

Bike Wisconsin® e-Newsletter

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An irregular e-Newsletter about the goings-on at Bike Wisconsin.

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THIS MONTH in the “April Showers” Issue

"She who succeeds in gaining the mastery of the bicycle will gain the mastery of life." —
Frances E. Willard, How I Learned to Ride the Bicycle

Latest News: CALLING ALL SAGS!

We still need SAGS for all three tours. If you have participated in the past or know of anyone who would like to volunteer, please contact us. Contact Kathy at:

kathy@bikewisconsin.com

GRABAAWR Volunteers

We still need a few Riding Volunteers for GRABAAWR. Would you like to ride but be able to take a day off during the week... AND save a little money on your registration fee? If so, being a GRABAAWR Volunteer might be the thing for you. If you haven't signed up yet and want to volunteer (and have a blast doing it!) drop a line to: volunteers@bikewisconsin.com

Welcome to the April newsletter! We've got a few notes to get you juiced as the tours draw closer and a jazzy look at a Cajun bike tour. This month we highlight a few of our generous sponsors, some route highlights, an important deadline, a little about food and some reminders.

BON JOUR, BIKERS! THE BIKE WISCONSIN CREW CYCLED ZYDECO COUNTRY!

The Bike Wisconsin crew and friends have returned from the Acadiana country around Lafayette, Louisiana, where we thoroughly enjoyed the 2010 Cycle Zydeco tour. We had cajun and zydeco music every night and allons danser until sunset! It was a well deserved break from the very busy work of getting the tours together. Do visit the Bikewisconsin blog for pictures and the story.

bikewisconsin.wordpress.com/2010/04/15/bike-wisconsin-takes-a-break-at-cycle-zydeco/

BIKE WISCONSIN WOULD LIKE TO SALUTE OUR GENEROUS SPONSORS

We've added a few new sponsors to our sponsor lineup. We would like to highlight them and our continuing sponsors. Our sponsors make our three tours even better, by supporting programs and providing special products and treats for riders. Be sure to support them when you can.

PMS PRODUCTS/BOESHIELD T-9

Once again, Boeshield's T-9 chain lube will be the chain lube of choice on Bike Wisconsin tours. Do check out this fantastic chain lubricant. Great for wet or dry weather, commuting or road biking. Look for T-9 at your local bike shop.

www.boeshield.com/

NEW! “ROAD ID”

Road ID provides athletes with innovative identification and safety products that they will want to include as part of their gear. From ID bracelets to safety lights and more, ROAD ID products provide a rider with peace of mind.

www.roadid.com

NEW! CLIF BAR & CO.

We are proud to have Clif Bar as a sponsor of GRABAAWR. The all-natural Clif Bar is an industry leader for power bars. Clif Bar believes that good food provides health, joy, and energy, and is a delight to the senses... and food made right can make the world a better place.

www.clifbar.com

NEW! Clayton Griessmeyer, Attorney at Law

We are proud to have as sponsor of our Child Bike Safety Helmet Giveaway program, Verona attorney Clayton Griessmeyer. Clayton specializes in criminal defense and bicycle law issues, including bicycle injury defense. Clayton is an avid cyclist and cycling advocate. Visit his blog or website for more info.

madtownbicyclelawyer.blogspot.com/

www.griessmeyerlaw.com/

NEW! Dean Foods

We are proud to have Dean Foods as an in-kind donor on GRABAAWR this year. Keep an eye out for some Dean 'treats' at Richland Center!

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Planet Bike

Bikewisconsin is proud to have Madison based Planet Bike as a sponsor once again. The quality of Planet Bike's products along with PB's pledge to donate 25% of their profits to grassroots organizations that facilitate the use of bicycles make them a model bike business in our eyes. Check out their website for all of their wonderful products.

www.planetbike.com

Pearson Candy "Nut Rolls"

They are back! You love them and we got 'em. Pearson Nut Rolls. Look for this energy packed snack in and around the info table or ask the sags. They might just help you get through those last few windy miles late in the week.

www.pearsonscandy.com/

Paceline Products- Chamois Butt'r

For unparalleled comfort while riding those long miles. Chamois Butt'r is THE panacea for the sore 'bum.' We will have plenty of Chamois Butt'r sample packs on all the tours. Just ask at the info table or grab some on registration day.

www.pacelineproducts.com/Default.aspx

Wheel & Sprocket

Once again we are delighted to have Wheel & Sprocket's mobile mechanics on our tours. Got a problem with your bike? The crew will be available at each overnight and at the midway point of each day's route.

www.wheelandsprocket.com

TOUR TID BITS: HIGHLIGHTS FOR THIS SUMMER'S TOURS

Little by little, the tour routes, events, and highlights are coming together. Here is a brief list of a few things to look for:

GRABAAWR: The 25th anniversary party with all the fixin's; a huge country music festival; overnight towns with live community bands in the parks... and pie!

Bike Northwoods: An ace Accordion player for the kick-off party in St. Croix Falls, free string cheese for riders at a cheese factory, an EXTRA day off (optional), live music and a bonfire with s'mores.

SAGBRAW: Columbus town picnic; Cedar Crest Ice Cream stop, The Book Castle, giant yard art and tail winds (fingers crossed!)

THE SPRING DEADLINE FOR TOUR DISCOUNT IS APRIL 30th!

Still thinking about joining one of our rides? The spring discount period ends April 30th. The best prices for GRABAAWR, Bike Northwoods, and SAGBRAW will be available until then. Don't delay and don't let the fun roll on without being there!

www.bikewisconsin.com/

REMINDER: WESTON WOODS YOUTH AWARD FOR 2010 BIKEWISCONSIN TOURING SEASON

Once again the Weston Woods Memorial Fund is offering free tours to young riders for each of our tours. The organization will give away up to 5 free tour registrations to be used on GRABAAWR@, Bike Northwoods, or SAGBRAW@. For more information, visit the link below.

www.bikewisconsin.com/Main/westonwoods.html

GRABAAWR CELEBRATES 25 YEARS! WE'RE LOOKING FOR PHOTOS OF THE EARLY TOURS

This year marks the 25th Anniversary of GRABAAWR. We are looking to gather some early photos of the ride. If any riders have photos from the past 25 years (preferably 10 years or older) we'd love it if you could scan them and send them along.

Send to: MARK@BIKEWISCONSIN.COM

SOCIAL NETWORKING SURVEY DRAWING WINNER

Congrats to Steven Muntz! Steven wins a bottle of Boeshield T-9 chain lube for being the drawing winner from our Social Network Survey Drawing. Thanks to everyone who participated.

TWITTER, FACEBOOK, AND MORE!

If you post a TWEET, make sure you use a 'hashtag' to help people find your tour-related notes: Include any of the following in the 'Tweet:' #grabaawr, #bikenorthwoods, #sagbraw.

Bike Wisconsin® Tour Facebook Pages (become a FAN!)

GRABAAWR®

www.facebook.com/pages/Madison-WI/GRABAAWR/121879043365?ref=ts

Bike Northwoods

www.facebook.com/pages/Bike-Northwoods/123425594925?v=wall&ref=ts

SAGBRAW®

www.facebook.com/pages/Madison-WI/SAGBRAW/123494207028?v=wall&ref=ts

Check out the new Bike Wisconsin® Blog (read all about it!)

<http://bikewisconsin.wordpress.com/>

BIKEWISCONSINFORUM.COM

Drop by the forum, start a thread, ask a question, and find out what other cyclists are up to before the tours. Be part of the community!

www.bikewisconsinforum.com

Happy Cycling!

From all the "spring is HERE bikers" at Bikewisconsin.

Questions or comments are strongly encouraged at info@bikewisconsin.com

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