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Forward



February - Gateway to Spring!

Greetings from the VP saddle!

We hope you all had an enjoyable holiday season and are looking forward to a brand new cycling year!

We have some exciting new items coming your way in 2018, so stay tuned. Make sure to share with your Rotarian cycling friends by asking them to join Cycling2serve.us for cycling, fellowship and support the eradication of polio.

I want to welcome **Tanya Wolff**, from the [Rotary Club Sarnia](#), Point Edward, Ontario, as the newest member of the Fellowship!

You may be considering your summer cycling adventures, so make sure to check out the dozens of cycling events to the 2018 Calendar added by members and our Events Chairperson, Colleen Radich.

Here are two grand European cycling events to consider:

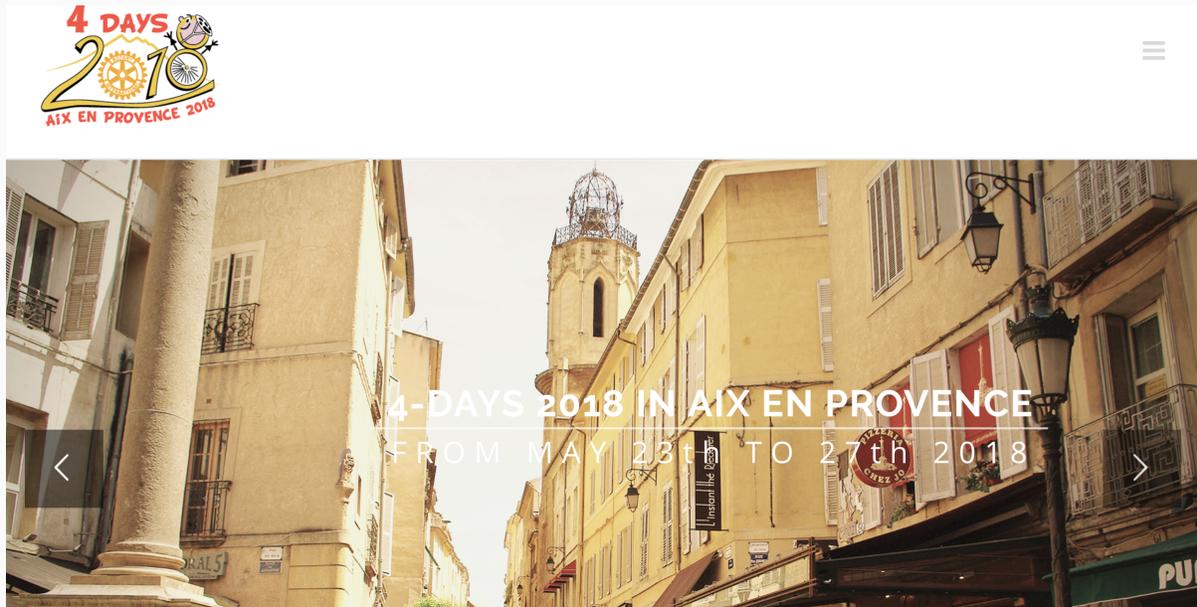
1. **Gran Fondo STRADE BIANCHE** race in Tuscany landscape in March 2018. *Violence against women is a violation of human rights, help prevent it.* For more info: segreteria@rotarymontaperti.it
www.rotarymontaperti.it

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2. **4 Days 2018 Aix en Provence** - This is the major Fellowship Cycling to Serve EU (cycling2serve.org) Annual cycling Event: . Join Rotarians across EU for 4 days of cycling, fundraising and fellowship. For more info: www.4days-aixenprovence.com



Finally, please send us some photos of your Rotary cycling event. We will post in our Gallery and include in our new rotating carousel. Please send high resolution images that will be cropped to fit 16:9 format.

Best wishes this new year and cycle safe!

James Morrison
Albuquerque Del Sol Rotary Club

C2S PR Moment

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Epic Journey Against Diabetes

by Edwin Velarde, USA/CAN C2S Public Relations Director

Mark the date, June 13th, 2018, I will ride my bicycle on a 1200-kilometer journey beginning at the *Rotary International Headquarters in Evanston, Illinois USA*, through the Great Lakes Region of the United States and Canada, and end at the *Rotary International Convention in Metro Toronto Convention Center in Ontario Canada*.

The Epic Journey Against Diabetes ride is my latest effort to draw attention to diabetes, a condition I've been battling personally for nearly three decades. Diabetes is a human body disorder that inhibits the natural production or ability to use insulin. It is a global epidemic and a serious public health concern in North America.

At age 29, I was diagnosed with type-1 diabetes, an autoimmune disorder which inhibits natural production of insulin, the hormone key to metabolizing nutrition to energy. There is no known cure for type-1 diabetes. Type-2 on the other hand, is preventable and in some cases, reversible.

Did you know that over 3.8 million deaths are attributed to diabetes and high blood glucose. That is nearly the *population of Los Angeles, CA* or people *living in Manhattan Island and Brooklyn, NY* combined, greater than the number of *residents in Chicago, IL* or *Toronto, ON*. *Nearly 60 percent of people with diabetes, both new and existing cases, are age 45 and older.* These numbers fall in line with the age group of Rotarians around the world.

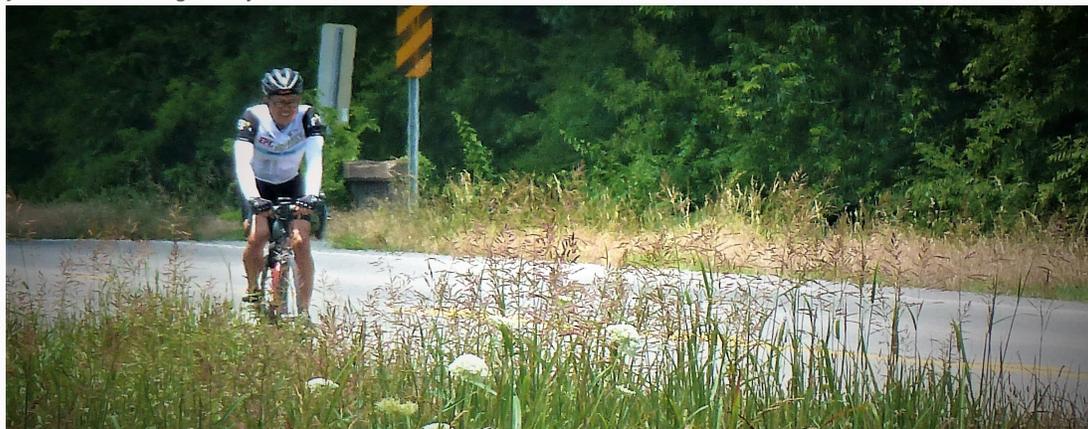
I am hoping to connect with C2S Members, Rotarians and Rotary Clubs during the Epic Journey Against Diabetes and meet other cyclists to ride part of the route with me.

Get Involved/Learn More about [The Epic Journey Against Diabetes](#)

Highlights:

- [Epic Journey Against Diabetes Send-Off on June 13](#). Join us with Chicagoland Rotarians and friends, Rotary International Staff, Rotarian Action Group for Diabetes, Rotary Fellowship of Cycling to Serve USA/CA and American Diabetes Association as we ride from Rotary Headquarters to Greater Humboldt Park Diabetes Empowerment Center and into Munster, IN along the Lakefront Trail.
- [Rotary Diabetes Fellowship at the Border on June \(TBA\)](#). Members and friends of Rotary Club of Sarnia, ON Canada, other community leaders with Diabetes Canada.
- [Final Stage of the Epic Journey Against Diabetes on June 22](#), Members of Rotary Fellowship of Cycling to Serve USA/CA and friends will join me to ride from Niagara Falls to Metro Toronto Convention Center.

Everyone is encouraged to join us.



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Membership Moment

C2S Focus on Safety

by Alan Havir, USA/CAN C2S Membership Co-Chair, PDG 5495,

[As your 2018 cycling season starts to roll, we are bringing you a new feature each issue dealing with safety and maintenance. We want you to enjoy your cycling experiences! This month, Membership Co-Chair Alan Havir discusses the things you can do to make sure you have a safe ride! - Ed.]

BE SEEN

Today cycling clothes border on skin tight, bright obnoxious colors and profuse branding. All good for drivers to see you. The most common comment from motorists that hit cyclists is, "I didn't see him/her". So, wear clothes that can attract attention for once in your life. AND, ride in a place they can see you.

Supplement your bright clothing with bright, flashing lights. Rear lights should be visible for a half mile or more. A flashing light will make sure you are seen. A steady red light can be lost in the glare of oncoming cars and other traffic. Consider also, front facing 'daytime' flashing lights in bright white light. A flashing daytime light will help make you visible at intersections and driveways.

KEEP YOUR LINE

Ride a predictable line in a traffic lane. That lane is located next to traffic on the side of the road, not next to the curb and trying to dodge obstacles. Keep a predictable line with your shoulder next to traffic, of course with a buffer of three feet if possible. Above all, you ARE traffic.

BE AWARE

Keep your head up and scan the road, not only directly in front of you, but side to side and in the long distance. Because of our position on the bike we tend to look down at the wheel. Keep your head up and aware.

If the sun is behind you and you are going through an intersection be cautious of the oncoming left hand turn lane. They may not see you. This is a very common accident. Be sure to catch their eye, that they see you, and watch their front wheel. Don't assume that just because they are looking your way, that they are looking at YOU. (This is a situation where a front flashing white light may come into play saving your day.)

KEEP YOUR EARS OPEN

Keep your ears open to listen to the sound of traffic coming behind you. Your ears are the eyes in the back of your head. You should be able to tell by the sound of the vehicle engine and the hum of the tires how far away the vehicle is and it's closing proximity to your bicycle.

Many cyclist ride with their earbuds, listening to music, or to know when they've received a text from home (or work...). Keep the music off or at the very least LOW. If you ride with an earbud in order to hear text messages, use only the right earbud, leaving the left unobstructed to hear traffic coming up behind you.

OBEY THE LAW

You are guided by the same laws as a motorist, the only difference is they have a lot of metal around them and you don't, so you have an even more important obligation to the law. Stop at intersections, don't run lights, don't impede traffic. You know the laws.

PLUS

You are a Rotarian and a cyclist. Your behavior affects all of us and the attitudes of the communities we live in.
RIDE WELL.

Want To Find A Ride?

February Events Update

by Colleen Radich, Events Chair, USA/CAN Cycling To Serve

Join fellow Rotarians around the world as they cycle to serve humanity. Cycling is a great way to raise funds for projects, get exercise and enjoy fellowship all at the same time. Through cycling events, you can find friendship and camaraderie as you work to both increase your fitness and do good in the world. You can start planning your cycling year calendar by looking through the events in the Cycling to Serve events calendar and finding a ride near you, or searching out a ride near a destination you hope to visit or vacation to.

February is cold in Washington, D.C., but you can still exercise – join fellow Rotarians and exercise your mind on February 25 as you raise money with the Rotary Club of Dupont Circle and support their international service project Bikes for Change at their 6th annual Trivia Event. The club is raising money to provide 127 bicycles to rural students in India to make their journey to school faster and safer.



If biking in sunny Florida is more to your liking in February, the Rotary Club of Highlands County will be hosting Bike Sebring at Sebring International Raceway on February 10-11 – an Ultra-Marathon Cycling Association sanctioned 12 hour event, and a 24 hour non-drafting RAAM qualifying event.



Texas cycling Rotarians can join the Texas Independence Bike Tour on February 24 at Deer Park High School. This ride is held by the Deer Park Rotary Club to bring together the community and Texas history while raising funds for their club's community projects, and offers cyclists rides of 30 – 62 miles touring the San Jacinto Battleground and surrounding Houston area.

Visit the Cycling to Serve events calendar at <http://cycling2serve.us/events> to find more opportunities in the coming months to Cycle to Serve throughout the world.

In March, Cyclists in Australia (or Rotarians looking for a good reason to visit Australia) can bike the 2018 Ride for Medical Research from Sunday, March 4 – Friday, March 9. This is a 600km structured ride from Bendigo to Wangaratta to raise money for Australian Rotary Health, the largest Australia-wide project undertaken by Rotary.

On April 7, 1000 cyclists in North Carolina will ride Assault on the Carolinas as they raise money for the Pisgah Forest Rotary Club, while cyclists in Tampa, Florida will by Cycling for Autism with the Tampa Interbay Rotary Club. Also in April, cycling Rotarians and their friends have opportunities to enjoy cycling and cookies in Tour de

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gravel / paved ride in Chino Valley, Arizona with nearly 10,000 feet of climbing.



Is your favorite Rotary ride missing from [the calendar](#)? Let us know about it! Submit your event by clicking on the link on the [Events page](#). Have you participated in a Rotary cycling event or organized an cycling event? Let everyone know how it went, and give other groups hints and tips on organizing a successful Rotary cycling event by sending pictures and articles to put on the Cycling to Serve webpage, facebook page, or in the newsletter. Enjoy riding as the weather warms up, and keep Cycling to Serve wherever you go.



News and Updates

Newsletter

Interested in Submitting an Article for the USA/CAN Cycling To Serve Newsletter?

By **Jeff Ott**, President, Gateway Rotary Club (Lacey, WA), C2S Treasurer & Newsletter Editor

We are always looking for new articles for upcoming newsletters. Did your club have a successful cycling event this year? What did you do right? What did you do differently? Did your club have a not-so-successful event this year? Can you share your lessons learned? What would you do differently?

Did you ride in a Rotary held cycling event? Please share your experience. What did you like? Did you take any photos?

Here are some points to keep in mind when considering an article for the USA/CAN Cycling To Serve Newsletter:

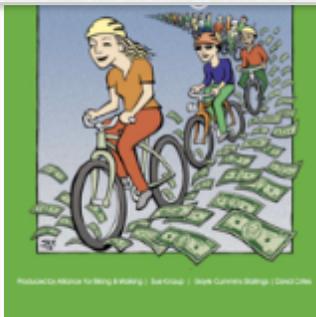
- Consider the audience. You are writing for fellow Rotarian cycling enthusiasts. Limit the use of jargon, slang or other language that is not appropriate for the audience.
- Articles should be informative, engaging and educational regarding how Rotarians can use cycling as a means for fund raising or first hand experience riding in or working on a Rotary Club sponsored event.
- Submit articles electronically. Use of MS Word is preferred but not required. Handwritten articles cannot not be accepted.
- Spell check and grammar check your article.
- The newsletter editor has the right to edit your submission for content and length.

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- We cannot accept previously copyrighted articles.
- Articles should be 300-600 words in length.

- Photos are welcome!
 - Submit photos electronically as type .JPG or .JPEG.
 - Photos are best that include happy cyclist and preferably including Rotarians, identified by their jersey, dress and/or logo.
 - Photos should be full size and high resolution for best reproduction.
 - Do not embed photos into the article. Send them in a zipped or compressed file along with the article file.
 - Provide captions to the photos, identifying people and/or scenery. Identify the photos by file name.



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Announcing A New "How To Plan Your Rotary Cycling Fund Raiser" Regular Feature!

Starting with the February Cycling To Serve newsletter, we will start to draw on the experience of some of our Fellowship members on how THEY plan a Rotary cycling event. Even if you already hold a cycling fund raiser, there is probably something you can learn from others. Connecting Rotary Cyclists with other like-minded Rotarians is a prime goal of this Fellowship. This new feature will become invaluable.

If you would like to share some of YOUR experience, send an email to: newsletter@cyclings2serve.us. We would like to hear from you!

Do you want to get an earlier start, you can. Check out this wonderful resource, available from [The Alliance for Biking and Walking](#). From their website:

From rural communities to big cities, organizations are planning fundraising bike rides that are bringing them new members, new partners, new political connections, and funds to help their organizations thrive. But how does an organization get started organizing such an event? The Alliance for Biking and Walking's Guide to Fundraising Rides is the first book to bring you the ins and outs of organizing fundraising rides that benefit bicycling. This guide will take you through all the steps of planning a successful fundraising ride, from setting a date to thanking your sponsors and volunteers. Filled with expert advice, samples from successful rides, and take-away tools you can use, this guide is an invaluable resource for the aspiring event planner while offering new tips and ideas to veteran ride directors.

The guide costs \$22.95 for non-members of the Alliance.



Cycling To Serve Benefits!

You already know the main benefits of your Cycling To Serve Fellowship is the ability to connect to other Rotarians:

- That share your passion for Rotary and Cycling
- Who host cycling related fund raising events
- And find Rotary cycling events across the USA/CAN and around the world.

Did you realize you have additional benefits? In this newsletter we welcome new two companies who are offering discounts to Cycling To Serve Fellowship members. For a full list of Fellowship Member benefits

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and respective discount codes, visit the [Cycling To Serve Member Area](#) page.



Dual Eyewear - Dual provides performance eyewear for those athletes who need bifocals in their glasses. If you have trouble seeing your cycling computer, these glasses will work for you! Dual is offering 30% off select products!

Cycling is Social

Want To Get Your Favorite Ride on Our Calendar? Your Fellow Rotarians DO!

Know of a Rotary cycling event? Please share it by submitting your event by clicking either here or on the Cycling2Serve website!



The Facebook logo, consisting of the word "facebook" in white, lowercase, sans-serif font on a blue rectangular background.

Facebook Anyone?

Stay up to date with the latest in Fellowship happenings on our Facebook Page

<https://www.facebook.com/cycling2serve/>



Got STRAVA?

Stay connected with Rotarian Cyclists from around the world on a [Strava Club just for Rotarians!](#)

<https://www.strava.com/clubs/Rotary>

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On TrainerRoad?

Join the TrainerRoad Team! We will be adding workouts to help you prepare for your next Century or Fondo!



On Zwift?

Add "Rotary" after your last name so other Rotarians can see you as you ride the roads of Watopia, London or Richmond.



Safe cycling from your Cycling To Serve Fellowship Board!

James Morrison - VP USA / CAN (vp@cyclings2serve.us)
Dan Kapsak - Secretary
Jeff Ott - Treasurer (treasurer@cyclings2serve.us)
Tom Drennan - Membership (membership@cyclings2serve.us)
Colleen Radich - Events (events@cyclings2serve.us)
Kristin Brown - RI Coordination
Jeff Ott - Past VP USA/CAN, Newsletter (newsletter@cyclings2serve.us)

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