



We booked the hotel rooms three months in advance, ordered 500 sport-bottle handouts, booked flights for my team, worked with Subaru of America, Inc. to set up the \$500 raffle prize toward a Trek Bike and other give-aways, and drove more than 1500 miles from Chicago to Key Largo, FL. We had a blast setting up the "prime property" Subaru-Pedal America booth at the South Florida MS Bike Ride. We anticipated cheering on the riders as they pedaled to the finish of Day 1 and welcoming them into our booth. I even took the Subaru Outback to the hand-detail car wash.

But on Saturday, Mother Nature cast its own wash on our Subaru Outback and the 2000 MS Bike riders. Torrential downpours and lightning caused the event organizers to cancel Day 1.

When the 5 a.m. phone call came I slipped back into bed and reflected on the travel, the expense, our sponsors, the riders, and all the volunteer efforts. A real bummer! And then, I smiled.

More important than *the ride* is the MS Society's commitment to its cause and keeping each rider safe. Kudos to the South Florida MS Ride for accomplishing both! We all got behind the effort in some way, and for that we can all stand proud.



Pedal America's Subaru Outback in all its glory confidently awaits South Florida MS Riders.