

SEPTEMBER 14-16, 2023



Never Surrender is excited to bring a NEW fundraising event to Northern Minnesota that will further help in the fight against ALS.

Amyotrophic Lateral Sclerosis (also known as Lou Gehrig's Disease), affects over 18,000 people in the United States.

There are currently only 3 drug treatment options available, there is still much work to do in finding a cure.

Join us on the beautiful Mesabi Trail in northern Minnesota. Cyclists will be able to choose between 2 different ride lengths, full or half ride, depending on their comfort level. Plus, we will be offering an e-Bike option!

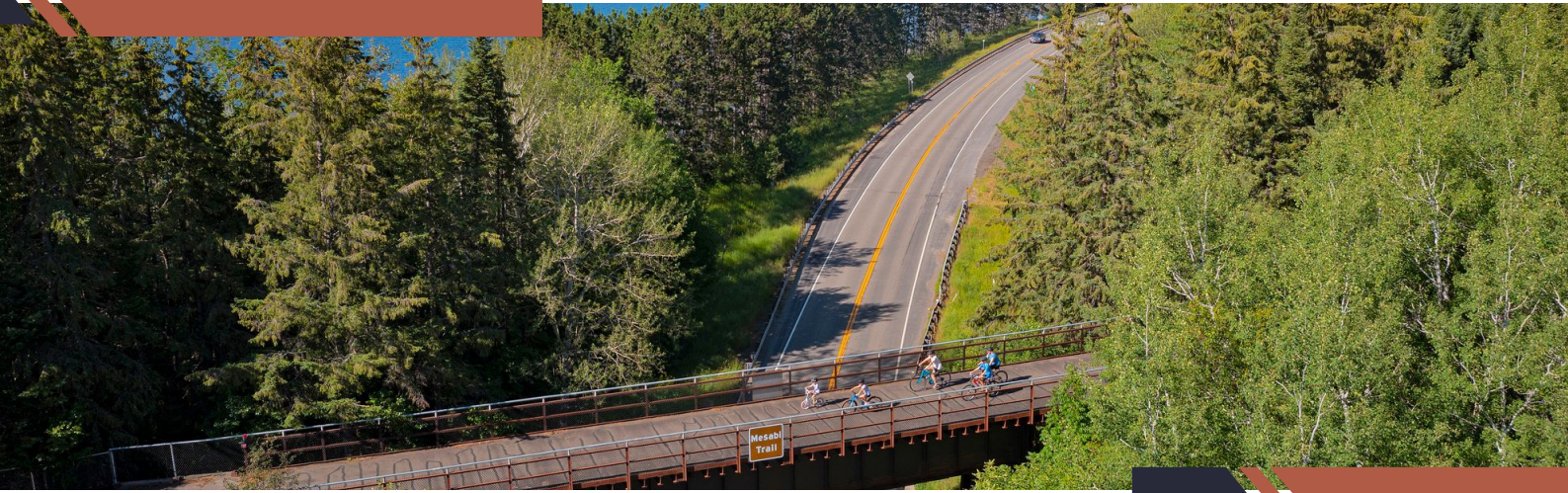
www.NeverSurrenderInc.org

Questions? Contact: monica@neversurrenderinc.org

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TOMASSONI TOUR

CYCLE FOR ALS



FULL RIDE

Trail Bike
Up to 25 Cyclists

For cyclists interested in a longer 2-day ride, up to 120 miles.
(50-60 miles per day)

HALF RIDE

e-Bike or Trail Bike
Up to 50 Cyclists

For cyclists looking for a more relaxed ride, up to 80 miles over 2 days.
(30-40 miles per day)

VIRTUAL

Not able to make it? Join us virtually and be part of the Never Surrender Family, and qualify for incentive prizes.

Please note, we will also offer a waiting list for if we open a few more spots for 2023 or if you are interested in next year's ride. We don't want to leave anyone out, but we want to make sure all of our participants have a positive experience!

VOLUNTEER

Not quite sure if you want to ride? Consider volunteering and learn what we're all about!
www.NeverSurrenderInc.org.

FUNDRAISING

\$1,000 MINIMUM



Raise a minimum of \$1,000--we are here to help!

Did you know the average Blizzard Tour Rider raises over \$6,000 a year?

A non-refundable \$200 deposit is due upon registration.

RAFFLES

Raffles are available numerous times throughout the year.

*For every ticket you sell, it counts towards **your** fundraising total! (Hack: give them as gifts)*

- **Calendar Raffle | \$50 a ticket**
 - Winners can win more than once. Win one of 50 - \$500 cash prizes or one of 25 Ruger guns.
- **SeaDoo with Trailer, Polaris RZR or \$10,000 Cash | \$10 a ticket**
- **Polaris Ranger, John Deere Tractor or \$10,000 Cash | \$10 a ticket**
- **Anniversary Polaris Snowmobile & 25 - \$1,000 Cash Prizes | \$25 a ticket**
 - *Tickets coming soon*

ONLINE

When you register, you can access your Participant Center tools to help with fundraising:

- **Facebook Fundraising**
 - Ask friends and family for online donations that go directly towards your fundraising total.
- **Company Matching**
 - Does your workplace offer matching dollars for financial donations or volunteer time?
- **Email Templates**
 - There are a variety of email and mail templates in the Participant Center to send to friends and family.
- **Fundraising A-Z**
 - There are lists of fundraising ideas --- but feel free to try your own. Or partner up with another cyclist.
- **Fundraising Training**
 - There will also be online trainings, tips, tricks and direct support.

SCHEDULE

SEPTEMBER 14-16

**Our Never Surrender family is pretty serious about finding a cure for ALS.
But, we like to have some fun doing it!**

Our home base will be Fortune Bay Resort Casino, Tower, MN.
Remember -- your \$1,000 fundraising covers your lodging, meals snacks and more!
All times below are subject to slight changes.

THURSDAY

- **Check In | 3:00 p.m. - 9:00 p.m.**
- Participants will pick up their packet information about the ride and check into hotel rooms that we have booked and assigned to you.
 - *Each registration includes lodging, double occupancy, double bed. Spouses/significant others are able to stay in your room, however, they would be responsible for the cost.
- **Social Hour | 5:00 - 7:00 p.m.**
- **Dinner | 7:00 - 8:30 p.m.**
- **Welcome Program & Ride Details | 8:00 p.m.**

FRIDAY

Cyclists will ride the beautiful Mesabi Trail, located in northern Minnesota. The full day and half day ride might begin at different points on the Mesabi Trail as there are a few miles of the trail that are still being connected, we will include transportation for both you and your bike if necessary.

- **Breakfast | 7:00 - 8:30 a.m.**
- **Full Ride Start | 9:00 a.m.**
- **Half Ride Start | 10:00 a.m.**
 - Water & Snack Stations along the trail
- **Lunch stations open from 11:00 - 1:00 on the trail**
- **Social Hour | 4:00 - 6:00 p.m.**
- **Traditional Northern MN Outdoor Walleye Fish Fry | 6:00 - 8:00 p.m.**

SATURDAY

Continue your ride on the Mesabi Trail, you will see different parts of the trail from yesterday.

- **Breakfast | 7:00 - 8:30 a.m.**
- **Full Ride Start | 9:00 a.m.**
- **Half Ride Start | 10:00 a.m.**
 - Water & Snack Stations along the trail
- **Lunch stations open from 11:00 - 1:00 on the trail**
- **Happy Hour & Auction | 4:30 - 6:00 p.m.**
- **Dinner | 6:00 - 7:00 p.m.**
- **Thank You Program and Unveiling of our Fundraising Total**

SUNDAY

- **Continental Breakfast | 7:00 - 9:00 a.m.**
- **Check out by 11:00 a.m.**