



**2017 Kick-Off
Jan 31, 2017**



• **Welcome**

Elaine Roberts

- **Cheesy Rider Organization**
- **National MS Society**
- **Bike MS 2017**
- **Q&A**

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Who are the Cheesy Riders?



National PepsiCo Cycling Club

- ⊕ PEP Employees, Family, & Friends
- ⊕ Regional Chapters
- ⊕ Cyclists Of All Levels & Volunteers



A Legacy Of Charitable Activity

- ⊕ Started in Plano in 1988
- ⊕ Chapters across the nation including Atlanta, Bradenton/Tampa, Cincinnati, Chicago, Holland MI, Houston, Indianapolis, Killingly CT, Los Angeles, New York, Mountain Top, Portland, San Antonio .



Support Local Charities

- ⊕ National Multiple Sclerosis (MS) Society
- ⊕ Children's Medical Center
- ⊕ American Diabetes Association
- ⊕ North Texas Children's Charities
- ⊕ City House
- ⊕ Make a Wish Foundation







Signature Event: Sam's Club Bike MS

- ⊕ Annual Ride
- ⊕ 1,500 – 2,000 Total Riders
- ⊕ \$1.5MM Raised
- ⊕ 70 – 100 Cheesy Riders & 40 volunteers
- ⊕ PEP: Only Million Dollar Corporate Team
- ⊕ PEP: \$50M - \$100M/yr For The MS Society



Mission Statement... *Outwardly Focused!*



-  Support healthy living through cycling.
-  Drive PEP goodwill through visibility in service and charitable opportunities.
-  Drive PEP campus involvement through partnering with ENABLE to raise awareness of people with different abilities.
-  Drive PEP business by partnering with customers who sponsor cycling events (i.e., Sam's Club Bike MS).



2017 Cheesy Rider Goals



Bike MS...*150 Participants!*



Corporate Challenge...*\$10,000 Raised!*



Fall Ride...*50 Participants & \$20,000 Raised!*

- **Welcome**
- **Cheesy Rider Organization**
- **National MS Society** **Cathy Beatty**
- **Bike MS 2017**
- **Q&A**



**Don't just ride,
Bike MS.**

bike
MS

**Sam's Club Round-Up Ride
May 6-7, 2017**




What is MS?

- 🚲 Multiple Sclerosis is a disease that attacks the central nervous system and interferes with the brain's ability to send and receive messages
- 🚲 In MS the myelin that protects our nerve endings break down; our nerves are exposed and cannot carry the "brain messages"
- 🚲 Common Symptoms Blurred vision, extreme fatigue, numbness in your limbs and temporary loss of use, loss of balance
- 🚲 Diagnosed usually between the ages of 20-50; Twice as often in women than men
- 🚲 Nationwide affects about 600,000 Americans; North Texas region serves about 5,000 Texans



Why We Ride



-  Every hour of every day, someone is diagnosed with MS
-  In Texas, we serve 254 counties and over 56,000 people living with MS as well as their families
-  An estimated 2.3M people live with MS worldwide

Why We Ride



- 🚲 \$100 Bathroom Safety Grab Bars
- 🚲 \$250 Air Conditioning Window Unit
- 🚲 \$350 Send One Client to Self-Help Group Training
- 🚲 \$450 Shower and Tub Safety Seats
- 🚲 \$1600 Access Modifications for Vehicles
- 🚲 \$1800 Safety Lifts for Vehicles

How the Dollar is Spent



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

Percentages based on Fiscal Year 2013 Audited Financial Statements.

A Track Record of Success: Where We Are Now



- 🚲 12 disease modifying therapies
- 🚲 800+ researchers trained
- 🚲 60 MS genes identified
- 🚲 Discovered potential for neural repair
- 🚲 Better, faster diagnosis
- 🚲 International Progressive MS Alliance
- 🚲 **First Potential Therapy for Progressive MS**



STOPPING THE DISEASE



RESTORING WHAT'S BEEN LOST











ENDING MS FOREVER



Local Wellness Programs



-  Aquatics – Arlington, Keller, Abilene, Wichita Falls, Richardson, Dallas, Denison/Sherman
-  Physical Training – Carrollton and Fort Worth Office
-  Seated Exercise – Dallas and Carrollton
-  Pilates – Dallas
-  Therapeutic Horseback Riding – Corinth and Cleburne
-  Yoga – Southlake
-  Tai Chi – Abilene
-  Support Groups – Throughout the Metroplex

****All Programs are Free of Cost to those living with MS****



2016 Results

- 🚴 **Total Raised - \$1.67M!!**
- 🚴 **Average donations raised per rider - \$1,058!**
 - 🕒 **Highest the Round-Up Ride has seen!**
 - 🕒 **National average raised per rider -\$769**
- 🚴 **631 New Riders**
- 🚴 **Cheesy Riders raised over \$69,000!!!**
 - 🕒 **1 of only 4 \$1,000,000 teams in North Texas!**
 - 🕒 **13 Club K Members!**



Don't just *ride*, *Bike MS*

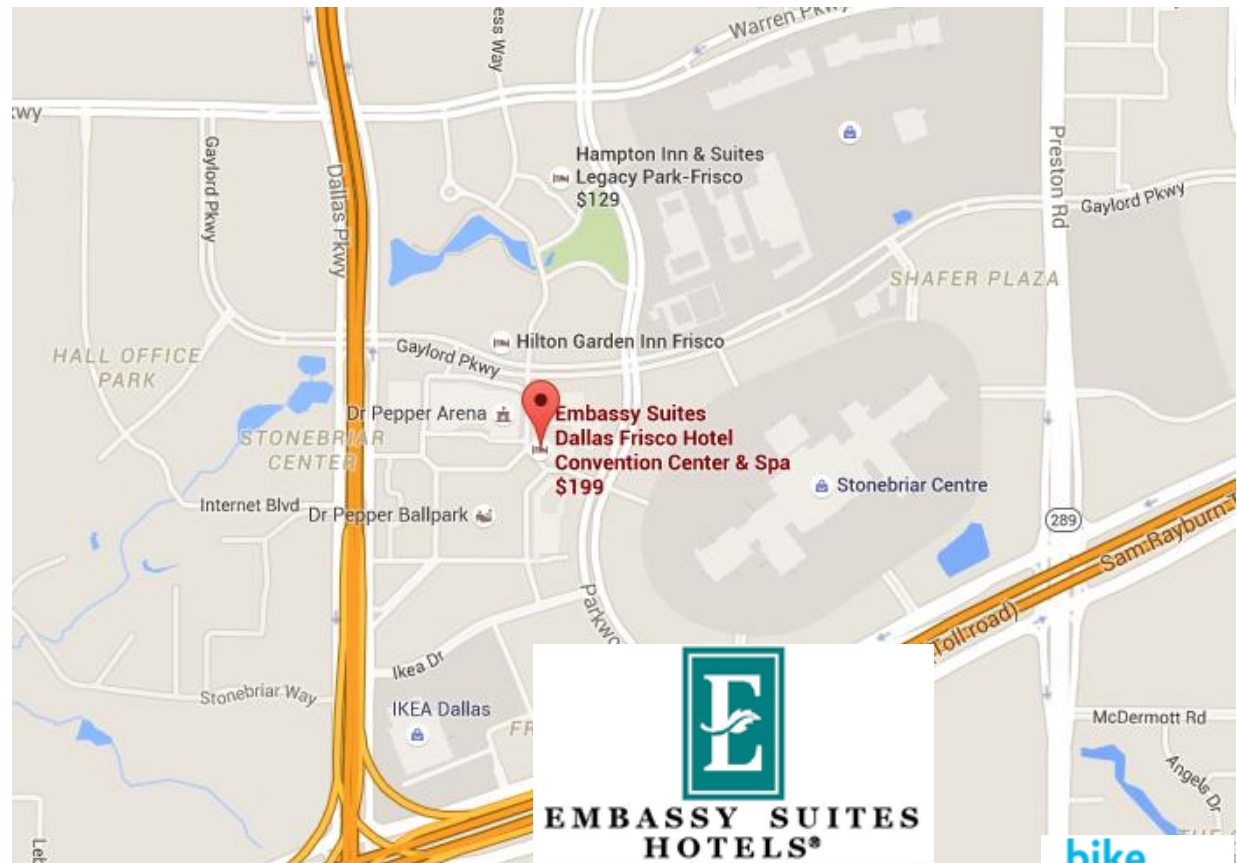


- 🚴 **Registration includes: rider packet, goodie bag, event shirt and finish line medal**
- 🚴 **Rest stops every 10-15 miles with a lunch stop each day**
- 🚴 **Route support including: SAG vehicles, medical personnel and bike techs to keep you rolling**
- 🚴 **\$300 fundraising minimum**







Embassy Suites Frisco Hotel and Convention Center

7600 John Q Hammons Dr. Frisco, TX

Please check for hotel information on BikeMSDFW.org underneath "Lodging and Transportation" tab



Overnight Location

-  **Finish Day One in style while celebrating 30 years of impact in North Texas**
-  **Cheesy Rider Team Tent located within the Tent Village close to finish line**
-  **Kids area**
-  **Stage with music and entertainment to celebrate 1987!**
-  **Beer Garden / food**
-  **Camping availability to those 'at one with nature'. B.Y.O.T (tent)**

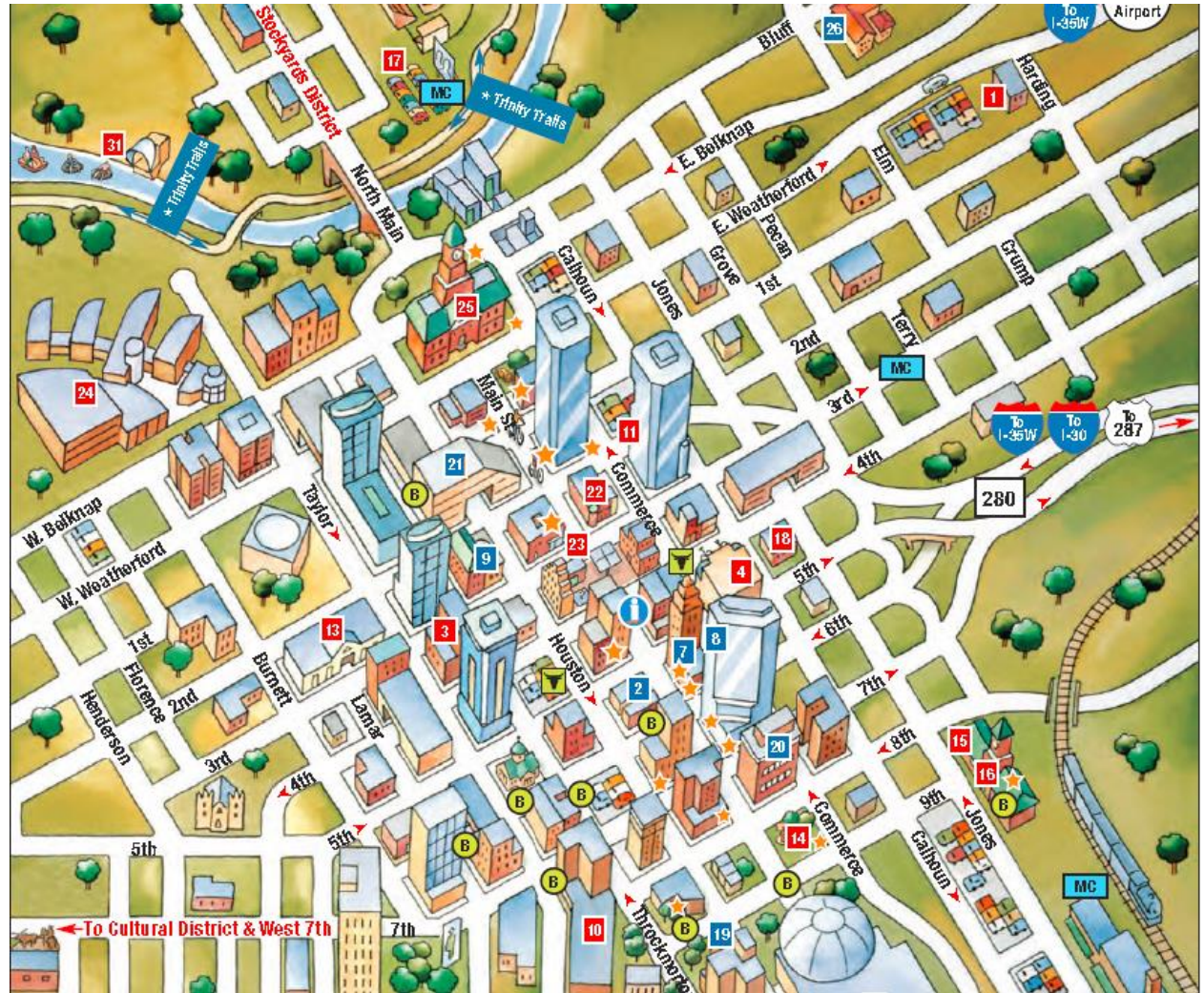
Event Day Logistics

- 🚲 To transport bikes or reserve a seat on a coach style bus from day 1 or day 2 finish line back to the start, a \$30 fee is required.
- 🚲 MS will transport 2 pieces of luggage for free. Look for the luggage truck at start line, overnight and Sundance Square
- 🚲 Shuttles to/from hotels on Saturday and Sunday
- 🚲 Breakfast served starting at 5am on Sunday
- 🚲 Rolling start on Sunday, must be on the route by 8 am



Downtown Fort Worth – Sundance Square

- 🚲 Invite EVERYONE!
- 🚲 Free Parking
- 🚲 \$30 transportation back to start (you and bike)



Thank You Cheesy Riders!



Agenda



- **Welcome**
- **Cheesy Rider Organization**
- **National MS Society**
- **Bike MS 2017** **Priscilla Cavazos**
- **Q&A**

Bike MS 2017 - 16 Years For The Cheesy Riders!







MS stops people from moving, we move to make sure it doesn't.



Bike MS 2017...*Let's Get Ready To Ride!!*



 Captains:	Elaine Roberts & Priscilla Cavazos
 Team Goal:	150 Riders
 Registered to Date:	66 → 44% of goal
 Funds Raised to Date:	\$3,000 (x-match)

2017 Bike MS Ride - Our Signature Event!



Who's invited to join the Cheesy Rider team?

- ⊙ Any PepsiCo/Frito-Lay employee, friend, neighbor or family member who likes to ride a bike

What skill level bike rider must I be?

- ⊙ Any level - Ride your own ride!
- ⊙ Your choice to ride 1 day or 2 days

Ride Options

- ⊙ 2 days ~150 miles
- ⊙ 1 day ~60-80 miles
- ⊙ Half day rides

2017 Bike MS Ride...*Ride Overview*



- 🚲 Ride Marshalls & SAG (Support & Gear) vehicles

- 🚲 Rest stops are approximately 10-15 miles apart and are stocked with food and drinks
 - 🕒 Restroom and bike repair services are available
 - 🕒 Last Rest Stop on Day 1 is Frito Lay Sponsored

- 🚲 Finisher Team Tent on Day 1:
 - 🕒 Grapevine, TX
 - 🕒 Food and Drinks
 - 🕒 Massage Therapists
 - 🕒 Have your family meet you there



Register Early! Only \$50 Registration Fee

- ⦿ \$60 after March 14th

Registration Link: www.bikemsdfw.org

- ⦿ Enter Team Name - Cheesy Riders

2017 Jersey

 **Free Jerseys for all Team Members!**

 **Sizes Needed by Feb 6th!**

- ⌚ Must raise a minimum of \$300 for Bike MS

 **Team Jerseys distributed at Bike MS Packet Pick Up**

- ⌚ April 19: 11:30am - 1:00pm at Frito-Lay HQ, Room FLCC19
- ⌚ You must have \$300 in fundraising documented in your account to pick up a jersey. Bring receipts for matching request not yet applied

2017 Bike MS - New Cheesy Rider Jersey!



Preliminary Design









Front



Back

2017 Bike MS - What's Coming Before The Ride



-  Monthly Cheesy Feed via email
-  Training rides and other cycling events
-  Free bike inspections at Tri Shop, Plano Cycling, & Richardson Bike Mart Check the MS website for stores
-  Cheesy Rider Bike MS 2016 Logistics Meeting in March
-  Packet pick-up (April 19 from 11:30am -1:00pm in FLCC19 at Frito-Lay HQ)
-  Pre-ride team dinner (late April)

Frito Lay Rest Stop

- 🚴 Saturday anytime between 11am – 4pm
- 🚴 Any amount of time is appreciated
- 🚴 Fun way to greet your family
- 🚴 Interested? Contact Cathy Dial:
📧 cathy.dial@pepsico.com







Frito Lay Team Tent

- 🚴 Grapevine, TX
- 🚴 Food & Beverages provided
- 🚴 Saturday anytime between 11am – 4pm
- 🚴 Any amount of time is appreciated
- 🚴 Fun way to greet your family at the end of day 1 ride



2017 Bike MS – Training & Special Offers



-  January-May – Tri Shop & Richardson Bike Mart weekend rides
-  January & February – Flywheel Spin Studio Special 15% off ride packages (PepsiCo Employees)
-  February – Flywheel Spin Studio Special – Unlimited Month Membership for \$100
-  March & April - local cycling events. More details on www.cheesyriders.org



2017 Cheesy Riders
www.cheesyriders.org


Help us stop MS in its tracks by joining us to get...

150 Riders
MS STOPS people from moving,
WE MOVE to make sure it DOESN'T



2017 Bike MS Sam's Club: Round-Up Ride
May 6-7 2017
www.bikemsdfw.org



 We'll email out this flyer...

 *Post On Your Office / Cube!*

 *Post On Your Department Bulletin Boards!*

 *Run On Your Electronic Mediums!*

 *Email To Your Friends & CoWorkers Multiple Times!*

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Q&A & General Information



Contacts:

- ⌚ Cheesy Riders: Chris Bundy chris.bundy@pepsico.com
- ⌚ Bike MS: Priscilla Cavazos priscilla.cavazos@pepsico.com
- ⌚ Bike MS: Elaine Roberts elaine.roberts@pepsico.com

Want to join the Cheesy Riders:

- ⌚ www.cheesyriders.org
- ⌚ Joining the Cheesy Riders is separate from signing up for the charity rides with the Cheesy Riders. You can sign up for Bike MS by following the link on our web page

Check us out on Facebook & Twitter

