sea to Sea rest stops provide water and sometimes food. It is your responsibility to carry water and remain hydrated. Utilize the many cafés and gas stations along the route to keep hydrated and fueled. Make sure you drink extra fluids before, during, and after the ride to reduce the risk of dehydration. Drink before you become thirsty. Muscle cramping can be a sign of dehydration or lack of electrolytes. While the lakes, rivers, and streams are beautiful, their water may contain bacteria or parasites, and it is not recommended to use them as sources for drinking water.

**28 |** As the weather changes throughout the day, you may want to drop off clothing at rest stops along the way. Rest stops provide this service so you can ride in comfort. Small items such as jackets, tights, warmers, and gloves may be dropped off. Please, no tool kits, panniers, backpacks, food, or electronics. Gear will be placed in a labeled freezer bag and may be retrieved from the gear trailer in the evening. Sea to Sea is not responsible for any lost items.

**29 |** A mobile SAG will patrol the course for cyclists with mechanical or medical issues. If you need assistance, please signal the SAG van with a thumbs down.

**30 |** Local law enforcement has been notified of Sea to Sea, along with a request for extra patrols along the route. These officers will enforce the motor vehicle code.

**31 |** Sea to Sea provides mechanics to guide you in making repairs. All participants are required to be able to change a flat, replace a tire, and conduct minor repairs to their own bicycles. Bikes requiring more work should be repaired at a bicycle shop. If resources permit, Sea to Sea will shuttle the rider and bicycle to a local shop. Cyclists are responsible for any charges associated with parts or labor required for repairs.

**32 |** Alcoholic beverages are not permitted in camp.

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## EMERGENCY INFORMATION

It may take up to 12 hours to locate a rider and relay a message to them from home. For that reason, if necessary, please contact riders directly on their cell phones. In extreme emergencies, family members can contact a rider by calling Sea to Sea at 888-272-2453. Please leave a message stating that this is an extreme emergency, the name of the rider, and a phone number to call.

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### ACCIDENTS

- IN A MEDICAL EMERGENCY OR TRAFFIC ACCIDENT, CALL 911.
- Do not move the injured person, especially if you suspect a head or spinal injury.
- Notify SAG and the tour manager, and flag down a passing vehicle or a SAG/staff vehicle.
- Take care. Do not step into the path of vehicle traffic, and only direct traffic when the injured person cannot leave the roadway.
- Keep the injured person calm.
- Once a Sea to Sea representative is on the scene and you have given a statement to public safety officials, please continue on the ride.

### EVACUATION

An announcement at camp will alert the riders to prepare for evacuation. Please go immediately to the indoor shelter for instructions. If the tour manager or public safety officers declare an evacuation, Sea to Sea will evacuate people to safety and return for equipment after the emergency has passed. Do not ask to be allowed to bring your bicycle in an emergency evacuation.

**Weather |** Severe weather can happen at any time. In camp you will be given instructions. If you encounter severe weather along the course, please seek the nearest shelter, such as a school, church, government building, store, or a home with a basement.

**Heavy Rain |** Seek shelter that will protect you from the wind and rain. Make sure your reflective gear and lights are operating.

**Dense Fog |** Do not travel on the road during a dense fog advisory.

**High Winds |** Seek shelter away from windows and large open ceilings.

**Lightning and Thunderstorms |** Seek shelter indoors and stay away from trees, towers, and other tall structures.

**Tornado Warning |** Seek a tornado shelter immediately. Otherwise, get indoors and take shelter in the smallest room or a corner of the basement to protect yourself from flying debris, high winds, and roof collapse. If a basement is not available, take shelter in an interior hallway or under an interior stairwell. Do not take shelter in mobile homes or travel trailers. If shelter is not available, evacuate into the nearest ditch on the downwind side of the road, away from power lines and trees. Lie flat in a low place and cover your head.



**sea to sea**

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