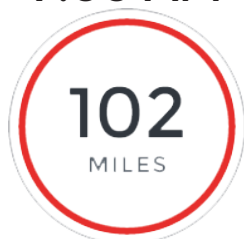
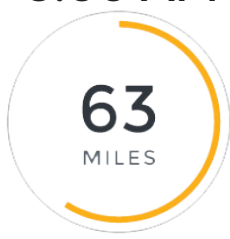


ROUTE DEPARTURE TIMES

7:00 AM



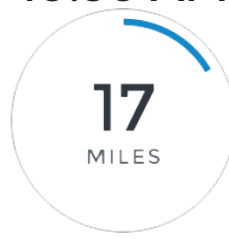
8:00 AM



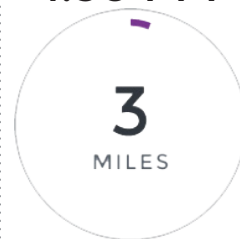
9:30 AM



10:30 AM



1:30 PM



SCHEDULE

6:00 AM	The Ride 2018 is officially here!
7:00 AM to 1:30 PM:	Route Departures (see listed times)
9:00 AM:	Kids' Activity Area Opens
11:00 AM:	Lunch is Served
11:30 AM:	Welcome back our first riders
12:30 PM:	UW Men's Hockey Team Arrives!
1:00 PM:	Sing and dance along with Bucky, Spirit Squad and UW Marching Band
2:15 PM:	Celebration of Life Program
5:00 PM:	See you in 2019!

PARKING



REST STOPS

There are rest stops roughly every 15 miles along each route. Each rest stop is supplied with food, water and Hoist replenishing electrolyte water. There will be mechanics on-site as well as qualified medical personnel should you need any assistance. Restrooms will be provided.

RULES OF THE RIDE



Wear helmets while riding on the course.



Follow all traffic laws and rules of the road.

3



Be courteous to other riders and people in motor vehicles.

4



Move to the right and/or ride single file to allow motor vehicles to pass.

5



Riders must wear/use:
POST STICKER

BIKE PLATE

HELMET STICKER

6



Have fun!

WEATHER

We will ride rain or shine so please dress appropriately! In the case of severe weather, our ride director will make the decision to modify or cancel the event if conditions are deemed unsafe. We will post all weather updates on our social media pages, RaceJoy App and via SMS Text Message in addition to on-site announcements.

BIKE CORRAL / BIKE PARKING

We are providing an ample amount of bicycle parking on-site for all participants. There is also bike decorating for the kids (or the kid in all of us)! This is located across from the bike corral. NOTE: We have staffed a number of volunteers to assist with valeting bikes and appreciate you allowing us to serve you. If you have special needs, please let us know how we can accommodate you. Bikes will be sorted in the bike corral by number so please affix your bike post sticker to your bike.

MERCHANDISE

All The Ride merchandise will be available for purchase on-site during the event at The Ride headquarters or online: www.TheRideWI.org/about/buy-gear/

All proceeds go to The Ride Fund.

PHOTOS

We have a professional team of photographers, Focal Flame, on course and on-site all day. All photos will be free for you to download and share. Bucky will also make his appearance so snap away and tag us on social media at @TheRideWI #TheRide #TheRide2018

KIDS' EXPO

We will have face painting, an inflatable obstacle course, bouncy house, coloring, craft making and the UW Men's Hockey Team signing autographs!

Note the new Kids' Expo location from previous years.

FOOD AND DRINK

Every rider will receive a wristband in their packet. The wristband is good for food, soda, beer and water. Guests can purchase wristbands: \$20 for adults, \$10 for children 14 and under. Wristbands can be purchased at the Ticket tent next to the main beverage station. Thanks to Monk's and Tippy Cow for sponsoring our post-ride lunch, Pepsi for the soda, Hoist for our electrolyte water and to Capital Brewery for the great beer! There will also be light breakfast foods available to riders from 6:00-10:30 AM in the bike corral.

COMMUNICATION



**Medical
Emergency**

DIAL

911



**Medical
Non-Emergency &
Mechanical Support**

(608) 316-5755



**General Event
Information**

Please see us at the Information tent located on-site. Information is open from 6:00 AM-5:00 PM on 9.23.2018.



SMS Text

Download our app!
See the instructions in your packet to download the RaceJoy app and track your ride and invite your family and friends to track along with you!

SAVE THE DATE

Join us for The Ride on Sunday, September 22, 2019!

Registration will open January 1, 2019 so check your email and our social media accounts to register early!