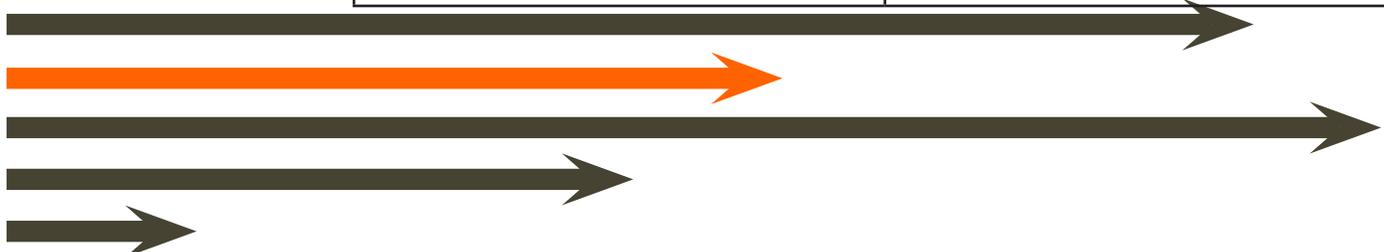


YOUR 8+ WEEK GUIDE TO OBLITERIDE SUCCESS

Thank you for stepping up and making a big commitment to ride and raise money to fuel lifesaving cancer research at Fred Hutch. This plan provides training and fundraising tips to help you feel successful on your bike and reach your fundraising goal – so you can have the best Obliteride experience possible. Stick to the plan and have fun. You can do this!

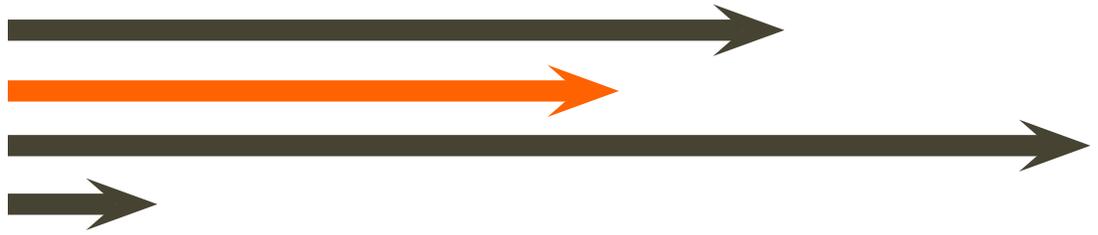


TRAINING	FUNDRAISING
<p>Now's the time to start pedaling. Get your legs turning the pedals 15-20 minutes, four to five days a week to start developing a base that will serve you well when Obliteride comes around in August. If you can't get outside, try setting up your own bike on one of many "indoor trainers" (a device that hooks up to your bicycle, allowing you to ride indoors). Your local bike shop is a great place to shop for indoor trainers. Or jump into a spin class. Just be sure to take it slow and steady.</p> <p>Plan out the next eight weeks. Look at the training schedule for your route and set yourself up for success by scheduling your rides now.</p> <ul style="list-style-type: none"> • 25mi Training Schedule>> • 50mi Training Schedule>> • 100mi Training Schedule>> • 150mi Training Schedule>> 	<p>Why do you ride? Cancer—it's personal, or will be soon. Update the text on your personal Obliteride page with your own story of inspiration. Don't forget to add a photo. People will connect with your personal story and want to support you.</p> <p>Next, set a fundraising goal and make a plan. Make a list of everyone you want to ask to donate—make it long! Start by asking the one person who won't say no to make a \$100 donation TODAY. This will give you confidence to get going on your plan.</p>





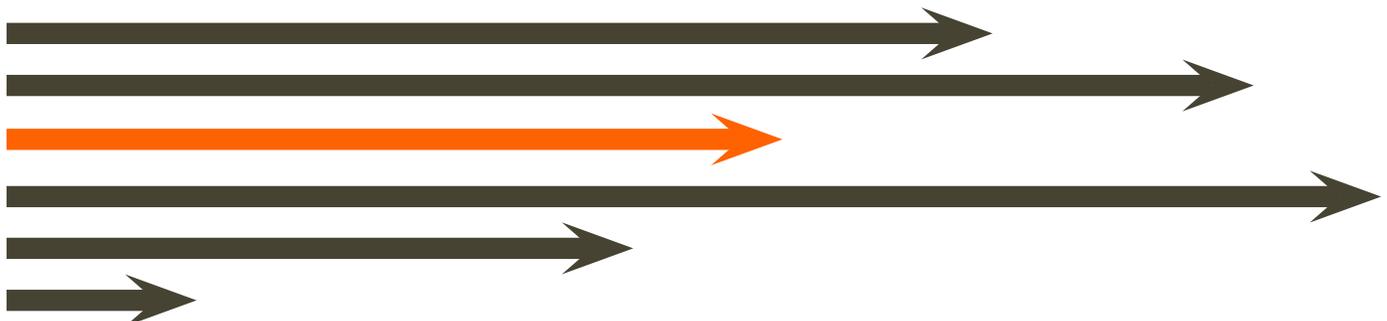
OBLITERIDE
ENDING CANCER STARTS AT FRED HUTCH

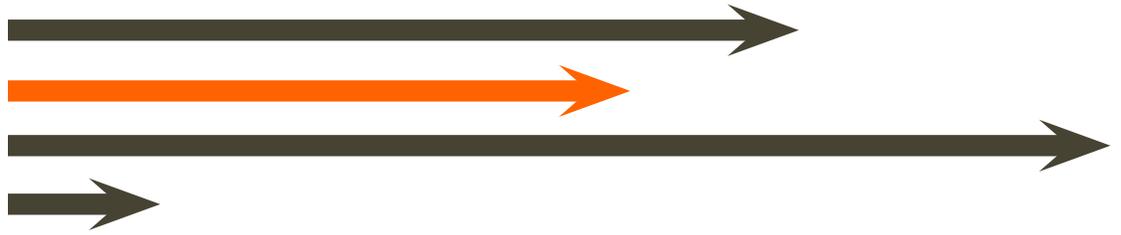


TRAINING	FUNDRAISING
<p>Training rides. Organize your own training rides with friends and teammates, or join one of the many free training rides including:</p> <ul style="list-style-type: none"> • Cascade Bicycle Club offers daily rides and training programs for all types of riders. • Gerks in Issaquah will host some Sunday morning rides at 8 a.m. • Element Cycles hosts weekly group rides, Wednesdays 5-7 p.m. from their store in Redmond • Veloce Velo on Mercer Island hosts weekly rides on Saturdays at 8 a.m. 	<p>Pound the virtual pavement. Send individual emails (not mass emails) to everyone on your list with your personal story about why you are riding. Sample text to get you started is available in your Participant Center when you log in to Obliteride.org.</p> <p>Post a message on Facebook with a direct link to your Obliteride fundraising page. As donations roll in, thank your donors on Facebook. This is not only a great way to publicly acknowledge them, but it might give other friends the reminder they need to donate to you!</p>

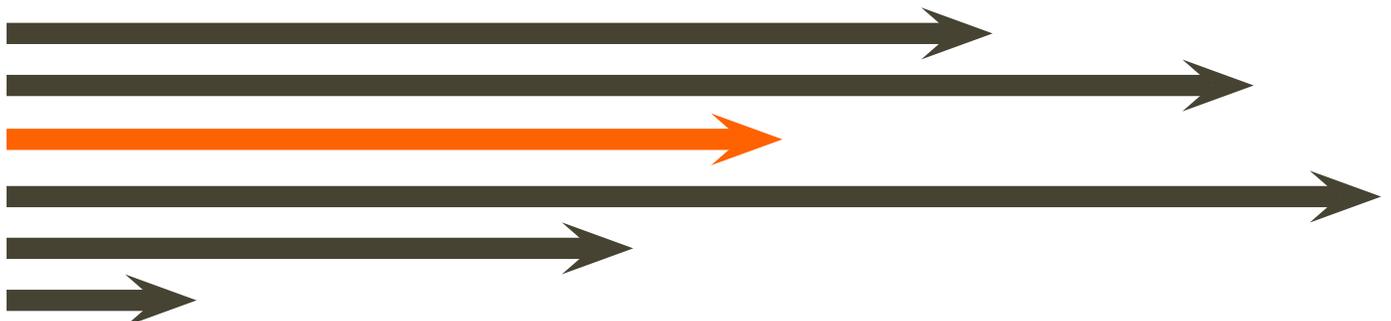


TRAINING	FUNDRAISING
<p>Bike to work. Try to ride your bike to work just one day/week. You'll get in some training miles for Obliteride and you'll feel great when you get to work. Before you head out, be sure to watch our safety video so you understand the rules of the road.</p>	<p>Make the call! Call or email at least two family members or close friends this week. Update them on your progress and ask for a donation.</p>



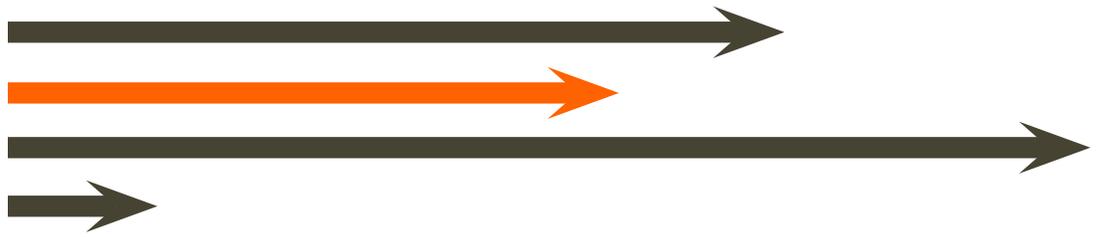


TRAINING	FUNDRAISING
<p>Prepare for group riding. Obliteride may be the first time you've ridden in a large group so it's important to prepare for a fun and safe ride.</p> <ul style="list-style-type: none"> • As a general rule, ride one to two feet off to one side of the rider in front of you. Keep your hands near the brakes with arms loose and elbows bent, so you are ready to break with a moment's notice. • Be predictable. Remember others are behind you. Once in a while you may need to "take it for the team"—riding over small sticks or pebbles—so that people behind you can stay on course. • If you're riding in a line, look past the rider in front of you, not at their wheel. Look further ahead in the group to anticipate upcoming obstacles, observe the road surface conditions and watch for changes in pace. 	<p>Ask everyone! Write a list of 3-5 businesses you frequent that could donate to your ride – your bank, auto mechanic, coffee shop, bike shop, gym, grocery store, restaurant, etc. Ask them to donate to your ride. You may be surprised. Cancer touches so many people and so many people are inspired to fight it!</p> <p>Value Village vouchers. Don't forget that Value Village wants to help you reach your fundraising goal. For every two bags of goods you donate, they will contribute \$25 to your fundraising, up to eight bags/\$100 for each rider. Details here.</p>





OBLITERIDE
ENDING CANCER STARTS AT FRED HUTCH

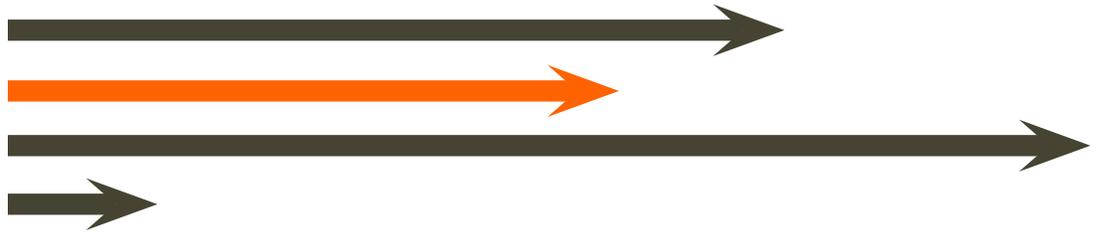


TRAINING	FUNDRAISING
<p>Nutrition and hydration. Carbohydrate intake during Obliteride will be key for staying energized during the ride. We will generally have rest stops every 12-15 miles where you can get water, refueling liquids, energy bars and more. It's always a good idea to carry a stash of food you know you'll like with you. Some ideas: bagels, fig bars and cookies are also easy to carry and eat on the road. Make sure you find your favorite carbohydrates on training rides before riding Obliteride. Trying a new food during the event may lead to undesired gastrointestinal distress.</p> <p>Find out how much and how often you should consume food and hydration during your ride here.</p>	<p>Host a party! Speaking of nutrition and hydration (hah, hah!), how about hosting an orange-themed fundraising party? Invite friends over for a dinner party, wine tasting, champagne brunch, casino night, silent auction, bowling party. Get creative! The options are endless. We suggest serving the Tom Douglas orange cocktail specially created for Obliteride.</p>

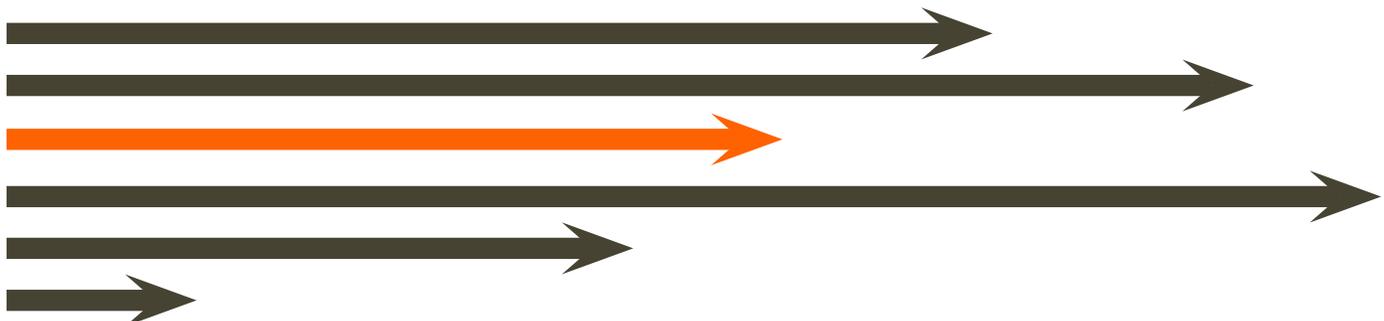


TRAINING	FUNDRAISING
<p>Final preparations for Obliteride. Obliteride is just over two weeks away! Hopefully you're feeling good and are ready for a great experience. Here are some final tips to prepare you for the big ride.</p> <ol style="list-style-type: none"> 1. Cut your miles in half. 2. Keep the cadence high! 3. Eat and sleep A LOT! 4. Hydrate! 5. Re-energize! 	<p>Get social! Post to Facebook again. Let people know how much more you need to reach your goal. Recognize and thank donors and team members. Tag them in your post so others will see the activity and want to donate too! Take advantage of the exposure social media has to offer!</p>



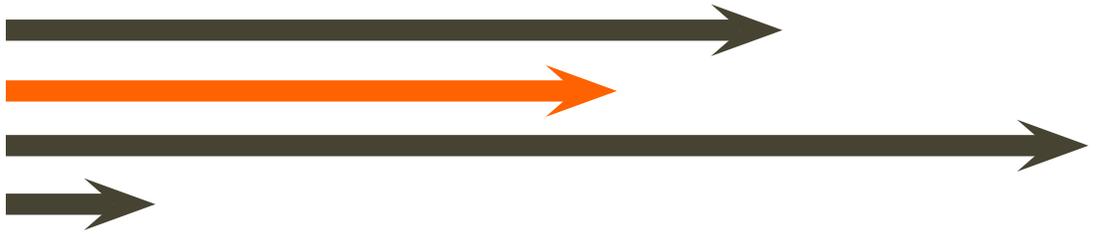


TRAINING	FUNDRAISING
<p>Keep hydrated. Fluid intake is vitally important for an endurance bike ride. Here are some guidelines for replenishing the liquid you lose through sweat.</p> <ul style="list-style-type: none"> • When riding more than an hour at a time, try to consume around eight ounces of an electrolyte replacement drink (or sports drink) every 15-20 minutes, and even more on hot days. • Stay ahead of thirst. Remember to drink small amounts even when you don't feel thirsty. • If you haven't consumed electrolyte replacement drinks while riding before, now is the time to see how your stomach tolerates them. If you find common sports drink too concentrated, water them down slightly and you may find them easier to digest. 	<p>Spread the love! Distribute posters promoting your Obliteride ride around your neighborhood's shops and restaurants. Include a picture of yourself, your reasons for riding, the Obliteride website (www.obliterate.org) and information on how to donate to your ride.</p>





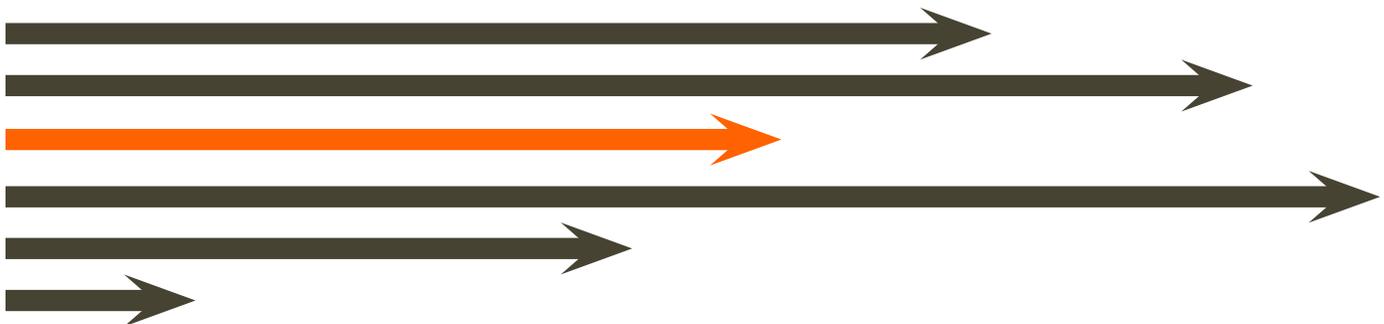
OBLITERIDE
ENDING CANCER STARTS AT FRED HUTCH

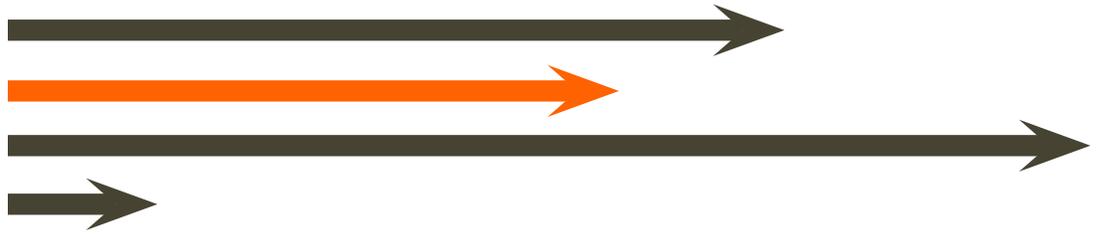


TRAINING	FUNDRAISING
<p>It's GO time! You are so close! Just one more week to Obliteride!</p> <p>This week, there are three main things you need to do:</p> <ol style="list-style-type: none"> 1. Taper down your training and coast to this weekend's big ride. 2. Review rider handbook. (via email) 3. Watch our safety video. 	<p>Reach your goal! Send an email update to all of your contacts. Thank those who have donated, tell them about your progress and let them know how much more you need to reach your goal. Ask them to help you finish your fundraising so you can start your ride focused and ready to celebrate.</p>



TRAINING	FUNDRAISING
<p>Weekend Schedule</p> <ul style="list-style-type: none"> • Fri., Aug. 8: Kick-off party at Gas Works Park • Sat., Aug. 9: 150-mile ride starts • Sun., Aug. 10: 25-, 50- & 100-mile rides <p>Have a blast this weekend as we put cancer in its place—BEHIND US!</p>	<p>Keep sharing! Post updates on your social media networks and tag Obliteride. #obliteride #savelivesfaster</p>





WEEK OF	FUNDRAISING
August 11	<p>Share your experience. Send an email to all of your donors sharing a few highlights from your ride weekend – include a picture – and thank them for their support.</p>
August 18	<p>Throw a party! Invite friends and donors to a post-ride party to share in your success.</p>
August 25 One month to fundraising deadline	<p>Keep going! You have until Sept. 30 to reach, and hopefully exceed, your fundraising goal.</p>
September 30 Fundraising deadline	<p>WOOT! We're ready to tally the numbers and power the fight!</p>

