September 29, 2018 - Attleboro, MA
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the Ride</td>
<td>3</td>
</tr>
<tr>
<td>Fundraising</td>
<td>4</td>
</tr>
<tr>
<td>Fundraising Rewards</td>
<td>5</td>
</tr>
<tr>
<td>Pre-Ride</td>
<td>6</td>
</tr>
<tr>
<td>Ride Day Schedule</td>
<td>6</td>
</tr>
<tr>
<td>Volunteers</td>
<td>6</td>
</tr>
<tr>
<td>Rider Etiquette/ Safety</td>
<td>7</td>
</tr>
<tr>
<td>What to Bring</td>
<td>8</td>
</tr>
<tr>
<td>On the Route</td>
<td>9</td>
</tr>
<tr>
<td>Contact Information</td>
<td>10</td>
</tr>
</tbody>
</table>
The Impact Ride is Susan G. Komen New England’s only cycling event. This event raises significant funds and awareness for the breast cancer movement, celebrates breast cancer survivors, those currently fighting and honors those who have lost their battle with the disease.

A majority of the net income stays right here in our community to help fund local programs offering breast health education and breast cancer screening and treatment. The remaining net income supports the Susan G. Komen Grants Program.
The heart of this event is you, our participants - and we need your help to make the biggest impact possible against the disease. Remember, your registration fee helps us to cover the cost of operations at this event, but additional fundraising is how we make an important contribution to our community. Your support will fund breast cancer screening, treatment, and education programs that save lives in our community!

**There is a $300 fundraising minimum to participate in the Impact Ride**

Here are some things to know and tips to get your fundraising going:

- The majority of Komen New England's revenue is used to support local community based education, screening and treatment programs. The remaining amount supports the Susan G. Komen Research Grants Program.
- All donations are tax-deductible.
- Remember to ask your employer and your donors for company matching gifts.
- Share your personal story of why you are riding and your fundraising page on social media.
- Ask multiple friends for smaller donation amounts (ex. ask 30 friends for a $10 donation, or 10 friends for a $30 donation).
- Take advantage of your participant center and update your personal page.

If you or your donors would like to know more about local grants and how we serve our community, visit komennewengland.org.

As always, we are here to help! If you need help fundraising or more tips, do not hesitate to reach out to Tricia at tbelden@komennewengland.org.
As a Komen fundraiser, we know you give your time, passion, and education to giving back to your community. We want to show you how much we appreciate your efforts and accomplishments in going the extra mile to make the best impact possible in the fight against breast cancer.

Impact Ride jersey’s (see below) will be given out on the day of the event to those people who have raised $1,000+ by September 24, 2018. Your custom gear will be ordered and sent to you after fundraising closes on October 29, 2018.

**Individual Fundraising Rewards**

- $1,000 – Impact Ride cycling jersey
- $1,500+ – Custom Impact Ride gear
**Ride Day Schedule**

- 6:30 a.m.     Check-In Opens
- 7:30 a.m.     100 Mile Route Begins
- 9:00 a.m.     62 Mile Route Begins
- 10:30 a.m.    25 Mile Route Begins
- 12:00 p.m.    Post-Ride Festival Begins
- 4:00 p.m.     Route Closes
                 Post-Ride Festival Ends

**Weather**

Komen holds the right to cancel or change the date or location of the Impact Ride in its sole discretion, including in the circumstance of severe weather. It is likely, however, that the event will happen rain or shine. Please dress accordingly.

**Shop Komen**

Shop high quality Susan G. Komen gear and accessories before the ride at ShopKomen.com

**Volunteers**

Volunteers play a vital role in the Impact Ride. Their passion and commitment is what makes our Ride so successful!

Do you know someone who can lend a helping hand? If so, please contact Tricia Belden at 774-512-0506 or tbelden@komennewengland.org
• Obey all traffic signs and signals. This includes traffic lights and stop signs.
• Communicate with your fellow riders using terms such as “on your left” and “car back”
• Ride single file! Stay to the right, except to pass. Pass on the left side only, do not pass on the right.
• Do not cross the center line in roadway, regardless of passing zone.
• Use proper signals when turning left. Make left turns from the center of the road or left turn lanes.
• Ride in control of your bike at all times. You should be able to stop within a reasonable distance.
• Ride defensively and predictably, with consideration for your fellow riders, pedestrians and cars. If you must stop, move off the road to the right.
• Use of aero bars is not permitted.
• Point out and call out any road hazards ahead.
• Do not overlap wheels of cyclists ahead of you.
• Follow the instructions of Impact Ride leaders and local law enforcement.
WHAT TO BRING

**Required:**
- Helmet
- Tuned-up bicycle
- Rider bib (if picked up before the ride)

**Suggested:**
- Bike pump
- Water bottles to be filled
- Padded bike shorts, jersey, gloves and shoes
- Jacket, rain gear, arm warmers, leg warmers and anything else needed for the weather
- Sunglasses, lip balm, sunscreen
- Identification (driver’s license)
- Emergency cash or credit card
- Fully charged cell phone
- Cue sheets
- Medications

**NO HEADPHONES, IPODS, or RADIOS permitted while riding.**
Rest Stops

To help you along the route, we have rest stops every 10-18 miles. The stops are manned by volunteers, bike mechanics and medical help and stocked with water, Gatorade, fruit and snacks. Use your time at the rest stops to fill your bottles, take a break and use the bathroom. Lunch will be provided back at the start/finish line for when you get back.

SAG

Support and gear vehicles drive between rest stops and can be identified by event magnets on their doors. SAG vehicles will stop if you are on the side of the road, waive them down if you need assistance.

SAG vehicles are equipped with bike racks, basic bike repair kits, medical kits, water and snacks. If you cannot continue to ride, a SAG vehicle will give you a ride to the next rest stop or to the finish line. If you do not see a SAG vehicle within a few minutes and need assistance, call the net control number.
Local Office:
Susan G. Komen New England
2000 Commonwealth Ave, Suite 205
Newton, MA 02466

For Impact Ride information:
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tbelden@komennewengland.org