



VIRTUAL BIKE TOUR

SPONSORED BY **GEICO** | PHILANTHROPIC FOUNDATION

MAY 1 - 10, 2021 | 42 MILES IN 10 DAYS
BIKE. RUN. WALK OR WHATEVER!

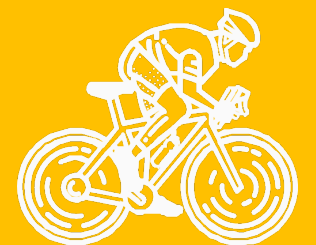
Honoring NYPD'S Chief Jimmy Murtagh's Retirement!





THE JIMMY MURTAGH RETIREMENT RIDE

Join us for this year's Five Boro Bike Tour to support Ronald McDonald House New York and to honor Chief Jimmy Murtagh for his amazing service as NYPD Chief and supporter of the House.





Keeping Families Close®

Families often travel miles for treatments and expenses quickly add up. Long trips, lost jobs, worried siblings and being far from family and friends contributes to family breakdowns. These are extra burdens no parent should have to suffer. For over 40 years, RMH-NY has been keeping families close, from all over the world, as they battle pediatric cancer.



Welcome to RMH-NY's Five Boro Bike Tour sponsored by GEICO

Since we can't bike on race day, we've found a way to ride together from wherever you are! Thanks for joining our ride and raising money for families staying at Ronald McDonald House New York while their children undergo serious cancer treatments.

To participate, exercise anywhere you want and however you want - you can bike, walk, run, roller blade - whatever sounds fun to you! Then log your activity and see yourself move on our map and leaderboards. You can catch a street view of your virtual locale, and cheer your real fellow racers! We encourage you to share your bib on social media and brag about your strides across the five boros!



What is a Virtual Race?

A virtual race is a race event that can be completed at your convenience. Ride the required distance any point during the given time window at a location of your choosing and post your progress to help fundraise for Ronald McDonald House New York!

Benefits of a Virtual Race

- **Convenience:** With the ability to complete the race anywhere and anytime (within the time window), you have the ability to ride, walk, run, etc. when you want to, and when you are feeling at your best.
- **Community:** Participate in the race with coworkers, family and friends and feel a part of the larger RMH-NY community even from afar.
- **Competition:** Post your progress to compete with friends and challenge yourself to do your best. You'll be able to compare where you are in the race next to other participants!
- **Support:** Help raise funds to support families staying at RMH-NY during this difficult time. Your support will go towards providing meals, activities and respite to these families who still have to go back and forth to the hospital for their child's cancer treatments. Your support means more now than ever!
- **Awareness:** Post about your ride on social media to help garner awareness that our families are still in need of the community's support!

The Race



From:
Manhattan

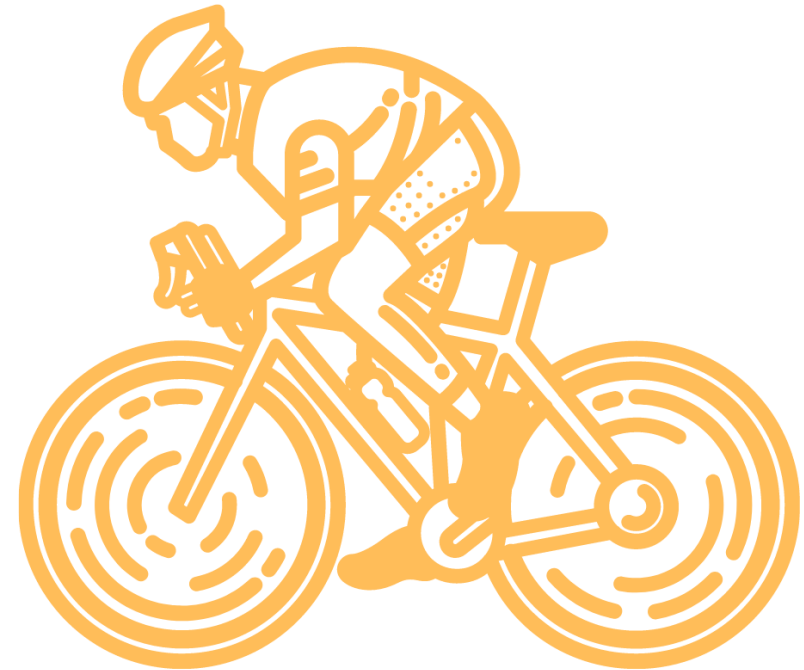
To:
Staten Island

Start Date:
May 1, 2021
0:00 EST

End Date:
May 10, 2021
23:59

Route Distance:
42 miles

SIGN UP HERE: <https://racery.com/r/RMH-NY-FIVE-BOROUGH/>



The Race



The screenshot shows the Racery virtual race platform interface. At the top, it reads "racery the virtual race platform" and "2021 RMH-NY's Five Boro Bike Tour sponsored by GEICO". On the left, a dark menu lists: "FUNDRAISING (\$16,840 raised)", "CYCLISTS (41)", "RECENT ACTIVITY", "LOG ACTIVITY", "MESSAGEBOARD (1 thread today)", and "ABOUT + JOIN". Below the menu is a promotional banner for the "VIRTUAL BIKE TOUR" sponsored by GEICO, dated "MAY 1 - 10, 2021 | 42 MILES IN 10 DAYS" with the slogan "BIKE. RUN. WALK OR WHATEVER!". The banner also features a photo of the "Honoring NYPD Chief Jimmy Murtagh" and a "Welcome to Ronald McDonald House New York's Virtual Five Boro Bike Tour sponsored" message. The main area is a map of New York City with a blue route tracing the five boroughs. A small inset shows a rider on a bike. At the bottom right of the map, there are "Map" and "Satellite" buttons.

What does it look like?

Here is a sample race showing the route and riders moving along the path each time they log their miles. Along the left hand side of the screen is a menu so you can see the fundraising progress, racers' status, where to log your miles, and a message board to chat with the team!

How much does it cost?



Costs: Each racer will pay their registration of \$15. Please note that \$10 of that race fee will go directly towards the mission of Ronald McDonald House New York (but will not appear on the website as a donation)!

Payment: Racery takes payment through Stripe which is a safe and trusted payment method.

Fundraising: Racers can fundraise through their peers by sharing their achievements on their social media and sending their page link. All fundraising proceeds benefit the families of Ronald McDonald House New York.

FAQs



How does a virtual race work?

Instead of showing up to the actual event on race day, you'll be given a time window to complete the given distance on your own terms, from any location. Once the race begins, you'll simply exercise, log your miles on the Racery page and see where you are along the route compared to your peers. Share your achievements online with your friends and family and ask for their support to back your race! Compete with other participants to make it to the finish line and see who can raise the most money.

What is a Virtual Team Race?

A virtual race can be done anytime and anywhere, even indoors on a treadmill. Participants will compete to log miles and make it to the finish line while raising money for Ronald McDonald House New York.

Can anyone participate?

Yes! You can invite as many of your employees, family and friends as you would like. Young or old, fast or slow – we encourage participants of all ages and ability levels.

Do I have to complete the entire distance all at once?

The race will have a set timeline in which you are meant to complete the distance. Racers will have the option to challenge themselves to do it all at once or take their time to slowly log miles in the allotted time span.



FAQs



What if I can't complete my race during the timeline?

Life happens. We get it. But we love to see you try your best and share with your friends and family to help with fundraising.

Where do we upload our results?

You can add your daily activity under 'add activity' on the left hand side of the menu.

What kind of exercise do I have to do?

This race, although called the "bike tour" will be open to various forms of exercise and allow participants to log their miles whichever way they choose: walk, bike, skate, elliptical, swim, row, ski, etc. We will be cheering for you!

How do I track my distance and time my race?

We accept results on the honor system, so you can track your distance and time however you like. The most accurate way to do this is by using a GPS app, and there are several free smartphone apps available for iPhones and Android devices that are easy to use including FitBit, MapMyRun / MapMyWalk, Runkeeper or Strava.


OK, I have signed up. Now what?

Take some time to personalize your page, add a photo of yourself and have some fun! Share your virtual bib with your friends and family on your social media so they can see what you are doing and share your donate link asking to support your hard work.




Helpful Guidelines

We've got racers joining in from all over, so to keep everyone on the same page, we've come up with some handy guidelines:

 We rely on the honor system...you don't have to use a device to prove your miles -- we trust you!

mi. All activities will be recorded in miles!

 Please attribute your activity to the appropriate day -- don't combine workouts from multiple days.

 Activities submitted after the race ends will not count toward race leaderboards.



Questions?

Contact us with any questions!

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