

Tour Memories:

Pre-tour *discounts* on SVBT shirts are:

- **Short Sleeved t-shirt only \$15**
Day of Short Sleeve t-shirts \$18
Adult sizes S-XXL
- **Long Sleeved t-shirt only \$20**
Day of Long Sleeve t-shirts \$25
Adult only S-XXL

New must
have
2012!!



- **Short Sleeved Jerseys for \$69**
Adult only S-2XL (check our website for color)
order ahead, limited supply available at tour.
- **Mugs \$15** (available ride day)

For more info contact:

1-800-284-9484 (toll free) or 715-682-2500
ashchamb@centurytel.net

www.superiorvistas.org

For Lodging Suggestions visit or call the

- Ashland Area Chamber of Commerce
www.visitashland.com or 800-284-9484
- Washburn Area Chamber of Commerce
www.washburnchamber.com or 715-373-5017



SVBT is committed to supporting the sustainability goals of Chequamegon Bay's eco-municipalities. SVBT incorporates the use of recycled, bio-degradable, organic, GMO-free, non-toxic, and/or recyclable materials in every practical way, and will review progress towards an ever higher standard of sustainability in tour operations on an annual basis.

Along with being a sustainable event, the SVBT also promotes local entities and businesses. Your fee helps support the:
Ashland Area Chamber of Commerce
www.visitashland.com 715-682-2500
Friends of Lake Superior Nordic Trails
www.superiornordic.org 715-373-5611
Washburn Cultural Center
www.washburnculturalcenter.org
715-373-5591

Your Fee Includes . . .

- ☺ A Yummy ice cream sandwich from the one and only **Tetzner's Dairy**
- ☺ Finish hoopla includes **Hugo's** pizza, sandwiches, and locally grown strawberries topped w/chocolate
- ☺ Sag Support on all routes
- ☺ Highway safety support using law enforcement vehicles
- ☺ Wrench (mechanical) support
- ☺ Fully stocked rest stops including homemade bakery
- ☺ Exceptionally scenic ride
- ☺ Friendly, helpful, fun loving volunteers
- ☺ A GREAT time to be had by all



Logo: Jill O'Neill Graphically put.com

Superior Vistas is an equal opportunity employer .

Superior Vistas Bike Tour
c/o Ashland Chamber of Commerce
P.O. Box 746
Ashland, WI 54806

Presorted Standard
U.S. Postage Paid
Ashland, WI
Permit No. 5



June 23, 2012

Mile distances of 13, 19, 34, 40, 52, 70 & 100



A family, eco-friendly RIDE!
Ride scenic, low traffic roads through forests and over rolling hills with vistas of Lake Superior.

www.superiorvistas.org

Presented by:
Ashland Area Chamber of Commerce
Washburn Cultural Center
Friends of Lake Superior Nordic Trails

Complete one form per person. If registering as a family, include all forms in one envelope.

CHECK INTENDED LOOP (you may change)

13 MI

19 MI

34 MI

40 MI

52 MI

70 MI

100 MI

LAST NAME _____ FIRST NAME _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

Release: I understand that bicycling can be a dangerous activity & pledge to obey all traffic laws both general & specific to bicycling. I agree to hold harmless & hereby waive, release, and dismiss all claims for damages and personal injury which I may incur before, during or after the Superior Vistas Bike Tour, against any and all events officials, the city of Washburn, the sponsors, organizers and any persons officially connected with this event from all liability for any injury, death or damages. I permit organizers of this event to use photographic images taken during the event for promotional purposes.

SIGNATURE OF PARTICIPANT (or PARENT/LEGAL GUARDIAN FOR THOSE UNDER AGE 18) _____ DATE _____

MAKE PAYMENT TO : Superior Vistas Bike Tour TOTAL FEES ENCLOSED _____

Short Sleeved t-shirt \$15 (Include with total payment): Adult sizes S M L XL XXL

Long Sleeved t-shirt \$20 (Include with total payment): Adult only S M L XL XXL

On race day short sleeve shirts will be \$18 and long sleeve shirts will be \$25

Make Checks payable to : SVBT or Superior Vistas Bike Tour

Send Completed form to: Superior Vistas Bike Tour • P O Box 746 • Ashland, WI 54806



Ride held rain or shine. No Refunds.

HELMETS REQUIRED!

Novice, as well as experienced riders and families are encouraged to participate. In 2011, over 400 individuals of all abilities participated, including many families. Plan to spend the weekend exploring the Chequamegon Bay area enjoying the many scenic and cultural attractions.

About the Ride



Launch from the beautiful shores of Lake Superior. Bicycle with confidence on this family-centered, fully supported ride with group start, route maps, cue sheets, directional signs, support vehicles, toilet facilities & food/beverage rest stops. All routes include an exhilarating downhill to a sheltered finish at Thompson's West End Park with local hometown pizza, fruit, beverages, swimming & showers (75¢). Some routes do overlap, so you can decide to shorten or lengthen your route as you ride.

THE ROUTES

- The 13 mile route is hilly, but children as young as 10 years have completed it. Rest stops available at mile 5 and 8.
- The 19 & 34 mi loops include a stop at Long Lake. **Pack a swim suit & small towel and take a dip before continuing!**
- The 40 mi "out & back" and 100 mi (century) loop include biking past scenic Siskiwit Falls and a rest stop at the Town of Bell Lakeside Park in the quaint fishing village of Cornucopia. **Bring your camera! Go for a swim & fill your bottles with fresh artesian water at this stop.**
- The 52, 70 and 100 mi loops take riders through the famed Moquah Barrens, over 20 miles of some of the sweetest, smoothest blacktop in the Chequamegon Nicolet National Forest (includes 3 rest stops).



This is a Ride, not a race.

HELMETS REQUIRED!

BRIGHT CLOTHES ARE RECOMMENDED!

Riders are expected to obey the laws of the roads (observe the center line rule) and use courtesy, caution and common sense.

Ride Details:

Same Day Registration and/or Check In/Start: Thompson's West End Park in Washburn, WI

7-8am (70 and 100 mile loops)

7-9am (all others) Group start for all routes at 8am.

NOTE: Century riders must depart no later than 8am for full sag, rest stop & finish amenities.

Finish area food available until 4pm.

Deadline & Fees:

Postmarked by May 9: \$20 individual \$45 family**

Postmarked by June 13: \$25 individual \$55 family**

After June 13: \$30 individual \$65 family**

Under 22 years of age \$15 any time;

if under 18 signature of parent needed

**A family is defined as a parent and dependent children

Ride held rain or shine. No Refunds.



MANY THANKS TO OUR ...

Title Supporters:

HUGO'S PIZZA



Wheel and Spokes Supporters

- Bay City Cycles
- Cafe CoCo Artisan Bakery and Good Eats
- Fauerbach & Martell, S.C.
- Washburn I.G.A.
- Washburn Ironworks

Roadies Ride Supporters

- Apostle Islands Realty, Inc.
- Bayfield Bike Route
- Big Water Café and Coffee Roasters
- Bremer Bank
- Chequamegon Food Co-Op
- Cornucopia Business Association
- Cragin Machine Shop
- Humble Be Yoga, Dance & Lodging
- Karlyn's Gallery
- Langford Pharmacy
- Nordic Bay B & B and Cabin
- North Coast Coffee
- Olson Building Materials, Inc
- Washburn Chamber of Commerce