

Information Kit



The Northeast AIDS Ride
**CYCLE
FOR
THE
CAUSE**



A Message from the Executive Director

Dear future Cycle for the Cause participant,

This year marks 37 years since the first AIDS case was reported in the U.S. Right now, there are more than 130,000 New Yorkers living with HIV, and an estimated 3,000 more could be diagnosed with HIV this year. Here's the truth: in order to end AIDS, it will take a commitment from people like us to do something meaningful and visible to raise the money and support needed to finally end this epidemic.

By participating in Cycle for the Cause, you will play a vital role in sustaining the critical HIV/AIDS programs The Center offers 365 days a year. With your help we will be able to provide counseling, care and prevention programs for our community while constantly working to increase awareness and decrease stigma.

I'll be on the Ride again this year, and I look forward to joining this special cycling family once again on the highways and byways between Boston and New York, united in one cause—the end of AIDS. And I will be spending plenty of time with Riders and Crew at Cycle for the Cause training, fundraising and social events between now and September. I hope I get the opportunity to meet you at one of these gatherings.

On behalf of everyone at The Center, welcome to the Ride! You're right where you belong.

With tremendous gratitude,



Glenda Testone
Executive Director

**THE
CENTER**
THE LESBIAN, GAY, BISEXUAL &
TRANSGENDER COMMUNITY CENTER



40 YEARS.
27.5 MILES.
END AIDS.

About The Ride

Dates	Distance	Fundraising Goals
September 21-23, 2018 Registration and travel on 9.20.18, 3 riding days The Ride is fully supported, so all you have to do is have fun!	275 Miles Boston to New York City We offer training rides year-round to get you ready. You can do this!	Rider (age 30+): \$2,750 Rider (under 30): \$2,000 Crew: \$500 Goal Together we've raised more than \$12 million!

Cycle for the Cause is more than an annual AIDS Ride—it's a community. Thanks to people like you, we've been riding together every year across four states to raise \$12 million and counting since 1995. Our team is here to help you conquer your training, crush your fundraising and overall experience a life-changing weekend.

Why Cycle for the Cause?

- Be a part of something bigger than any one person, giving back to an important cause at a critical time.
- HIV is not over and continues to disproportionately affect minority communities, including LGBTQ youth, people of color and those who identify as transgender or gender nonconforming (TGNC).
- It's an incredible opportunity to connect with and be inspired by like-minded individuals who are passionate about helping those in need.
- Nothing feels better than helping others in such a challenging and meaningful way.



Why We Ride

For 34 years, [The Center](#) has been the heart and home of New York City's LGBTQ community, and a leader in providing comprehensive, community-based HIV and AIDS prevention and education. Today, The Center continues to lead the fight to end AIDS, and the programs and services we provide are key components of Governor Cuomo's [plan to get to zero new HIV transmissions in New York State by 2020](#).

Our recent work includes:

- Providing comprehensive support to individuals navigating how to access PrEP/PEP (daily pills that can block the transmission of HIV) and other prevention methods
- Linking clients to education, insurance navigation and access to care
- Initiating a harm reduction pilot program that addresses the correlation between methamphetamine use and high rates of HIV infection
- Increasing community outreach that promotes awareness and affirming prevention messages across Facebook, Instagram, Twitter, Scruff and the NYC subway system
- Expanding our HIV prevention staff, including counselors, navigators and peer specialists
- Enhancing rapid HIV testing services to be offered five days a week



Your Impact

With every **\$100** you raise or donate, you:

- Help to prevent 7 potential HIV transmissions by distributing safer sex kits to at-risk LGBTQ youth and adults
- Allow The Center to administer 8 free rapid HIV tests, ensuring that more people are empowered to know their status
- Provide referrals to care for 10 HIV positive people, to help them lead happy, healthy lives

How To Join Us

Participating in Cycle for the Cause is a challenge like none other—physically, mentally and emotionally—but we know that you will rise to the occasion. The good news is that the first step, registering, couldn't be easier! Just choose how you'd like to participate (by joining an existing team, starting your own team or joining as an individual), and follow the three simple steps below to get started on your journey to help those living with HIV. If you have questions, need help registering or with starting a team, you can contact the Cycle for the Cause Coordinator at cycleforthecause@gaycenter.org or 646.358.1737.

Start a team

[Click here to start a team](#)

- Enter team name and team fundraising goal
- Complete registration
- You're done!

Teams train, fundraise and ride together! Your team could be made up of friends, family, colleagues or all of the above and can consist of both Riders and Crew.

Join a team

[Click here to join a team](#)

- Select a team from the list
- Complete registration
- You're done!

You can join any existing team, or start your own team by following the directions to the right.

Individual registration

[Click here for individual registration](#)

- Create your account
- Complete registration
- You're done!

Many Riders and Crew register as individuals. If you prefer to go stag, we've got you covered.

How We Fully Support You

PRE-EVENT

A Team Experience

Whether you're a group or joining as an individual, you're never alone. Reach out to our Cycle for the Cause Coordinator if you are interested in joining one of our community teams!

Dedicated Personal & Team Fundraising Page

Create your own unique webpage to share your story and track your fundraising.

The C4C Team & Training Opportunities

We're here for you! Having a fundraising event at home? Questions about training? Need to know what to pack? No problem—we'll hook you up with ideas, resources and tons of cycling and fundraising training events for smooth sailing. Er, cycling.



ON EVENT

Getting You & Your Bike to Boston

Getting you and your bike to Boston is easy: we'll take care of it for you! We'll park your bike in our secure, well-lit bike parking area and then get all of us to Boston together (on comfy charter busses or vans). Of course, getting back to New York City will require a little more effort on your part...

Hotels

For these three days we take over entire hotels so we can eat breakfast and dinner together, hang out together and spend the evenings sharing stories about why we ride. Hotel accommodations are included on Thursday, Friday and Saturday nights.



The Route

Don't worry about using Google Maps to find your way back from Boston—we mark the route and patrol it with our Moto Crew to keep you safe, and offer sweep vans to pick you up if you need a break. You're also provided with downloadable GPS maps.

Rest Stops & Lunch

Every 10-15 miles or so you'll find a fun-filled, themed Rest Stop staffed by our incredible volunteer Crew. Every Rest Stop is stocked with snacks, water and Gatorade to keep you fueled, plus bike techs, medical crew and WiFi—so you can post those pics to Facebook! Lunch has it all, with tasty sandwiches and a variety of sweet and salty snacks to satisfy your cravings and stay ahead of your hunger and thirst.

Bike Techs

Our volunteer Crew includes a team of bike technicians. Of course we hope you don't get a flat—but hey, it happens! If you do, you'll be fixed up in no time so you can keep pedaling towards New York.

Massage & Yoga

Riding your bike 275 miles is hard work! That's why our volunteer Crew includes certified massage therapists and yoga instructors to keep you stretched out and ache-free.

Medical

We take safety very seriously. If you do get a nick or take a spill, or if you have medication that you need administered while on the Ride, our professional medical team is on hand to keep you healthy and happy.



Join The Community

One of the best things about Cycle for the Cause is the incredible community of Riders and Crew that you'll meet. Cycle for the Cause is more than an annual AIDS Ride—it's a community, and you are now a part of it!

In addition to training and fundraising together, we plan regular social events throughout the year. You can see the full calendar of events on cycleforthecause.org, but upon registration you'll receive personal invitations to events as well as in our weekly updates and monthly newsletters.



A Special Thanks to Our Sponsors

Cycle for the Cause would not be possible without the generous support of our media and corporate partners, especially those who supported us in Cycle for the Cause 2017:

