

Superhero Rider Pack 2018

LONDON-AMSTERDAM 11-13 SEP-18



We are riding from London to Bristol and London to Amsterdam in 2018 for the 2nd year in a row in order to raise £20,000 for MAG International, in order to make the world Landmine-free by 2025.

This year we are arranging it as a MAG Superhero Media Ride, so that as many media and rental companies and riders can get behind it and raise as much money as possible for this great cause.

We are arranging 2 x rides:

Ride 1: London-Bristol on 21-22 July 2018 with overnight camp

Ride 2: London- Amsterdam on 11-13 September with overnight ferry and overnight hotel in Amsterdam

You can book 1 or both rides and we are planning on 10 riders per ride and arrange vehicle support.

Both rides are long and a good level of fitness is absolutely required, as well as a suitable bike too.

This will be a supported ride, so in the event of exhaustion, you will be able to travel with your bike in the van.

Rider costs are to pay for all ride expenses and all donations/sponsorship funds are being entirely donated to the MAG charity (Charity no: 1083008).

Note that the rider fees include a custom Superhero 2018 rider's cycle jersey but if you plan to take part in both rides, then you only need to pay the London to Amsterdam deposit at the start of March, as you will only have to pay for 1 x jersey.

Ride 2: London-Amsterdam on 11-13 Sep 2018

2 x days cycling; 3 day event.

This is a challenging ride from London to Amsterdam over 2 days 11-13 September to arrive in time for the IBC international TV symposium in Amsterdam.

Start Date: Tuesday 11 September 2018

Venue: VMI.TV Ltd, Unit 7 Victoria Industrial Estate, Victoria Road, Acton, London, W3 6UU

(Note that there will be a Central London Rendezvous point for those travelling in by train. Contact Barry close to the start date)

Registration: 6:15am.

Departure: 6:30am.

Ride Destination: RAI, Amsterdam

Ride completion: 12 Sept; 4pm local time

Return to UK: 13 September

EMERGENCY CONTACT DETAILS

If there is a problem whilst you are out on the road, you can call Chau on 07966 934660.

Please add this number to your mobile phone before you ride.

If you have a medical emergency, please call 999 (UK) or 112 (Netherlands)

Directions to VMI

Closest Tube: North Acton Tube.

If you are arriving by car, please use postcode W3 6UW for main entrance to industrial estate – no entrance via Jenner Avenue.

Parking

There will not be any parking at VMI for the duration of this ride, so you would be advised to arrive by tube/bike or receive a lift to the start of the ride.

Start Time

We aim to begin riding at 6.30am in one large group and cycle together.



This is not a race and it is important that we all have fun!

Luggage

We are planning a ride to Amsterdam and you won't want to wear cycle gear when you complete the ride, so pack an overnight bag with clothes for Amsterdam and which you can take back with you on the aeroplane on your return flight.

I would also suggest that you also bring a small bag for provisions to easily access during the ride at the occasional van stops to replenish provisions when riding.

You can bring your 2 x bags to VMI, Acton prior to the ride and ensure that these are clearly labelled with your name, or bring them with you on the morning of departure.

What to bring

- A road bike in good working order
- Cycle lights – we will be cycling in a group but it is likely to be dark when we do arrive, so even some small lights are a good idea.
- Crash Helmet
- Suitable clothing for the weather conditions
- Spare inner tubes
- Multi tool
- Pump (CO2 canisters are ideal)
- Phone – note that if you plan to track your entire journey with your mobile phone, then bring a portable phone charger too, as I found this really helpful last year.
- Phone charger and Euro-socket
- ID
- Passport
- Travel Tickets for flight home
- Money
- Nutrition
- Drinks
- Overnight bag with clothes and shoes to travel in the van, clearly labelled with your name
- Small day bag with provisions for your ride to travel in the van, clearly labelled with your name

Mechanical Support

MAG (Mines Advisory Group), South Central, 11 Peter Street, Manchester, M2 5QR
Registered Charity No. 1083008

We are one big team and whilst we don't have any formal mechanical support, there will be many seasoned cyclists who will help you in the event of mechanical difficulty.

Bike Return to London

We will ensure that we have space for all bikes to travel in the support van which will travel back to London.

If your bike is your pride and joy and you are worried about scratches etc, then please bring adequate protection for your bike or a bike bag for it to travel in.

We only have limited space at VMI for bikes, so out of courtesy to VMI, we ask that you collect these from VMI within a few days of return.

Out on the Ride

This is a long course and the weather may not be kind to us, so ensure that you bring gear suitable for inclement conditions and bring sufficient nutrition to sustain you.

You will be able to leave some of your provisions in the van which will follow us and will be able to recover these at points during the ride.

Also, your phone will run down quickly if you use a sat-nav tracking app, so you will find a portable charger helpful for this.

We plan to ride as one group, though depending on how this works, we may split into 2 groups to come together at times during the 2 days.

Dangers on the Course

We will ride exclusively on roads in the UK and a mixture of roads and cycle paths in Amsterdam.

We have ridden this same route last year and in doing so, carried out a cursory risk assessment and along the route there are some pot holes to be avoided and depending on conditions, may be standing water.

The first stage is long and last year we arrived in Harwich in the dark, so please ensure that you bring some lights for your bike.

Safety on the ride Do's & Don'ts

This ride is non-competitive – therefore NOT a race and we will set a comfortable pace which is suitable for all riders.

Please ensure you act accordingly when participating.

Do: Enjoy the ride Challenge, Follow the Highway Code, be safe and wear a helmet.

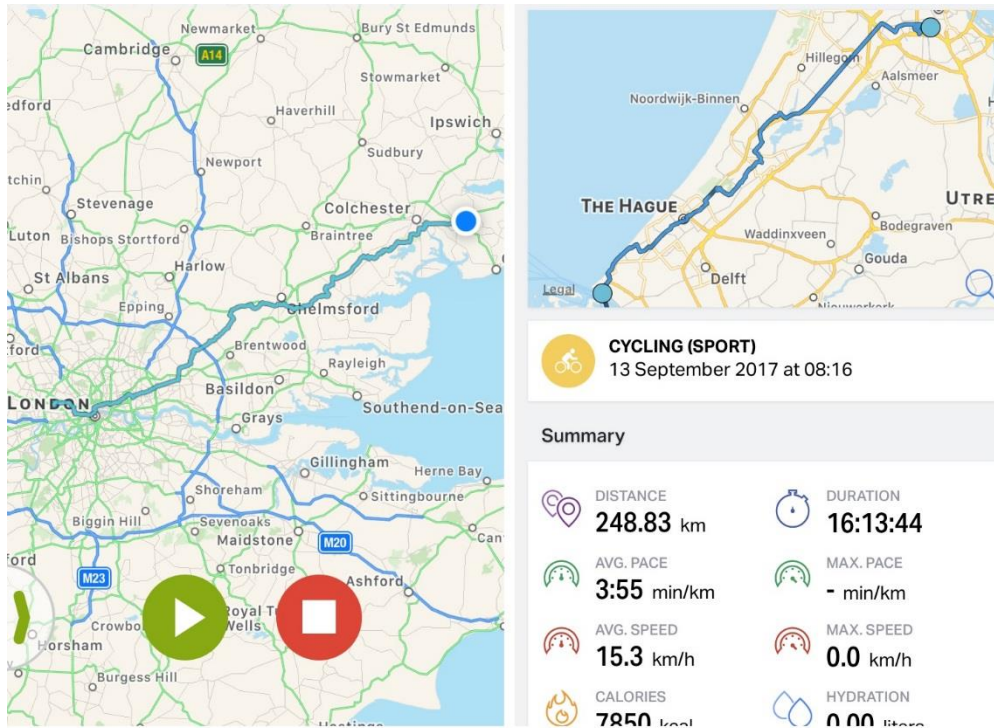
Don't: Drop litter, behave in a manner that may offend others, impede traffic flow, ride in large groups in the middle of the road.

Route

A 2 day ride from London to Amsterdam, starting in London and completing at the RAI in Amsterdam.

Schedule

- Tuesday 11 Sep Ride begins from London to Harwich (approx. 100 miles).
- Overnight sleep on Harwich to Hook of Holland Ferry.
- Wed 12 Sep – arrive Amsterdam and overnight stay in Vondel Hotel;
- Thu 13 Sep - Departure.



Finish:

We plan to arrive at the RAI in Amsterdam at around 4pm on 12 September 2018.

We aim to celebrate with a hero's Rijstafel in Amsterdam Central on Wednesday evening.

This ride is scheduled to coincide with the start of the IBC International Television Symposium on the Saturday and some delegates will want to stay beyond 13 September which can be done, though riders are expected to make their own arrangements for this.

Since some will stay on and others will return immediately, we have assumed that you will arrange your own return transport.

Consequently, your fee does not include a return flights to London and these can be booked and arranged by yourselves independently and are quite inexpensive if booked well in advance (last year this worked out about £40 each from Schiphol Airport).

Rider Fees

Cost £255 per person

- Special Team VMI Superhero cycle jersey
- Support vehicle with return transport of bike
- Ferry crossing and shared berth
- Pub lunch on day 1 ride
- Hotel (on day of arrival based on 2 x sharing) including breakfast
- Celebratory Rijstafel meal in Amsterdam upon arrival in the evening.
- Van and driver to Amsterdam and then back again
- Return transit of riders' bikes
- You will need to arrange and pay for your own return journey back and it is estimated that this would only be around £40 if you book early.
- You bring your own energy bars and overnight bag (to be transported with the van)
- Real-time Satellite Tracking on <http://vmi.tv/superhero> (this may help with your sponsorship)
- 50 Superhero Leaflets with details about the ride

Note that if you are committing to both rides, then deduct £50 for the cost of only buying 1 x cycle jersey when paying your deposit.

Date of commitment: 1 March 2018

MAG (Mines Advisory Group), South Central, 11 Peter Street, Manchester, M2 5QR
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Date of non-refundable £125 deposit payment required: 1 March 2018

Balance of £130 to be paid by: 1 August 2018

Type of bike required: Road bike is required.

Sponsorship commitment: £500.

Bank Details to be added here.

Custom Jersey

The rider fees include a custom cycle jersey which can be a men's or women's style short sleeved version. Please ensure that you state your requested size upon booking your place and paying your deposit, stating clearly whether a men's or women's version is required.

There will be newly designed jerseys for this ride and it is crucial to pay your deposit in time for the shirts to be designed and made in time.

<http://www.thecyclejersey.com/custom-jerseys>



MENS ROAD



MENS ROAD	XS	S	M	L	XL	2XL
A = ½ Chest	40	44	48	52	56	60
B = Front Length	57.5	59.5	61.5	63.5	65.5	67.5
C = Centre Back	68	70	72	74	76	78
D = Sleeve	35	36	37	38	39	42
SS (collar to sleeve end)						
LS (collar to sleeve end)	65	68.5	71.5	74.5	78	83

* Measurements are actual sizes in centimetres

LADIES ROAD

LADIES ROAD	XS / 8	S / 10	M / 12	L / 14	XL / 16	2XL / 18
A = ½ Chest	36	40	44	48	52	56
B = Front Length	55.5	57.5	59.5	61.5	63.5	65.5
C = Waist	29.5	34	38.5	43	47.5	52
D = Centre Back (nape of neck to base of the spine)	68	68	70	72	74	76
E = Sleeve SS (collar to sleeve end)	34	35	36	37	38	39
E = Sleeve LS (collar to sleeve end)	62	65	68.5	71.5	74.5	78

* Measurements are actual sizes in centimetres



Fundraising

The entire objective is raising money for MAG, so there is a compulsory sponsorship commitment per rider of £500.

<https://www.justgiving.com/fundraising/superhero2018>

Upon registration, Ellie Coult from MAG will contact you to help you with your fundraising efforts. Don't worry if this side of the challenge worries you, as Ellie has many good ideas

T: 0161 238 5463

E: Ellie.Coult@maginternational.org

Skype: Ellie Coult

Above all, we hope that you have a great weekend of cycling and raise lots of money for MAG.

Barry and Adam, joint event organisers.

Barry Bassett bb@vmi.tv 07966 531182; Adam Shakinovsky adam@bruproductions.com 07872 165960

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Superheroes Cycle Challenge: Fundraiser Registration

You're amazing. Thank you so much for joining the Superheroes team, fundraising to help save lives and rebuild futures for communities affected by war and violence around the world.

In order to support you with your challenge and to send you a free t-shirt, MAG requests some contact information from you. This will be stored securely, and we never sell or share data.

Please fill out your details below:

Name	
Company Name (if appropriate)	
Home Address	
Contact Phone Numbers	
Email	
Emergency Contact name and details	
T-shirt Size (S – XL) Free MAG T-Shirt	
Superhero Jersey Size (XS – 2XL) This is to order the Superhero Jersey, once the deposit is received.	Men's Fit <input type="checkbox"/> Women's Fit <input type="checkbox"/>
Which ride(s) do you plan to take part in? Tick Appropriate	
London-Bristol 21-22 July 2018	YES <input type="checkbox"/> NO <input type="checkbox"/>
London-Amsterdam 11-13 Sep 2018	YES <input type="checkbox"/> NO <input type="checkbox"/>

SUPERHEROES Bank Account number 27270018; 23-05-80 IBAN: GB33MYMB23058027270018

SWIFT reference is MYMBGB2L

MAG would like to keep you updated on our projects and fundraising activities by post. If you would prefer not to receive this information or for further details, please contact us. Please tick below if you would also like to receive information by:

Phone SMS Email

Please Note: This challenge is organised by long term MAG supporter Barry Bassett (bb@vmi.tv), who will be donating the proceeds to MAG. MAG has no liability or responsibility for this event.

Ride Website: <http://vmi.tv/superhero>

Ride JustGiving Site: <https://www.justgiving.com/fundraising/superhero2018>

Please send this completed application form via email to: Ellie.Coult@maginternational.org
adam@bruproductions.com
bb@vmi.tv

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