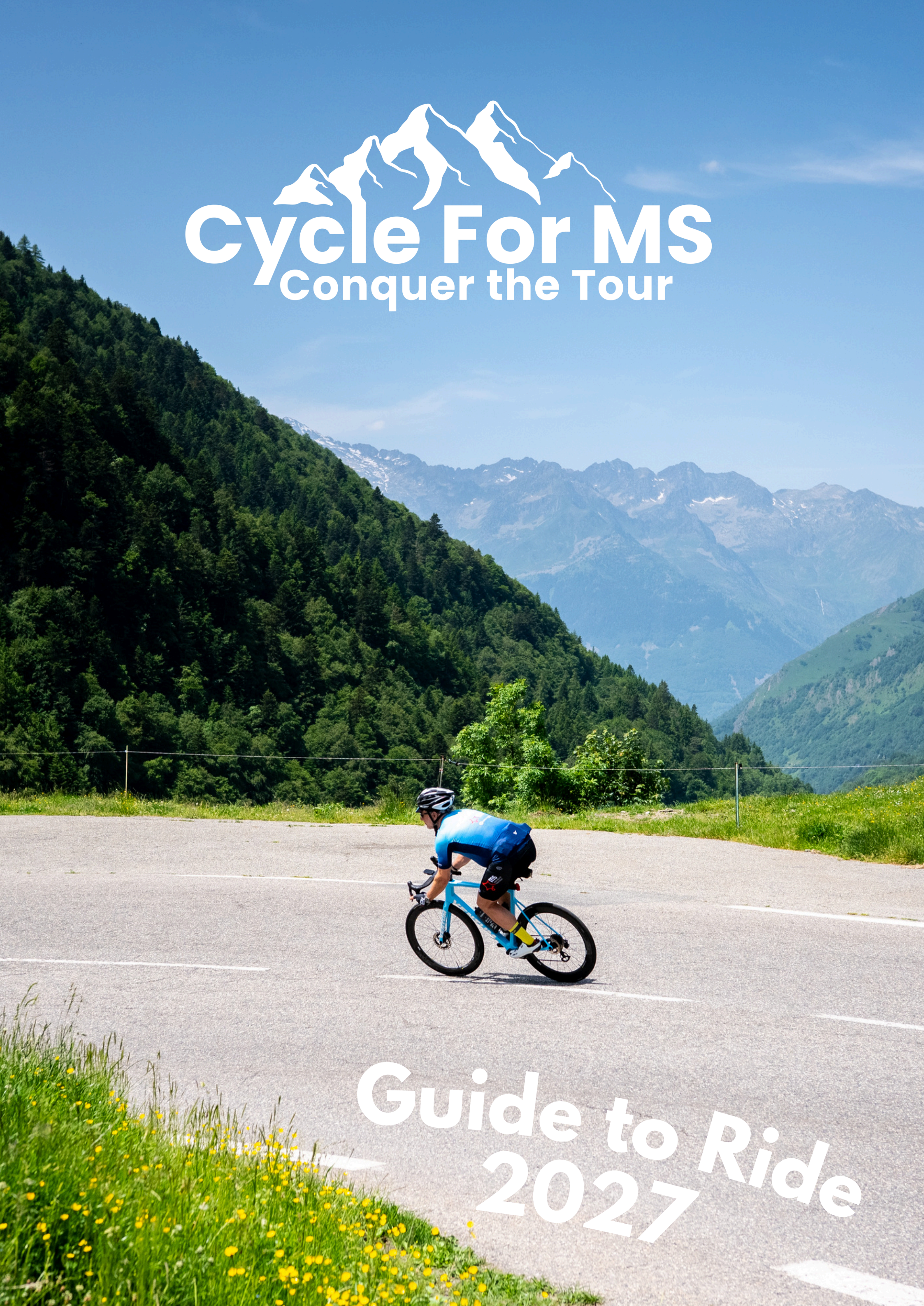




Cycle For MS

Conquer the Tour

Guide to Ride
2027



WELCOME TO CYCLE FOR MS: CONQUER THE TOUR

“A truly beautiful experience” – Pierre

Thank you for signing up for Cycle for MS. Whether it's your first or fifth time riding we promise to give you a one-off experience of the Tour de France! This guide will give you all the information to get you started in the event, including fundraising tips, routes, kit list and motivation.

For more information, please visit our website, or email us below.



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EVERY TURN OF THE WHEEL FUNDS LIFE-CHANGING WORK

MSIF is the global movement of MS organisations, by and for people affected by MS. We network, learn from each other, mobilise and enable global collaborations, to achieve the vital goals that can only be reached by coming together as a movement. We, the Federation, are made up of national MS organisations (including their staff, volunteers and MS communities), the MSIF staff, board and committees.

Our vision is a world without MS.

Our mission: We bring the world together with urgency to improve the quality of life and wellbeing of everybody affected by MS and to end MS forever.



FUNDRAISING FOR A WORLD WITHOUT MS

Multiple sclerosis (MS) is one of the most common diseases of the central nervous system (brain and spinal cord). Today more than 2.8 million people around the world have MS.

MS is an inflammatory demyelinating condition. This means it is caused by damage to myelin, which is the fatty protective coating that surrounds nerve fibres – a bit like the insulation on an electrical wire.

MS symptoms can be very different for each person, depending on where in the brain and spinal cord the lesions can be found. MS symptoms vary widely and include blurred vision, weak limbs, tingling sensations, unsteadiness and fatigue. For some people, MS is characterised by periods of relapse and remission while, for others, it has a progressive pattern. For everyone with MS, it makes life unpredictable.

By taking part in Cycle for MS, you are helping to improve the quality of life and wellbeing for people affected by MS globally.



GETTING STARTED

Once registered on our [website](#), you'll be able to create your own personalised Cycle for MS fundraising page. This is where you'll manage your fundraising efforts - setting your fundraising goal, monitoring progress, and sharing your training progress.

We're here to help you reach your goal, so please let us know how we can help. By setting up a page, you are laying the foundations for a successful Cycle for MS campaign. Here are a few hints to help make your page one to remember:

Make it personal to you

Add a picture, write about yourself, your motivation and include how you are training and fundraising. People will be inspired by your motivation.

Keeping your page updated

Keep your page fresh and current to generate interest. Provide updates on how your training is going and how close you are to hitting your fundraising goal. Share the highs (and lows) of training, people will connect to this.

Share your fundraising link

Direct people to your fundraising page, add a link to your socials, email signature, and pin it to your group chats. Also, consider creating a QR code and printing posters or business cards.

Highlight donors

Think of different ways to acknowledge donations: could you carry the names of higher donors on your cycling top or bib shorts, or perhaps record a message and put it on socials to others?

SET GOALS AND GET BUSY

Setting a goal is an easy way to maintain motivation as well as giving you a benchmark for success, whether it be in training or fundraising.

Goals should be realistic, but significant: If it requires hard work to attain, it will be a source of great pride throughout your ride. You can always increase it once you hit your £2,200 fundraising target.

Hitting your target amount will take time and energy, but if you follow our fundraising tips you will achieve it.

To get a head start...

Your social accounts are the best way to reach your friends, family, colleagues to generate donations. Good places to start are Facebook, Instagram, Whatsapp, and LinkedIn. Be sure to share your training and don't forget to tag us for a share! ([@cycleforms](#)).



FUNDRAISING TIPS

Self-donate to your page get the ball rolling. Research shows that those who self-donate are 30% more successful at hitting their fundraising goal.

Start fundraising early, start with friends, family, colleagues. Social media is your friend and will help get the word out. Hit up WhatsApp groups, your local cycling club, or put up a poster up at work.

Don't be afraid to share how hard the challenge is going to be and speak often about the cause. If you need more information on MS please visit the [MSIF website](#).

Is there a matched-funding programme where you work? A lot of workplaces now will match any donations up to a certain amount. Speak to your manager or head of HR.

Ask friends to donate instead of buying you a birthday or Christmas gift. Or have a clear out and sell somethings on eBay, Vinted, or Facebook Marketplace. Then donate the proceeds.

Make sure to thank donors, tag them, and share updates. By donating to you, your supporters are now part of your journey, keep reminding them of how much that means to you.

Do not forget to ask your friends and family to share, share, share! Asking frequently is key to success.

GETTING TO THE EVENT

The event takes place in the Alps or Pyrenees, depending on the route of the 2027 Tour de France. We will provide airport and hotel details in advance. You will need to arrange your own flights.

The event takes place over four riding days from 23-26 June. Depending on where you are flying from, we recommend that you arrive one or two days early, to help you adjust to the time zone and altitude[1]. Your Cycle for MS support team will meet you at the airport. You will be transferred with your bike to the start, and back to the airport after the event.

Accommodation will be provided throughout the event, and your personal belongings will be transferred for you. In fact, they will be waiting for you each night at the hotel. Your registration fee includes breakfast, lunch, and dinner.

[1] Please note this is at your own expense



GETTING PREPARED

Ride coaches will handle and support you, depending on your experience and climbing pace. Coaches and MSIF staff will handle the routes, safety, and give advice and encouragement.

Support car(s) will follow the teams to cheer you on, take photos & videos, handle lunches, snacks and water stops.

Focus your training specifically for this cycling event – build your climbing endurance & strength – these mountains take no prisoners. A training plan will be provided to follow, prioritise training on your own, but also in groups, with cycling clubs and via Zwift rides (where possible). Test your equipment. Prepare the necessary clothes, equipment, tools and test your bike (tyres, new brake pads etc). Your Cycle for MS pack includes x2 cycling Jerseys.

Get the right gearing for the mountains (we recommend a 34 cassette), but please test beforehand. Research your local bike stores (in case they are needed) and purchase an extra ‘gear’ and cassette in case of damage. For the event please bring spare tyres, tubes, breaking pads, and tools. Although, a bike mechanic will be available.



WHAT TO EXPECT

Cycle for MS is a global event, expect to meet cycling enthusiasts from all over the world!

The event is a test of your ability to climb some of the toughest mountains in the world, so expect to be self-sufficient. If there are injuries or illnesses, don't worry, our team will take care of you. If there are serious issues with your bike our support crew will pick you up, we have cheerers, refuge points, and mechanics on the route.

Expect to be staying in the most beautiful villages across the mountains of Europe, with incredible views and surroundings. You will get breakfast at the hotel you stay in, lunch on the road (usually halfway on the route) and dinner in the evening to celebrate your incredible achievement.

PLEASE NOTE: *The route for the 2027 event will be added to our website in mid/late October 2026, once the 2027 Tour de France route has been announced.*



TESTIMONIALS



“An unforgettable experience—everything was so well-organized that I could fully focus on riding, resting, and enjoying the beautiful climbs. It was truly moving to be part of a group so dedicated to making a difference for the MS community” - Hermine



"Following my second participation in Cycle for MS in 2025, which was another wonderful experience of comradery, fun, laughter and challenges, all for an extremely worthy cause, the event is now a fixed date in my calendar every year" - Barry



“Riding in the magnificent Pyrenees to raise funds for MS was an amazing experience. Excellent organization and ride support, and a great team of riders helped to make this challenge both fun and rewarding” - Ed

For more info, please please get in contact..

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