



Macmillan Cancer Support

ETAPE CALEDONIA

17th MAY 2009

ROAD CLOSED



81 MILES

HIGHLAND PERTSHIRE | SCOTLAND

Britain's only closed-road cycle challenge

"Superb, amazing & brilliant. Worth every penny, riding in a bunch on closed roads was amazing" NH

VISIT

www.EtapeCaledonia.co.uk



CYCLING



EventScotland

WE ARE MACMILLAN. CANCER SUPPORT



IMG



PowerBar

Pertshire

women's fitness



sports · entertainment · media



We are all looking forward to welcoming you all to Highland Perthshire for the Macmillan Cancer Support Etape Caledonia on 17th May and hope that your training is going well. This brochure is designed to give you the information that you need to make your event weekend run as smoothly as possible. Please read through the details carefully.

Etape Caledonia would like to acknowledge the help and support of Perth & Kinross Council in providing the necessary permissions to enable the event to go ahead. A huge thank you must also be extended to the local residents, churches and businesses who have made adjustments to their schedule to accommodate the event.

We would also like to thank Event Scotland this year for their support and advice throughout the event planning process.

SPONSORS AND PARTNERS

We are delighted to welcome Macmillan Cancer Support as the title partner and official charity of the Etape Caledonia 2009. Over 1,000 of you have signed up to raise money for Macmillan Cancer Support by taking part in the event. If you would still like to raise money for Macmillan Cancer Support but have not yet registered to do so please email biking@macmillan.org.uk

Macmillan Cancer Support is thrilled to be involved in this year's Etape Caledonia. We would like to thank everyone who has joined Team Macmillan and made our first year in this event very special.

By taking part for Macmillan on 17 May, you're helping us raise over £200,000, so thanks to every member of the team, we will be closer than ever before to being able to offer our unique support to everyone affected by cancer in the UK.

Our team will be there for you on the big day, supporting you every step of the way. Come and see Team Macmillan in the registration zone on Friday and Saturday and in the competitor village on Sunday. We'll be on hand to wish you good luck, say well done and offer you some well deserved refreshments in our charity marquee.

With your help we are able to help more people affected by cancer. We are very proud of our team. Thank you!

"We are absolutely delighted at the fantastic response we've had to the Macmillan Cancer Support Etape Caledonia. The event has been hugely popular and the money raised will fund our vital cancer services, from specialist nurses and doctors, to benefits advice and grants for people who have financial problems because of their cancer.

"We are very grateful to the organisers of the event and to everyone who has signed up to tackle the 81-mile distance for Macmillan. I wish all those taking part in this challenging event the best of luck on the day."

Director of Macmillan Cancer Support in Scotland, Elspeth Atkinson.



Three years on, I still have my Macmillan team

By Jonny Taylor, Team Macmillan cyclist

'In July 2006, when I was first diagnosed with cancer, my brother Simon gave me a copy of Lance Armstrong's book *It's Not About The Bike*. If you've read it, then you'll know that it's a pretty inspirational story, whether you have cancer or not.

Being a 17-stone weakling who hadn't been on a bike since my last paper round, I was in no position to make bold promises but I told my brother that he shouldn't worry about me and that I'd ride the *Etape du Tour* with him in the next five years. He nodded and smiled sympathetically.

Shortly after I was diagnosed, my wife came home after a routine GP visit and said we should, 'Talk to Macmillan'. Being rather new to the whole 'cancer scene', we were pretty unaware of Macmillan before this, but our kids were on hand with questions like 'How long will it last?', 'What will happen if the chemo doesn't work?' and worst of all 'Will you die?'. Frankly, we didn't have answers and we weren't handling the questions very well, so we called the number our GP had given us.

On the other end of the phone was a lady called Claire, our Macmillan nurse. I swear Claire's car pulled up outside our house no more than 10 minutes after I'd put the phone down. Over a cup of tea she explained the best way of talking to our kids. She left after about an hour and my wife and I faced the kids.

After that, Claire became my confidant. She'd call every week or so and coax my fears and worries out of me. Over time I stopped protecting my wife, and on Claire's advice, I told her everything I was thinking. It was a real turning point for us. We were really in it together and that support from Macmillan was invaluable.

Once the chemotherapy was complete I was readied for surgery by the urology team. They were all very professional, but one nurse really stood out. Jane was a senior urology nurse at Christie's and showed great compassion and humour all the way through. Some time later I discovered that the need for Jane's role was identified and subsequently funded by Macmillan.

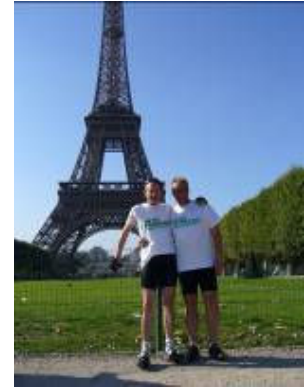
Finally, after seven months of treatment (more chemo!) they told me that they thought I was fixed. Fantastic news, so on with your life. Right? Six weeks after my first clear scan, I was horribly down. Leaving treatment was like losing a massive part of my life; and I felt alone against my cancer now. Where was my team?

After a long conversation with my GP about anti-depressants, he suggested counselling. Three days later I found myself on the phone to a lady from Macmillan. I told her that I felt like a complete fraud, that I should be happy. I have a great chance of life. And yet...I feel miserable. I said, 'I bet you don't get many calls from people who've probably been cured!'

'Thousands,' she said, and went on to explain that Macmillan had identified the need for counselling after treatment just as much as before or during. It only took that one call for me to realise that I wasn't alone.

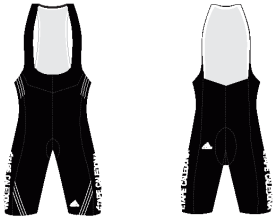
Three years on, I don't think I have cancer anymore; but I still have my team.

In August 2008 I took part in the London to Paris Challenge for Macmillan, not quite the *Etape du Tour*, or even the *Etape Caledonia* but it's a good start!





Etape Caledonia: Short



In conjunction with Adidas we are delighted to present a new range of Official merchandise for the Macmillan Cancer Support Etape Caledonia. This is available to buy online prior to the event and also in the competitor village at the event.

Etape Caledonia: Jersey



Please visit the event website www.etapecaledonia.co.uk and click on Official Merchandise to buy the range.



Legendary French wheel manufacturer Mavic are proud to be partnered with the Etape Caledonia for the second year. The world recognised Service Special Course 'SSC' yellow car and motorbike will be on the road to support the ride and to help anyone in need of technical assistance. Mavic's event support unit will also be in the registration area on Saturday 16th May helping you to solve any last minute problems with your bike. Please do not bring your old bike and expect them to rebuild it though!



Powerbar Fuels the Etape for second year!

The much hyped C2MAX energy formulae that fuelled GB'S very own Mark Cavendish and his team mates at team Columbia to great successes last year will be on the course at this year's Etape Caledonia. The new PowerBar Energize drink will be available the day before at the Energize Station and on the day feed stations along with the new PowerBar Ride Shots and PowerBar Gel all containing C2MAX.



Wiggle are proud to be the official online retailer of the Macmillan Cancer Support Etape Caledonia. Please visit www.wiggle.co.uk

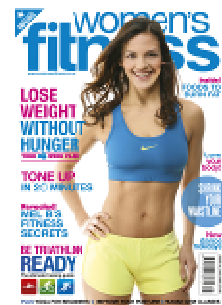


Staying hydrated during sport is essential for best performance and as the leading UK producer brand of bottled water, Highland Spring is proud to be the official water supplier to The Macmillan Cancer Support Etape Caledonia. At Highland Spring, we believe in promoting the benefits of a healthy, active lifestyle and are committed to forging the link between active sport and good hydration. Highland Spring is sourced from protected organic land underneath the Ochil Hills in Perthshire, Scotland.

MEDIA PARTNERS



Women's Fitness magazine is ideal for women of all fitness levels aiming to get fit, lose weight and tone up. Visit www.womensfitness.co.uk



Evening Standard

The Eros Reward Card is a cashless payment card that saves you money on the price of the Evening Standard. You can now buy the Standard for as little as 15p* per day when you sign up to a monthly direct debit with Eros. Plus you get access to exclusive offers such as free film previews, reader events, 2 for 1 tickets to shows and much more...helping you get the most out of living in London!

*When you buy the paper every day.



Get ready to ride the Etape with Cycling Plus Magazine - try 3 issues for £1!

If you love to ride, then *Cycling Plus* is the magazine for you. *Cycling Plus* is packed with unrivalled, expert reviews of the latest road bikes and gear, inspirational routes and rides from around the world, evocative features that take you inside every aspect of cycling and unmatched nutrition, fitness and training advice guaranteed to help you get the best from yourself and your bike. You can try 3 issues for just £1, by calling 0844 848 2852, quoting code T123 or go online at www.myfavouritemagazines.co.uk/cyp/t123.

Registration will take place on **Friday 15th May from 6pm-9pm** and **Saturday 16th May from 9am to 8pm**. Registration will be in the Atholl Centre, part of the Baptist Church, and adjacent to Pitlochry Tourist Information Centre at 54 Atholl Rd, Pitlochry, PH16 5BX. Please see the map at the back of this information pack.

During the registration process, you will be required to show a form of photo identification in order to receive your race pack. Within your race pack, you will receive your race number, helmet number, bike number and your timing chip.

- (1) **Race Number** – The race number must be displayed on your back during the event.
- (2) **Helmet Number** – This is a sticker which should be affixed to the front of your helmet.
- (3) **Bike Number** – Stick the number to the handlebars with the number facing forward.
- (4) **Timing Chip** – This chip must be attached to the front wheel of your bike.

The Timing chip is registered to your race number for the results service and will provide times for the race if used properly. Due to the costs of technology, there will be a £20 charge if you lose your timing chip once in your possession. Please ensure that you follow the fixing instructions which will be enclosed in the pack. The timing chip will be detected as you pass over key points during the event providing split times including the all important King of the Mountain stage!

Course

Distance: 130km / 81m Total Ascent – 1,949m

The route is available for download from the website. www.etapecaledonia.co.uk

- Make sure that you know the route! There will be signage throughout the route, however, it is your responsibility to navigate the course successfully and safely.
- The roads around the route vary in width, there are steep descents and sharp bends. It is up to you to judge the safe speed at which to negotiate any part of the course.
- British Cycling-qualified motorcycle marshals will be patrolling the route and static marshals will cover identified points.
- The course is marshalled for your safety, you must be prepared to slow down when necessary and obey the instructions of marshals.
- Please take care when passing other competitors and allow faster cyclists to pass you when possible.
- Several church services will be held along the route during the event. Please be aware of pedestrians walking on sometimes narrow roads particularly around the 56-58 mile and 65-68 mile marks.

Parking

Registration on Friday 15th and Saturday 16th May: There are various public car parks in Pitlochry, including one situated next to the Tourist Information Centre on Atholl Road very close to the Atholl Centre where Registration will take place (see map). Please do not park on the main road where you will obstruct the flow of traffic through the town. Parking will be payable on a meter.

Event Day on Sunday 17th May: The Pitlochry Recreation Ground is the official Event Car Park and will be accessible from 05:15. Turn down Ferry Road, off Atholl Road and it is then a short walk from the car park to and from the Start / Finish. (Please see map for location) Vehicles will be charged a £2 parking fee on entry which covers the whole day. Please bring the correct change if possible.

Help Desk

Any questions can be answered on Friday and Saturday at registration but in addition to this the help desk will be located in Fishers Hotel, next to the start line, from 05.00am to 07.45am on Sunday 17th May.

Start Times

Start times are between 07:00am and 07:44am. You will be allocated your specific Start Time in the week prior to the event. Your race number and start time will be posted on the website.

The organisers will seed as much of the field as possible to ensure the fastest riders are at the head of the event and try to ensure that down through the field participants are being challenged by those of similar ability to make the most of the closed road environment.

Please try to arrive in the start area at least 30 minutes prior to your allocated wave.

Cut off times

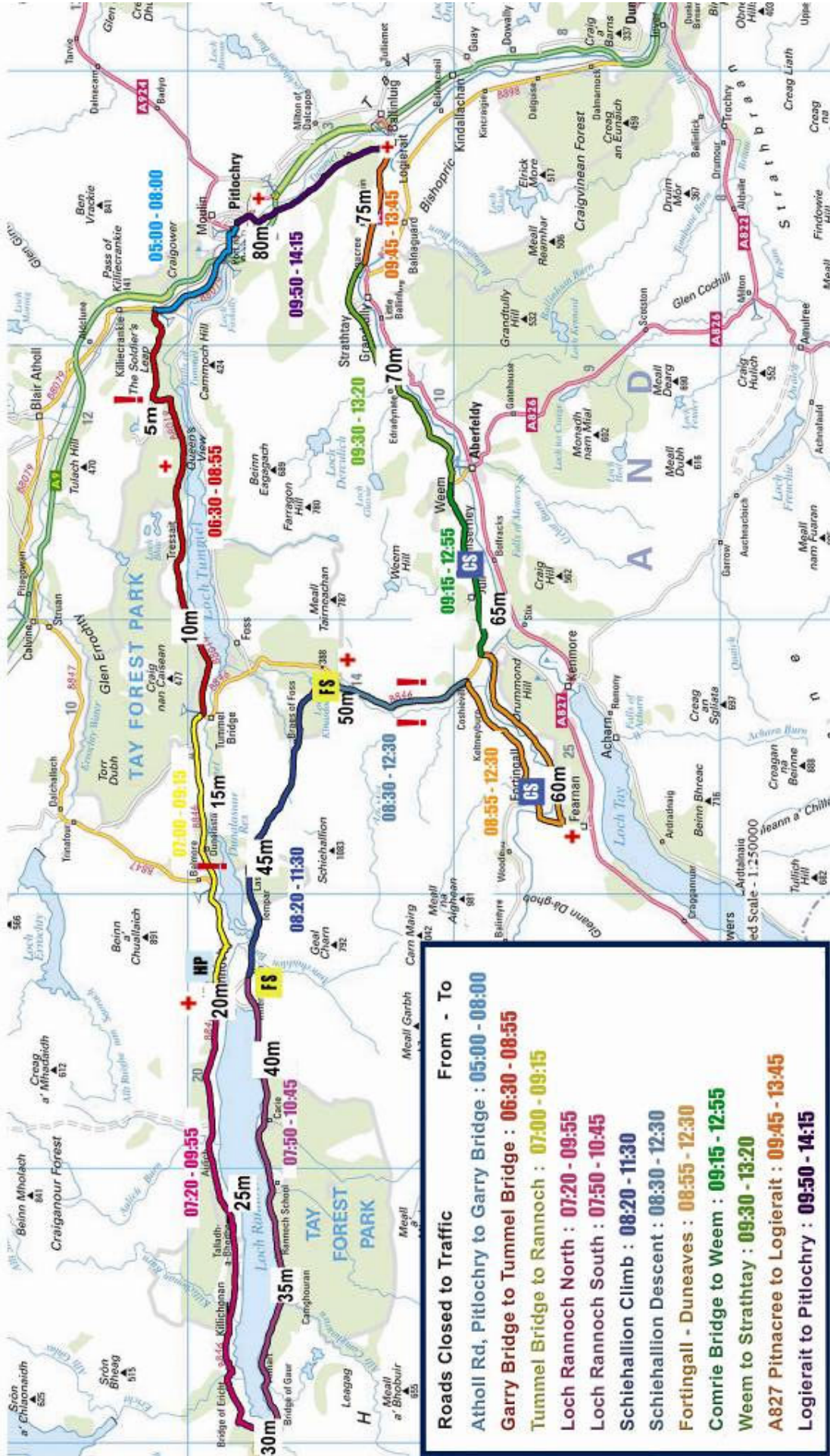
Each section of the route will be reopened to traffic according to the schedule shown on the route map on the next page. If you find yourself in this position, you can still continue the course but the roads will be opened and the Highway Code will apply, so please take extra care.

Sweep Vehicle

A minibus and trailer will be provided for the use of cyclists who can no longer compete in the event due to mechanical or physical breakdown. The vehicle will follow cyclists at the minimum average speed and will complete a circuit of the route before returning to the finish. Cyclists who fail to maintain the minimum average speed will be given the option to return to the finish in the sweep vehicle or may continue on open roads at their own risk, subject to the standard terms of the Highway Code. In this instance, cyclists will be asked to submit their timing chip and race number to the sweep vehicle before continuing.

Macmillan Cancer Support Etape Caledonia

17th May 2009



Equipment

Bike

Bikes which are not of standard design must be cleared with the organisers before the event. The organisers reserve the right to withdraw a place if the bike is considered in their opinion to represent a danger to the cyclist or other participants.

An approved cycling safety helmet must be worn by all participants while cycling in the event and comply with the various accepted standard such as ANSI Z90.4, SNELL B90, EN 1078 or equivalent national standard.

Fixed wheel bikes (bikes that use the pedals as a brake) are not permitted in the event.

Mavic are proud to be partnered with the Etape Caledonia for the second year. The world recognised Service Special Course 'SSC' yellow car and motorbike will be on the road to support the ride and to help anyone in need of technical assistance while out on the route.



Results

Every rider will receive a finish time (subject to proper use of the timing chip) and intermediate times from checkpoints around the course.

Results will be sent via SMS text message service on the day of the event, if you provided us with your correct mobile number when you registered.

They will also be available on www.EtapeCaldeonia.co.uk from Tuesday 19th May.

A medal will be given to every participant who completes the event within the allocated time. These will be handed out at the Finish Area once you have returned your timing chip. You must collect your medal on the event day.

Prizes

Top Three Finishers Medals

The top three finishers, male and female, will receive medals. These will be presented in the finish area once the results are ratified. Please look out for information on the timing of this at the finish.

King of the Mountains

We are delighted to announce this new and exciting addition to our event. The King of the Mountains prize will be awarded to the male and female with the fastest split on the Scheihallion climb. The winners will be presented with prizes at the awards ceremony in the Competitor Village.

Team Event

With the event now in its 3rd year there is an exciting new team competition – **The Macmillan Cancer Support Etape Caledonia Team Challenge**. Teams consist of 5 people, and the team with the quickest average time (taken from the cumulative time of all team members) will be declared the winner and will be invited on stage to receive their **prizes**.

Medical

Scottish Ambulance Service vehicles will be positioned around the course and will be supplemented by St. Andrew's Association first aiders who can assist with minor injuries.

Whether or not you have a medical condition, if you feel unwell on the event day – we recommend that you do not cycle. If you see another competitor who is experiencing difficulty and needs assistance please report it to the nearest event official (static marshal, Motorcycle marshal or medical team)

Please give way to any emergency vehicles that require access to the route during the event. The organisers reserve the right to prevent participation on the day due to medical grounds.

Massage

Massage will be provided by Highland Perthshire Therapists and will be available on registration day in the Atholl Centre and on event day in the competitor village. They will be able to relieve any pre and post event aches and pains. Prices will be £7.50 for 15 minutes and £15 for 30 minutes.

Feed Stations

There will be three feed stations around the course, the first will be stationed as you enter the village of Kinloch Rannoch on the left hand side. This will be a water only stop and no energy product will be on offer here. The second station is at the end of Loch Rannoch prior to the Schiehallion climb and will be loaded with water and energy product. The final feed station on the route will be positioned at the top of the Schiehallion climb. We do recommend that competitors take food with them and start the event with a full water bottle.

Toilets

There will be toilets at all three feed stations and at the Recreation Ground Car Park, Fisher's Hotel by the Start line and at the Finish line.

Bag Store

There will be no facilities for storing bags or valuables at the event.

Lost Property

Please hand any items found to a member of the event team at the Finish Line. We will hold on to any property for one month after the race. Please email info@etapecaledonia.co.uk to register any lost items, giving as much detail as you can about the item and where it may have been lost.

Changing facilities & showers

There will be limited changing facilities in the Pavilion at the Recreation Ground Car Park, but there are no shower facilities. We recommend you arrive ready to take part and bring some warm clothes for afterwards.

Accommodation and local attractions

If you require accommodation we recommend the local tourist information centres who have details on a range of accommodation available or visit www.CycleHighlandPerthshire.com. This website will also provide you with details on activities in the area, on the event weekend, and the rest of the year, for family and friends. Further advice on the local area will be available at registration.

Perthshire Cycling Festival - Saturday 16th May in Aberfeldy.

The event will be a really fun day with lots going on and it will be free to attend. Some activities will have to be booked but most will be running throughout the day.

Activities include a stunt demonstration and competition, funny bikes, a uni-cycling clown and circus skills workshop, obstacle course, dress up your bike competition, hand cycling activities, puncture repair workshop, trade stands, information stands, kids races, climbing wall, bouncy castle, music, food and lots more all going on in the park in Aberfeldy. In the wider area there will also be guided rides, a cycle treasure hunt, and 'Drop at the top' where you get a lift up to the top of some lovely local hills, and get to cycle down – perfect!

www.perthshirecyclingfestival.co.uk

Viewing points for spectators

Any vehicles carrying spectators must comply with the road closure timings. This would, for instance require them to leave Pitlochry before 06:30am to travel towards Kinloch Rannoch.

We would remind spectators to choose an appropriate place to park so as not to cause risk to participants

We expect that most spectators will want to see participants crossing the finish line. This can be achieved by remaining in Pitlochry to watch the Start and Finish

OR

Travelling west along the cycle route to a point such as Queen's View, Tummel or Kinloch Rannoch where they can watch cyclists go past and then return to Pitlochry once the roads have re-opened to see the finish.



Food glorious food

There is a huge variety of catering outlets in Pitlochry which will be open on the event weekend and are happy to cater to the needs of cyclists. Many will be opening early on the event day so there will be plenty of choice to ensure competitors are fully fed and watered prior to the event start.



Photography

Sportcam are the Official photographers of Etape Caledonia and will be taking photographs of all competitors at various points along the route. Photographs will be available for purchase online at www.sportcam.net from Wednesday 20th May or you can contact SportCam on 01252 728 429 and they will post your photographs and a CD of all your pictures.

There will also be event photographers at various points on the route taking pictures for official use, these are not available for competitors but may be used in marketing shots. Please give them a big smile if you can when passing!!

Volunteers

We need lots of volunteers, to help make this a great event. If any of your friends and family are interested in being part of a major sporting event, please call 0871 384 9920 or e-mail: info@EtapeCaledonia.co.uk

Travel

For pre event travel advice please visit www.trafficscotland.org. We would like to advise you that there are planned road works on the A9 at Bankfoot, about 20 minutes South of Pitlochry, please factor into your travel plans you may experience some delays in this area on the event weekend.

Finally...

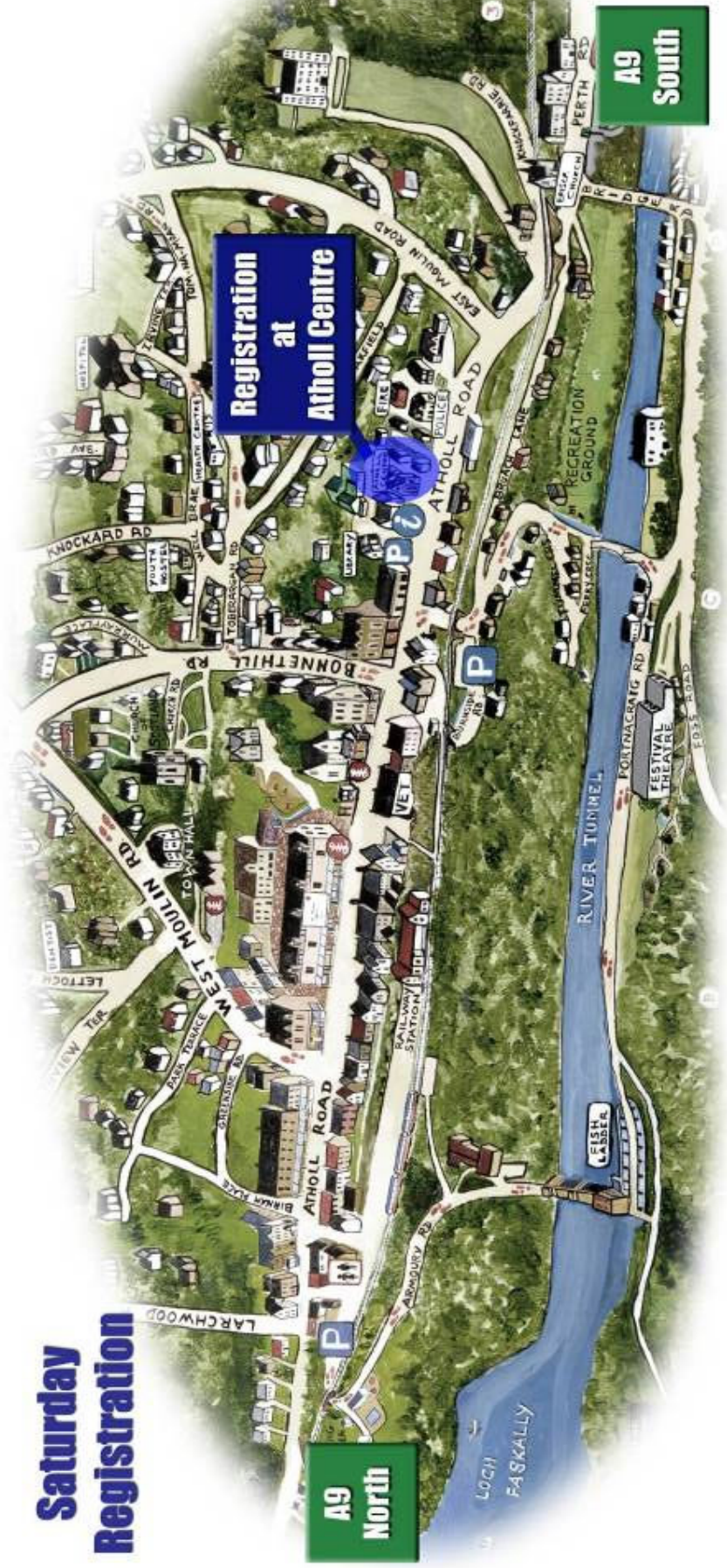
We wish you all the best for a successful race and hope that you enjoy the experience of closed road cycling.

Event Regulations

Etape Caledonia has established a series of regulations to ensure a safe and sustainable event with the minimum of impact on the local area, given that roads in the area are being closed for the benefit of participants.

- Safety approved cycle helmets are compulsory and must be worn at all times when cycling. Please ensure these are CE approved, a recent purchase and undamaged.
- You may NOT ride under someone else's number under any circumstances. Failure to comply with the rule will result in disqualification for both parties.
- Ages from 18-80 are allowed to enter.
- You must register on the dates and times as specified by the event organiser.
- Cyclists must display the numbers provided at registration in the manner indicated at all times.
- You may not start earlier than your allocated group. Failure to comply with this rule will result in your finish time being adjusted.
- You must be aware of other cyclists around you and enable faster cyclists to pass you.
- You must use a bike that complies with the following rules and is deemed safe for the purposes of the event, in the view of the organiser.
- No bicycle, tandem or other machine, conventional or otherwise, is permitted to have unconventional handlebars including triathlon bars, aero bars, clip-ons, prayer bars, and cow bars. Neither is Spinachi type bars permitted. However, ATB bar ends are permitted on mountain bikes.
- You may not deviate from the official route and remain part of the event, there will be directional signage throughout the route.
- Cyclists should take extra care on short sections of road in Pitlochry where traffic may be travelling on the opposite carriageway to maintain access for residents and businesses.
- You are to obey the traffic officers and authorised marshals at all times, failure to do so will result in disqualification.
- You may not use your mobile phone while riding. You must stop at the side of the road if you need to make or receive a call.
- You may not use a music player with headphones while participating in the event.
- No participant (other than those on racing tandems) may take food or drink from anyone whilst on the move. If you need food or drink, you must stop to receive it.
- The organiser will endeavour to provide every participant with a finish time but is not responsible for any electronic timing anomalies.
- The Etape Caledonia will take place regardless of bad weather and will only be cancelled, re-routed or stopped for reasons of safety however entry fees are non-refundable.
- Littering is both against the law and unacceptable behaviour, especially in an area of such outstanding natural beauty. Any cyclists identified disposing of litter other than in bins along the route will be disqualified from the event. Please adhere to both country code and highway code during the event.
- Event Organisers shall endeavour to provide fluid and food at specific locations around the course, but we would encourage you to start the event with a full water bottle and snacks for the event, especially if you have things you particularly like!
- Cyclists must adhere to the minimum average speed of 14mph. Cyclists falling behind this will be given the option of returning to Pitlochry in the sweep vehicle or can complete the course on open roads, having handed in their timing chip and race number to the sweep vehicle.
- Toilets are available the three feed stations on the route (see map attached) at Fisher's Hotel, opposite the start, and at the finish. We ask all participants to use these facilities and respect the local area and residents in this regard.
- It is your responsibility to dress appropriately for the conditions on event day.
- When passing other cyclists do so on the right hand side and always cycle on the left.
- Etape Caledonia reserves the right to withdraw the offer of a place to anyone, at any time.

Saturday Registration



**A9
North**

**A9
South**

Thanks to Explore Scotland for permission to use their map of Pitlochry, for more information visit: www.explorescotland.net

