



**Make A Difference Foundation Fundraiser  
Cape Argus Pick 'n Pay Cycle Tour 2010  
FINAL ARRANGEMENTS – 'ABSOLUTELY MAD PACKAGE'**

Thank you for joining the MAD peloton on 14 March 2010 and helping us to raise funds for the education of our talented young South Africans from less privileged circumstances. We would like to bring the following final arrangements for this event to your attention:

**PRE-EVENT REGISTRATION**

Registration will take place at the Cape Argus Lifecycle Expo at the Good Hope Centre, Sir Lowry Road, Cape Town. All MAD entrants come and register in the main registration area **at the MAD stand on the Basement Level**. The stand will be situated opposite the Cycle Tour registration area.

**REGISTRATION TIMES**

Please note that **pre-registration prior to the Cycle Tour is compulsory**. MAD registration times are as follows and differ slightly from the Cycle Tour registration times:

Thursday, 11 March and Friday, 12 March 2010	10:00am – 20:00pm
Saturday, 13 March 2010	09:00am – 12:00pm

Kindly note that you will receive your MAD cycle shirt with your registration pack. As per previous correspondence, note that MAD does not provide cycling pants this year. **You are requested to wear your own cycling pants, preferably in black to match your MAD cycle shirt.**

If you have purchased a timing chip online or through MAD, this will be included in your registration pack. Please ensure to check your pack before leaving the registration desk.

**CARBOLOAD LUNCH, SATURDAY 13 MARCH 2010**

As an "Absolutely MAD" entrant, you are kindly invited to join Francois Pienaar and the MAD Team for a carbo-load late afternoon lunch on Saturday, 13 March 2010 from 16:30 – 18:30 at La Perla (corner Beach Rd and Church St, Sea Point).

**Kindly RSVP whether you will be attending no later than Monday, 8 March 2010 to Lauren Krüger on [events@themadbunch.org.za](mailto:events@themadbunch.org.za) or call (021) 464 8864 in order for us to make a reservation on your behalf.**

**RACE DAY, SUNDAY 14 MARCH 2010**

By now you have received an email from the Cape Argus Cycle Tour Office with a seeding time. Please note that the **MAD start time will be at 8:35 and we are in group SS. Very important: kindly refer to attached map for meeting place and positioning for group SS.**

If you have received an earlier seeded time, you have a choice of whether you want to take up your earlier time (suggested for more competitive riders), but may choose to remain in the MAD group at 8:35 in which case you join the MAD group as follows:

- 07:55 MAD peloton to meet at SS start location in front of Broadway Centre as per attached map
- 08:10 MAD peloton photo shoot
- 08:20 Move to start as instructed by Francois Pienaar: harbour side start lane
- 08:35 MAD start  
**Cycle like MAD!!!**

#### **HOSPITALITY TENT**

As an "Absolutely MAD" entrant, you have access to the Pick 'n Pay Hospitality Tent within the main hospitality village, after your race. Come and enjoy a most deserving massage, shower, something to eat and a refreshing drink!

#### **SHOW US JUST HOW MAD YOU ARE!**

Didn't score points on Valentine's Day? Well, we're giving you the perfect opportunity to make up for it...MAD is launching a pledge campaign between now and 12 March 2010, giving you the opportunity to raise additional funds by getting your friends, family and colleagues to support you every MAD meter you cycle! All funds raised will be utilized for the MAD Education Programme.

**See attached PLEDGE CHALLENGE to see what goodies are up for grabs for your effort! Make it count!**

#### **PAYMENT AND 18A TAX CERTIFICATES**

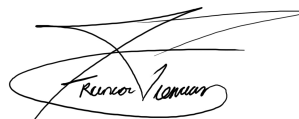
Kindly note that your payment is due prior to registration on 11 March 2010. If you have not yet received your invoice, please contact Lauren Krüger on (021) 464 8864 or email [events@themadbunch.org.za](mailto:events@themadbunch.org.za). Should you have already made payment and require an 18A tax certificate, please send your proof of payment with full names and postal address to the above-mentioned email address.

#### **QUERIES ON THE DAY**

Lauren Krüger – 083 283 2199  
Karien Winter – 082 395 1781

**Thank you for joining the MAD peloton!**

**We wish you a most enjoyable race!**



**& THE MAD TEAM**