



To all the riders who participated in the first annual Caesars Head Challenge:



On behalf of everybody at the Cycle 4 Life LLC, and the globalbike organization I would like to personally thank everybody for coming out this past Saturday to the Caesars Head Challenge. For an inaugural event we had an amazing turnout and we hoped everyone enjoyed a safe and challenging event. For everybody who participated, you all got to ride your bikes because it's something you enjoy; but because of your support other people will be able to ride bikes to save lives. Everybody should be proud of themselves for contributing!

Overall, we feel the Caesars Head Challenge was an outstanding success in its first year. We know we did a lot of things right to provide everybody with a very challenging day and something they look forward to participating in next year. On the other hand, being a first year event there were a few things we could have done better, and I will acknowledge that. I made a list throughout the day of things we can improve on for next year and I talked with many of you to get feedback so we can improve upon the event.

Some of the things we will make sure to have in place for next year will be:

- An earlier start time. Being an inaugural event we had no idea how many people would show up to ride. We wanted to offer registration that morning to allow for people who didn't have a chance to pre-register.
- Better signage on the roads. I realize there was some missed turns and some confusion with following the route. Next year we will work on putting the signs farther away from the turns so everybody has more advanced warning of an upcoming turn. We will also have signs on the side of the road for higher visibility.
- Vegetarian options for lunch. I apologize for the people who were left without a vegetarian option. Mike and Jeff's barbeque are very excited to work with us and he has provided us with some advice and options for next year.
- Parking fees included in the registration. I appreciate everybody's donations to the RV Park. They are a non-profit organization and all the workers there are volunteers. The start location is extremely important to the success of the Caesars Head Challenge. They were very happy with having the event there and are looking forward to next year. With the increase in riders we are hoping for and expecting next year we feel we can keep the same entry fee and have that cover parking costs. I also want to thank everybody for keeping the RV Park clean and not leaving trash and litter.

Also, I want to apologize about not being able to give people their times going up Caesars Head. With the temperatures as hot as they were, I decided to drive to all the rest areas to make sure they were well stocked with food and water. It was an easy decision to make as I value the rider's safety over having a neat feature of the ride, and I am sure that everybody appreciated the cold drinks and ice. We did get everybody's finish time at the top of Caesars Head and results are already posted at [www.pre-reg.com](http://www.pre-reg.com). Next year we will work it out to get final climb times.

I want to thank all of the volunteers who made this possible. They stood out all day in the hot sun to make sure the riders were well fed and hydrated. They didn't do this for money or recognition; they did it because they care about the cause and about the riders. All the volunteers commented on how appreciative the riders were, and I thank you for that!

Last but not least I want to thank all the sponsors who made the event possible:

- [Powerbar](#) provided us with all the bars, gels, and energy drinks. They make a great product, specifically designed for endurance sports. On a long hot day like last Saturday, using the Powerbar products was the difference for many of you being able to finish.
- [Palmetto Cove RV Park](#) gave us an amazing starting locating and a sheltered area for having lunch afterwards. Some of you even found the river out back and took a dip after the finish.
- Thank you to the local bike shops who came out, provided mechanical support, drinks, and even sag support. [Carolina Triathlon](#), [Great Escape](#), [Sunshine Bicycles](#), and [GoTriSports](#) were all at the ride helping out and making sure everybody was able to ride.
- [Catherine James Design](#) helped make the website, our logo, the flyer, and countless other details to make sure we looked professional and so that people looking for information could easily find it.
- [Pre-reg](#) handled all registration, results, and timing with their race management services software. They made this event a possibility and without them we would not have been able to focus on details concerning the ride.
- Last but not least, I want to throw a big thank you to [globalbike](#). They helped with logistics, providing volunteers, the igloo water coolers, tables and tents for the rest areas. Everybody with the organization cares deeply about the cause and was eager to do anything they could to help. I encourage anybody who can to visit their website, buy some coffee, or make a donation. We all pedal bicycles because it's enjoyable, but you can help somebody else pedal a bicycle to save lives.

Once again, thank you to everybody who came out to make our first year a huge success! I hope everybody had a great day, enjoyed riding some of the best roads in the country, and took pride in the fact they are helping to save lives. We wish to see you all again next year and hope you will help spread the word and bring friends. We want this event to grow every year. With that said, mark your calendars for. . .

**June 12<sup>th</sup>, 2010 at 7:30am for the second annual Caesars Head Challenge!!!**

Thank you!

Boyd Johnson, Nicole Johnson, Don MacIntyre  
Cycle 4 Life LLC