

American
Lung
Association.

Clean Air
Challenge
Cycle For Air 

Our Vision
is a World Free
of Lung Disease



Virtual Ride Guide 2020

#covidride



Welcome to the Clean Air **VIRTUAL** Challenge!

In the Virtual Challenge, trekkers who want to practice safe physical distancing can join our new Clean Air Challenge Virtual Club on Strava and see how many miles you can rack up by June 30. Ride your favorite bike on your favorite trails and share your adventures through the app! There is no minimum to participate in the Virtual Challenge, however there are some cool incentives.

The fun thing about the Virtual Challenge is everyone can participate, wherever they are. You can invite friends from around the globe to join your team and plan your physically distanced ride! Decorate your bike helmet, share your reasons for riding, honor your loved ones, post photos, and have a great time! We'll send all of our registered trekkers an invitation to join the Clean Air Challenge club on Strava.

Virtual Challenge Incentives for funds raised by the end of June

- Raise \$250 and receive a Clean Air Challenge 2020 #covidride commemorative performance shirt
- Raise \$500 and receive a Clean Air Challenge #covidride commemorative neck gaiter
- Raise \$1,000 and receive a Clean Air Challenge 2020 #covidride commemorative jersey

All funds raised by June 30 will also count towards incentives for the Fall Edition ride in September. We know that some of you may prefer all of your donation dollars go towards the mission of the American Lung Association and do not want the extra "stuff". If that is your choice, just let us know! Please note that incentives are awarded based on individual fundraising of money turned in (cash, checks, credit card) by the deadline. Donations made to the team in general (instead of to an individual team member) cannot be counted towards individual prizes. Matching gifts are included if the participant provides the appropriate completed matching gift form or match notification when turning in the eligible donation. The American Lung Association reserves the right to substitute an incentive prize of equal value.

Riding Now Is More Important Than Ever.

The American Lung Association has launched a \$25M initiative to end COVID-19 and defend against future respiratory virus pandemics.

Funds raised by trekkers will support this new COVID-19 Action Initiative to expand the Lung Association's ongoing respiratory research program, enhance key public health measures through education and advocacy, and establish an advanced network to stop future respiratory virus pandemics.

A cornerstone of the COVID-19 Action Initiative will be leveraging our existing research network and funding respiratory virus research. We plan to do this by:

- Expanding COVID-19 research within the current studies of the Airways Clinical Research Centers (ACRC) Network;
- Funding Coronavirus Awards and Grants for preventive research, vaccines, antivirals and to advance future outbreak preparedness;
- Providing ACRC pilot grants to evaluate the effect of COVID-19 on patients with chronic lung disease.

Why the American Lung Association?

As the oldest voluntary health organization in the country, we pioneered the model of using education, advocacy and research to virtually eradicate tuberculosis in the United States. We will use those same principles to ensure our nation can address today's pandemic and is prepared to meet the challenges of future lung infections like COVID-19. COVID-19, like most in the coronavirus family, is a respiratory disease, and the American Lung Association is uniquely positioned to make a substantial and rapid impact. Additionally, while more than 36 million people in the U.S. suffer from lung disease, which places them at higher risk for experiencing complications from COVID-19, anyone who breathes can get it. The American Lung Association is the trusted champion for lung health.

Virtual Challenge FAQs

To prevent the spread of COVID-19, the Clean Air Challenge has adjusted plans for the 2020 ride for the safety of our participants, volunteers, staff and partners. We are hosting the Clean Air Virtual Challenge through June 30, and have postponed the physical event, which we are now calling the Fall Edition, to September 19, 2020

What is the Clean Air Challenge? The Clean Air Challenge cycling experience is the largest fundraiser in Alaska for the American Lung Association. Your participation will raise the funds necessary to help provide life-saving lung health education, research and advocacy efforts through the American Lung Association.

How do I sign up for the Clean Air Virtual Challenge? If you're already registered for Clean Air Challenge 2020, and you want to participate in the Virtual Challenge AND the Fall Edition, you don't need to do anything except join the Clean Air Challenge club at www.CleanAirChallengeAK.org. (The free Strava membership is all you'll need, available online and in your friendly app store.) If you're already registered, and you want to participate in the Virtual Challenge only, please send us an email to CleanAirChallenge@lung.org and we'll convert your registration to Virtual Rider. If you're not yet registered, you can sign up now through May 31 for \$20 for either ride, or both! You can register online at www.CleanAirChallengeAK.org by choosing Register. Then follow the prompts to complete your registration.

What is the registration fee for the Clean Air Challenge? \$20 through May 31. \$50 after June 1. If you are already registered for the event, you will not need to register again.

Does my registration fee go towards the fundraising minimum for each person? The registration fee does not apply towards fundraising minimums or incentives and is non-refundable and non-transferable. Please contact Jennie Tschappat if you would like to brainstorm fundraising ideas.

Is there a minimum fundraising requirement? If you are just doing the Virtual Challenge, no. There are incentives at the \$250, \$500, and \$1,000 levels though. If you plan to the ride in the fall, the fundraising minimum is \$350 as a Day Rider or \$500 for overnight.

Can I still earn incentives for money raised beyond the fundraising minimum? Yes, all incentive levels will be honored! The fundraising deadline to qualify for the Virtual Challenge items is June 30, 2020.

- \$250 #covidride commemorative event performance shirt
- \$500 #covidride commemorative neck gaiter by Primal
- \$1,000 #covidride commemorative jersey by Primal

All our traditional fundraising incentive levels for the Fall Edition still apply, and whatever you've raised by June 30 qualifies you for the Virtual Challenge incentives above. That's right – double the incentive prizes for donations received by June 30!

How many miles will I need to ride in order to participate in the virtual event? Virtual participants are not required to complete specific mileage, but we encourage you to try to complete your trek mileage goal (10, 26, 60, or 100 miles) as a way to stay active and keep your lungs in shape! Ride at home on your stationary bike or get some solo training rides in outdoors; please practice safe social distancing. You can participate in the virtual ride at your own pace and complete your virtual ride by June 30th.

Will there be route support? No, you can ride wherever you feel most comfortable. Fall Edition will be fully supported as always.

Where do my donations go? Thanks to the generous support of people like you, the American Lung Association saves lives by fighting for healthy lungs and healthy air. You are currently supporting COVID-19 research.

Virtual Challenge FAQs (continued)

American Lung Association researcher Dr. John Schoggins, Ph.D., was recently credited with identifying a naturally occurring protein that has been shown to inhibit coronavirus infection. Today, our fight is more important than ever, and 86 cents of every dollar raised by our organization goes directly to education, research and advocacy.

What is a matching gift and how do I find out if my company has one? Many companies will offer to match an employee's contribution to a charitable organization. You can ask your HR department about your company's policy, or use our company search tool to discover basic information for many company policies. [Click here](#) and then scroll down to use our company search tool to see if your company offers a matching gift program, as well as find information on how to get started.

Fundraising 101

At its core, fundraising is all about being enthusiastic and ASKING people for contributions in a heartfelt way. It is a pretty straightforward process and can even be a lot of fun!

Paper or Email? Given the amount of personal communication that flows through email these days, it's a good question: should you use the Postal Service or just send email? Think about how the people you know use the Internet; your grandparents may not even have a computer while your friends and colleagues may only use Internet banking. If you choose to use traditional mail appeals, include a self-addressed stamped envelope. We know that this increases the rate of response significantly. The online fundraising program allows you to send appeal emails to friends and family, track up-to-the-minute progress, and is fast and convenient for the donor.

Tell Your Story. The first step in your fundraising is to write your personal appeal. This is, by far, the most successful fundraising strategy. By dedicating your efforts "in honor of" or "in memory of" a specific individual, even yourself, you personalize the fundraising for your donors. Share pictures, write a short biography; regardless how you choose to tell it, donors will feel connected and that their gift has meaning.

Thank Your Donors. In addition to the thank you your donors receive from the American Lung Association, be sure to send a personal thank you as they make their donations. Again, you know your donors the best, so whether it's a card, email or message on social media, express thanks to everyone who donates. It feels good to give; it feels even better to be acknowledged for that gift!

Donate to Yourself! Kickstart your fundraising and show your donors you are passionate about the cause! When you register, the site will suggest \$33; a dollar for every million people in the United States currently affected by lung disease. [Making a self-donation raises an average of \\$439 more!](#)

Set A Fundraising Goal. Donors are more likely to help meet your goal when they know what it is! Set your goal in your Participant Center based on what you want to raise. Do you want to be the top fundraiser, or just get that cool commemorative jersey? [Setting a goal raises an average of 25% more.](#)

Customize Your Personal Page. Share why YOU ride in your Participant Center and how this ride challenges you. Upload a picture, and dedicate your ride to someone. [Sharing a story raises an average of 30% more.](#)

Fundraising 101 (continued)

Use Our Online Resources. Send Emails to friends, family and co-workers. Ask them to donate to your fundraising efforts with pre-written emails available to you participant center or write your own. **Sending emails raises an average of 50% more!**

Over the years, trekkers have exercised tremendous creativity and inventiveness in finding interesting ways of raising funds. Check out the A-Z Guide to Fundraising, the Lung Association's Personal Guide to Fundraising, and call the office for tips, tricks and ideas.

Facebook Fundraising

Create a Facebook Fundraiser through your Clean Air Challenge Participant Center. Donations will automatically total in your Participant Center!

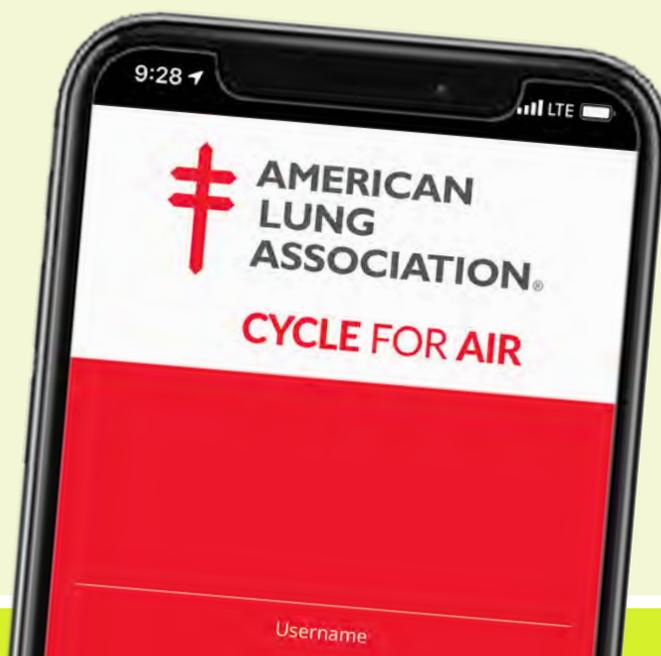
1. Visit CleanAirChallengeAK.org and log into your Participant Center.
2. Click on your Participant Center link.
3. Click Connect Fundraiser to Facebook.
4. If you aren't already logged into Facebook, it will ask you to log in to Facebook with your current Facebook account information. It will automatically create a fundraiser on Facebook, but take you back to your Participant Center. You will need to then click Go to Facebook Fundraiser. The fundraiser will automatically pull in your story and fundraising goal from your Participant Center.
5. Click the pencil icon to personalize your fundraiser. Please note, any future changes made on Facebook will not automatically update to your participant center; you will need to manually update in Facebook.
6. Here's where you can personalize your story. Make sure your goal matches your Participant Center goal, and set the end date (June 30 or Sep 18). All donations received up to Sep 18 will be counted toward the top fundraising prizes. When you're all done, click save.
7. Click the little camera to change the photo.
8. Pick a photo that means something to you. If you don't have good picture, contact the Event Manager and we'll give you one of our past event photos.
9. Invite people through Facebook so it shows up in their feed. If you rely on the Facebook algorithm, you

probably won't see many results. **Taadaa!** Your fundraiser is ready to go. Questions? Email us at CleanAirChallenge@lung.org or call 907-644-6411.

Cycle for Air App

The Cycle For Air mobile app is available for Apple and Android devices. Make fundraising a breeze by asking for donations by text or email from the convenience of your phone or tablet.

- Text your family, friends and co-workers to ask for their support.
- Update your Personal Page with why you ride.
- Schedule pre-crafted posts to ask for donations at key intervals throughout campaign that lead directly to your Participant Center.
- Send pre-crafted donation and thank you emails to your donors.
- Track your fundraising progress and more!



Riding Gear

No matter when and where you are riding, Alaska's weather loves to surprise us, often in a matter of minutes. The following is the gear list for the Clean Air Challenge, and we are including it to remind you of what you might want to bring, especially when going on longer rides.

Helmets Are Mandatory Gear; The Rest Is Strongly Recommended.

Helmet — an ANSI/Snell or CPSC approved
Safety Vest
Face Mask (for expected and unexpected interactions with others while on your ride)
Water Bottle (two is best for long rides)
One extra bike tube and a hand pump
Bike multi-tool (MP tool)
Any necessary medication (such as inhaler)
Photo ID and money and/or credit card
Health Insurance card
Sunglasses or clear eye protection

Suggested For Peace Of Mind And Comfort, Especially On Longer Rides

Rain gear (waterproof, not just water resistant)
Riding gloves
Undershirt (synthetic or wool)
Outer shirt or windbreaker (bright color)
Riding shorts or long pants
Socks (wool or synthetic)
Bike shoes or stiff cross-training shoes
Tire patch kit & tire levers
Extra pair of dry socks
Bike shoe covers
Hand warmers and toe warmers
Sunscreen

Safe Cycling During Social Distancing

April 16, 2020 | Excerpted from peopleforbikes.com

Due to the constantly changing dimensions of the COVID-19 crisis, we encourage you to follow all current CDC guidelines as well as local travel advisories and recommendations. Take care of yourselves and loved ones. We're all in this together. Despite the many new rules and regulations dictating our daily lives, bike riding — safely — isn't canceled.

A lot of Americans are getting on their bikes right now, many of them new to cycling or getting back in the saddle for the first time in years. Whether you're finding yourself on a bike for the first time in a while or just wondering how you can change your usual cycling routine to comply with the quarantine, we've collected a short list of tips on how to stay safe on your bike.

Follow New Rules. *We already said this above, but it's worth reiterating. Before you head out, make sure you're up-to-date on all national CDC recommendations as well as local travel advisories. These laws vary state-by-state, and even county-by-county, so be sure to know how, when and where you can legally and safely ride in your area.*

Social Distancing. *By now we're sure you're well acquainted with 2020's most important new phrase, and yes, it even applies to riding your bike. Maintain at least ten feet of space between you and other riders and pedestrians, especially when stopped at intersections or when passing on the road or trail. Avoiding popular/crowded paths and trail networks is also key.*

Ride Solo, Stay Connected. *While most of us love group rides, they're going to have to wait for now. Even with social distancing measures, it's still best to fly solo or with your immediate household group for the time being.*

Be Prepared. *Make sure your tires are inflated and your bike is running smooth before heading out the door. While bike shops are considered "essential businesses" in most states, not all shops have stayed open. Some have limited hours. Plan ahead. Make sure your toolkit is properly stocked to handle any roadside repair that might come up, and bring plenty of water and snacks.*

Be Friendly. *We're all going through a lot right now. A friendly smile or wave to fellow riders or pedestrians will be appreciated. Remember, we're all in this together.*

Safety Is A Priority!



Bike Anchorage has partnered with us for many years in Talkeetna, providing Bike Security equipment and volunteers at the Lodge. We appreciate them, not only for keeping our gear secure, but advocating for a vibrant, livable, and healthy Anchorage where it is safe and practical to go by bike. We are glad to share their **Safety Tips** and **Rules of the Road** so we can all be safe and responsible while riding for lung health!

Safety Tips

Wear a properly fitted helmet. Protect your brain, save your life.

Adjust your bicycle to fit. When standing over your bicycle there should be 1-2 inches between you and the top tube (bar) if using a road bike and 3-4 inches if a mountain bike. The seat should be level front to back, and height be adjusted to allow a slight bend at the knee when the leg is fully extended. The handle bar height should be level with the seat.

Check equipment for safety before each ride. Before riding, inflate tires properly and check that your brakes work.

See and Be Seen. Whether daytime, foul weather, or at night, you need to be seen by others. Always wear neon, fluorescent, or other bright colors when riding day or night. Wearing white has not been shown to make you more visible. Wear something that reflects light, such as reflective tape or markings, or flashing lights. All bikes need a bright white front light and a red rear light. Just because you can see a driver doesn't mean they can see you!

Control Your Bicycle. Always ride with at least one hand on the handlebars. Carry books and other items in a bicycle carrier or backpack. Watch for and Avoid Road Hazards. Be on the lookout for hazards like pot-holes, broken glass, gravel, puddles, and dogs. All these hazards can cause a crash. If you are riding with friends and are in the lead, yell out and point to the hazard to alert the riders behind you.

Rules Of The Road

These are traffic laws, regulations, and commonsense riding behavior designed to increase the safety of bicyclists riding in the roadway.

Obey traffic signs and lights. This means when there is a stop sign or red light, a bicyclist must come to a complete stop and should place one foot on the ground. The bicyclist should not proceed until they looked left-right-left for traffic and it is safe to go. This applies for all traffic signs, including U-Turns and more.

Ride in the same direction as traffic. As a vehicle, a bicyclist should ride to the right side of the road in the same direction as traffic. It is safer than facing traffic because you can act like a vehicle and your actions are more predictable.

Always hand-signal turns, slowing, stops, or lane changing. You must signal your intention because bicycles do not have brake lights. This is especially important if you are riding in a group of bicyclists. Give pedestrians the right-of-way. This is the same law that applies to motor vehicles.

Pull over if you hear a siren from an emergency vehicle. When you hear a police, fire, or emergency vehicle, you must pull over to the side of the road on the right to allow the emergency vehicle to pass.

Be sure to scan your surroundings. Using the scanning skill allows bicyclists to check their surroundings and ensure their safety. It is critical to know what is going on around you, in all directions. The skill of scanning is also used to change lanes.

Maintain a controlled speed, and follow speed limits. Vehicles should obey posted speed limits because they are the speed at which a driver can control a vehicle on a particular road and allow for safe stopping. A bicyclist should always maintain a controlled speed that they can also safely stop.

Wear bright clothing and use bike lights. Riding a bike in the dark can be very dangerous, especially in roadways as drivers may not be able to see bicyclists. Bicycles are required to have a white headlight and a red rear light, as well as reflectors.

Safety Is A Priority (continued)

Right-of-Way Guide

Base Rule: First to Stop = First to Go. The first vehicle to an intersection goes through the intersection first.
If the base rule doesn't apply: Furthest Right Goes First. When two vehicles get to the intersection at the same time, the vehicle on the right goes first (it has the right-of-way).

When in Doubt, Bail Out. This trumps all rules. Even if you have the right-of-way, if for any reason you feel uncomfortable or that your safety is threatened, let the other traffic go ahead. Your safety always comes first!

If neither the base rule nor the furthest right rule apply: Straight Traffic Goes First.

When two vehicles are directly across from each other and one is turning left, the one that is going straight goes first.

Trail Etiquette Rules

Multi-Use Paths are paths for varying users, such as bicyclists, pedestrians, joggers, skiers, etc. We have a lot of these in Anchorage and they're great to ride on, but be sure to adhere to these guidelines:

- Always ride to the right, allowing others to pass on the left.
- Pass only on the left and move back to the right when it is safe.
- Call out "on your left" or "passing" while passing someone.
- Use communication skills for signaling, including verbal and visual (pointing) or by bell/horn, giving people time to react.
- Always yield to other users who are slower: equestrians (horseback riders), pedestrians, then bicyclists.
- Always yield to riders/walker/hikers coming uphill.
- Use safe cycling skills, including constant scanning.
- When stopped, move off the trail so others can pass.
- Be respectful of the trail and other users.
- When riding at night, use lights in front and rear of the bike.
- Only use a small portion of the trail, so other may safely pass.
- Always be predictable and courteous.

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