Volunteer Guide

Presented by

Cigna

The Road Ahead, Together

#DempseyChallenge
Thank you for volunteering for the 9th Annual Dempsey Challenge to benefit the Dempsey Centers! You are a vital part of the team and help us ensure a safe, successful and meaningful event for all of our participants and spectators. This event is a huge undertaking and we are so very thankful for your time and energy!

This document includes an overview of the weekend’s volunteer check-in locations, parking information, schedule of events, and FAQs. Please review it carefully and if you have questions, e-mail us: volunteers@dempseychallenge.org.

Although we still need more volunteers, we currently have just under 600 people registered to volunteer for over 900 positions from October 2-9. This event could not happen without your help – on behalf of the Dempsey Center patients, their families, and our staff, thank you in advance for your contribution!

With thanks,

Donna Lafean, Volunteer Coordinator
Wendy Tardif, Executive Director
Aimee Labbe, Development Manager
Cheryl Ramsay, Event Coordinator
Andrea McLean, Manager of Strategic Partnerships
Tish Caldwell, Fundraising Coordinator
Dani Campbell, Marketing Manager
Dempsey Challenge Local Organizing Committee

FOOD

Most volunteers will receive complimentary food, coffee and water during your shift. We will also have food for sale at Simard-Payne Memorial Park (a list of food trucks and concessions can be found on page 4).

COURSE MARSHALS FOR THE RIDE: Please note that your position may require being out on the route for long periods of time. Lunch will be provided, but please plan ahead and bring your own snacks and refreshments if desired.

AMGEN BREAKAWAY FROM CANCER® SURVIVOR WALK START LOCATION

The Survivor Walk will take place on Saturday at 10 am at Simard-Payne Park. Survivors, caregivers, families, and those walking in honor or memory of someone are all welcome to join in this free walk. Please visit the Information Tent by 9:45 am to be directed to the gathering spot for this walk. You may also view the venue map in this guide to view the starting spot. Any survivor walk participant needing assistance getting into the park due to physical limitations may use our complimentary shuttle service. Shuttle drop-off will be in the parking lot of Fish Bones American Grill located at 70 Lincoln St. Shuttles will run from 9:30 to 9:50am and will bring participants to the Survivor Walk start line.

ROAD CLOSURES & SAFETY

Please note that there will be road closures on Saturday from 7:30-9:00am in Lewiston (please allow extra travel time) and on Sunday all roads will be OPEN during the cycle events. All participants, volunteers and spectators should take extra caution when driving near the venue and on the routes. Route maps can be found on our website: cycling-rides presented by Specialized and 5K/10K presented by Positive Tracks.
SCHEDULE OF EVENTS

Unless otherwise noted, all events will take place at Simard-Payne Memorial Park: 46 Beech Street, Lewiston, ME. Schedule is subject to change. Updates to the schedule can be found on our website.

**SHARE WITH US**

Facebook: @DempseyCenter
Instagram: @theDempseyCenter
Twitter: @DempseyCenter

All Platforms: #DempseyChallenge, #SpectrumCares4ME

Don’t miss our #Hashtag Photo Wall presented by Spectrum Healthcare Partners!

**TUESDAY, OCTOBER 3**

6:00 PM
Volunteer Orientation, Hilton Garden Inn
14 Great Falls Plaza

**FRIDAY, OCTOBER 6**

12:00 - 7:00 PM
Packet Pick-Up – Simard-Payne Memorial Park
Official Merchandise Tent open

1:30 – 3:00 PM
George Hincapie appearance at L.L.Bean Bike, Boat and Ski Store, Freeport

3:00 PM
Arrival, Challenge to Conquer Cancer riders
Longley Bridge, Lewiston/Auburn

**SATURDAY, OCTOBER 7 (continued)**

8:20 AM – 1:00 PM
Hannaford 5 & 10K Café (participants only)

9:00 AM
Two-Day Ride presented by L.L. Bean cyclists released, start stage

9:00 AM – 2:00 PM
Cyclist Packet Pick-Up

9:30 AM – 9:50 AM
Survivor Walk complimentary shuttle service for those with physical limitations, drop-off at Fish Bones parking lot

10:00 AM
Amgen Breakaway from Cancer® Survivor Walk

10:15 AM (approximately)
“Thank You” from Patrick Dempsey, entertainment stage

11:00 AM
Kids’ Fun Run presented by WEX, start stage

11:00 AM – 2:00 PM
Dempsey Center Open House
29 Lowell St., Lewiston

4:00 PM
VIP Private Reception presented by TAG Heuer (invitation only; $10,000 and above fundraisers)

5:30 PM
Champions for Hope Celebration presented by TAG Heuer (invitation only; $3,000 and above fundraisers)
SUNDAY, OCTOBER 8

6:00 – 7:15 AM
Packet Pick-Up for cyclists

6:00 AM – 5:00 PM
Official Merchandise Tent open

7:00 AM
Opening Ceremonies led by Patrick Dempsey, start stage

7:30 AM
Cycling Rides presented by Specialized
cyclists released in waves: 100-, 70-, 50-, 25- and 10- miles, start stage

7:30 AM
Family Ride and Vivian St. Onge Memorial Rickshaw Team riders depart (immediately following the release of 10-mile riders), start stage

8:00 AM – 5:00 PM
Festival in the Park, continued

9:30 AM UNTIL THE LAST RIDER
Lobster Trap presented by Porsche (need ticket to enter) and Gritty’s & Baxter Brewing Finish Line Beer Garden (21+, ID required, open to the public)

11:00 AM – 2:00 PM
Dempsey Center Open House, 29 Lowell St., Lewiston

4:00 PM
Closing Ceremonies led by Patrick Dempsey, entertainment stage

4:15 PM
After party with live music in the Gritty’s & Baxter Brewing Finish Line Beer Garden
FESTIVAL IN THE PARK

The free, family-friendly Festival in the Park includes a wealth of activities, food and drink, entertainment, information, products for sale, and much more. The Festival is open to the public and we encourage you to invite family and friends to take part in the festivities!

Saturday, October 7: 8:00 AM – 1:00 PM
Sunday, October 8: 8:00 AM – 5:00 PM

OFFICIAL MERCHANDISE

Official Dempsey Challenge merchandise will be available for purchase all weekend: Friday from 12-7 pm during Packet Pick-Up; Saturday from 6am -1pm; and Sunday from 6am-5pm.

CONCENTRA HEALTH & WELLNESS EXPO

Under this tent you'll find free health screenings, interactive displays on cancer prevention and early detection, and resource information on overall wellness from more than 20 organizations.

FOOD TRUCKS & CONCESSIONS

Local food trucks will be serving up great food at reasonable prices! Most items are between $4-$8.

Dunkin' Donuts: New England's favorite pick-me-up will be serving their famous coffee, baked goods, and other treats.

Alabama BBQ: Direct from Alabama comes the most mouth-watering barbecue in New England.

Cousins Maine Lobster: Lobster rolls and more! Visit this food truck that was made popular by the ABC show Shark Tank.

Fiddlestick Farms: Hand-crafted small batch ravioli producer, artisan bread baker, licensed cheese maker located in Hanover, Maine.

GRITTY'S & BAXTER BREWING

FINISH LINE BEER GARDEN

Participants will each receive one ticket for a complimentary beer or wine, attached to their bib. The Garden is also open to the public, with beer and wine for sale for $5 each. 21+, ID required to be served.

TD BANK KIDZONE

In this area you'll find interactive activities and games for kids of all ages, including make-your-own smoothies and an obstacle course!

LIVE ENTERTAINMENT

Unless otherwise noted, all bands will perform on the Entertainment Stage. In between band performances there will be a DJ providing music.

SATURDAY, OCTOBER 7
9:00 AM - Skosh
11:00 AM - Camp of Rock

SUNDAY, OCTOBER 8
TBD – OC and the Offbeats
TBD – Apryll Aileen

For more information, click here.
MASSAGE & REIKI TENT

Our volunteer massage therapists and Reiki practitioners will be providing free massage and Reiki for participants and cancer survivors on a first-come, first-served basis on Saturday and Sunday.

INFORMATION TENT

Access our Dempsey Challenge branded information tent to find out anything as it relates to Challenge weekend. Any questions related to the Dempsey Center will be directed to the Dempsey Center booth in the Health and Wellness tent.

VENDOR FAIR

Over 30 vendors will be offering samples, demonstrations and products for sale during the Festival. Check out the Vendor Fair to visit all of our exhibitors.

RECYCLING & COMPOSTING

Please join us in reducing our impact on the environment by composting food scraps and beer cups and recycling other materials by placing in appropriate bins. Our Green Team and partners Casella and Agri-Cycle Energy thank you in advance!

ATM

An ATM will be available for use near the entrance to Lobster Trap tent on the end facing the entertainment stage.

DOGS

While we are huge dog lovers, per City of Lewiston ordinance, dogs are not allowed in Simard-Payne Park during our event, unless as a registered service dog. Thank you for leaving your furry friends at home!

NO SMOKING

Per City of Lewiston ordinance, smoking is prohibited in Simard-Payne Memorial Park. We also ask that you do not smoke on course or at any Dempsey Challenge functions.
PARTICIPANT AND VOLUNTEER PARKING

Participants may park in any of the gold shaded areas.

Volunteers should park in garages to allow participants with bikes on top of their vehicles to park on surface parking.

Survivor Walk participants needing assistance to the start line can access a complimentary shuttle service from the Fish Bones American Grill lot located at 70 Lincoln St. Shuttles will run from 9:30 to 9:50.

ADA Accessible parking can be found at the three blue shaded areas, including the lot located behind the Hampton Inn. Please do NOT park at the Hampton Inn lot for hotel guests.

The Lincoln St. Garage (corner of Lincoln and Main Streets) is free on Friday beginning at 12 pm, and on Saturday and Sunday. The Chestnut St. Garage is free on Saturday and Sunday only. Please utilize garages to be respectful of local businesses.

PLEASE NOTE: On Saturday, Lincoln Street will be closed from Main Street to Alfred Plourde Parkway, and Cedar Street will be closed from Lincoln Street to Mill Street as part of the 5K & 10K from 7:30 am - approximately 9:15 am.
## Volunteering Check-in Info

Locate the day you’re volunteering and your location to determine where to arrive & check-in.

### Tuesday, October 3

**Bib Labeling**  
Dempsey Center, 29 Lowell Street, Lewiston  
*Street parking is available on Lowell and Bates Streets.*

### Saturday, October 7

**Supply Distribution Volunteers**  
Please report to the Load Lot on the corner of Oxford and Cedar Streets.

**Run/Walk Course Marshals**  
Please report to the parking lot at 298 Lincoln St., (corner of Lincoln and Locust Streets) in Lewiston, at 6:30 am sharp for a briefing, t-shirt and to be given your assignment.

**Registration, Venue & Festival Volunteers**  
Report to Simard-Payne Memorial Park, 46 Beech Street, Lewiston. Volunteer Check-In will be in the Packet Pick-Up/Registration Tent, straight ahead when you enter the park. Please plan to arrive 30 minutes prior to your assigned shift to allow for parking, check-in and further instruction. You will receive your volunteer t-shirt upon check-in, if you didn’t attend orientation. See parking map in this guide for parking information.

**All Medical, SAG Driver & Ham Radio Volunteers**  
An orientation meeting will take place at 1:00 pm in the Load Lot, on the corner of Oxford and Cedar Streets. You will pick up your volunteer t-shirt and sign the waiver to drive the SAG vehicle. If Medical Volunteers are unable to join us, please contact Pete Sedgwick:  
[sedgwise@cmhc.org](mailto:sedgwise@cmhc.org)  
HAM operators will load equipment into the SAG Vehicles after the orientation meeting.

**Two-Day Ride Venue/Hospitality Volunteers**  
Please arrive at Wolfe’s Neck Wedding Field for venue setup/hydration station, or the Farmhouse Lawn for dinner volunteers. Address for both is 184 Burnett Road, Freeport.

### Technical Volunteers: Mechanics, Rest Stop volunteers, SAG and Medical volunteers have separate orientations and DO NOT need to attend volunteer orientation.
SUNDAY, OCTOBER 8

SUPPLY DISTRIBUTION VOLUNTEERS
Please report to the Load Lot on the corner of Oxford and Cedar Streets.

RIDE COURSE MARSHALS (FOOT MARSHALS)
Please report to the parking lot at 1813 Washington St. (Amato’s Express/Fireside Inn) at 6:30 am for a briefing, t-shirt and to be given your assignment.

REST STOP BIKE MECHANICS
Coordinator John Grenier will provide your Rest Stop assignments via e-mail prior to the event. On Sunday, October 8, report directly to your Rest Stop.

REGISTRATION, VENUE & FESTIVAL VOLUNTEERS
Report to Simard-Payne Memorial Park, 46 Beech St., Lewiston. Volunteer Check-In will be in the Packet Pick-Up/Registration Tent, straight ahead when you enter the park. Please arrive 30 minutes prior to your assigned shift to allow for parking, check-in and further instruction. See parking map in this guide for parking info.

REST STOP VOLUNTEERS
Proceed directly to your assigned Rest Stop at the designated time provided by your Rest Stop Captain. If possible, please arrive 30 minutes prior to the start of your shift to help with setup.

REST STOP MEDICAL VOLUNTEERS
Proceed directly to your assigned Rest Stop location at least 30 minutes prior to the designated times below to help with setup. Your medical supply tub, tent, table, cot(s), chairs and ice cooler will be at the Rest Stop when you arrive.

Rest Stop #1 – Campbell Highlands Disc Golf
176 Witham Rd., Auburn
Start Time: 8:00 am

Rest Stop #2 – Thomas Moser
Kittyhawk Ave., Auburn
Start Time: 8:00 am

Rest Stop #3 – Jordan Small School
423 Webbs Mill Rd., Raymond
Start Time: 8:30 am

Rest Stop #4 – Pomerleau Residence
238 Megquier Hill Rd., Poland
Start Time: 8:30 am

Rest Stop #5 – American Legion
Route 11 and US 302, Naples
Start Time: 8:45 am

Rest Stop #6 – Boat Ramp
Hwy 117, Harrison
Start Time: 9:30 am

Rest Stop #7 – Casco City Hall
635 Meadow Rd., Casco
Start Time: 9:00 am

Rest Stop #8 – Oxford Elementary
79 Pleasant St. (Rt. 121), Oxford
Start Time: 9:30 am

Rest Stop #9 – Elm St. School
129 Elm St., Mechanic Falls
Start Time: 9:30 am

TWO-DAY RIDE REST STOPS

SATURDAY

Rest Stop #1 – A & D Electric
916 Middle Rd., Sabattus Start Time: 9:45 am

Rest Stop #2 – Lisbon Falls Church of Nazarene,
184 Main St., Lisbon Falls, ME 04252.
Start Time: 10:45 am

Rest Stop #3 – Greenwood Trades Building
41 Greenwood Rd., Brunswick
Start Time: 11:15 am

Rest Stop #4 – Mere Point Boat Ramp,
15 Birch Island Rd., Brunswick, ME 04011.
Start Time: 11:45 am

SUNDAY

Rest Stop #10 - North Pownal Store
83 Fickett Rd., Pownal
Start Time: 8:00 am

Rest Stop #11 – Pineland/Gillespie Farm
752 Mayall Rd., New Gloucester
Start Time: 9:30 am
**SAG HAM VOLUNTEERS**
Check-In no later than 6:30 am to the SAG Vehicle Staging Area at the Load Lot, on the corner of Oxford and Cedar Streets.

**SAG MEDICAL VOLUNTEERS**
Check-In no later than 6:30 am at the SAG Vehicle Staging Area at the Load Lot, on the corner of Oxford and Cedar Streets. Your SAG Vehicle will be equipped with a medical supply tub and other items you may need while on the course.

**VENUE MEDICAL VOLUNTEERS**
Report to the main medical tent at Simard-Payne Memorial Park (see venue map in this guide for medical tent location). Arrive no later than 6:30 am for your assignment.

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**VOLUNTEER FAQS & IMPORTANT INFORMATION**

I have registered to be a volunteer, what is the next step in the process?
The week of the Challenge, you will be contacted by our Volunteer Coordinator or Local Organizing Committee member with more details for your volunteer job and the weekend’s events.

Will the Dempsey Challenge staff provide transportation to and from the event venue for volunteers?
We are sorry but we are unable to provide transportation to the event. We will provide volunteer parking and suggest leaving plenty of time for potential traffic and parking delays before your assigned shift.

Where do I check-in the day of my shift?
See information in this packet for specific location. It is recommended that volunteers arrive at least 30 minutes prior to their assigned time to allow for check-in, potential traffic and parking delays and further instruction.

Will lunch be provided?
Most shifts will receive lunch. Lunch information will be provided at check-in. Course Marshals, Medical Support, SAG, Bike Mechanics and Rest Stops will be delivered a box lunch to take on the ride course. It is suggested that you bring additional food and water, if needed.

What should I wear/bring?
We ask that all volunteers be prepared for all types of weather by bringing raingear, sun block, hat, gloves, warm jacket, and comfortable clothes and shoes. If you are on the ride course as a ride marshal, you may want to bring a folding chair. Most volunteers will be provided with a short sleeve volunteer t-shirt, so please wear something that you can wear under your t-shirt.

I registered online but now I have a problem with the day/time I signed up for. How can I change my volunteer time?
Please e-mail volunteers@dempseychallenge.org with changes.

I am volunteering for the Dempsey Challenge and my spouse/friend is riding in the event, will I be able to see them cross the finish line?
In most cases we can make arrangements for you to meet your loved one at the finish line. You will need to check with your volunteer captain in advance.
I am serving as a course marshal or in another position out on the route. Will there be restrooms available and will I have the opportunity to take a break?
The closest restrooms will be Port-o-Johns at the nearest rest stop. You will be given that nearest location at the time of course assignment. In many cases you will not be able to leave your post. We will make every effort to accommodate you in any way with this situation. You will also be provided with the cell phone number of the volunteer captain should you need assistance while on the course.

As a volunteer, can I raise money for the Dempsey Challenge and The Dempsey Center?
Yes! Register for free as a Virtual Rider and you can raise funds and qualify for incentives just like the participants. Visit the [registration page](#) and, when prompted, select Virtual Rider.

Can I ride my bike to my rest stop or course marshal location?
If you want to ride your bike to the course marshal location you are assigned to, that is fine. However, please note you may not know the distance you need to travel until the day of the event. This could cause certain delays in getting you to and from your location.

What if there is an emergency while I am volunteering? Who should I call?
You will receive all emergency information at your check-in prior to your shift. Please call 911 in case of a medical emergency on the course. Staff and Local Organizing Committee members will be wearing bright blue t-shirts, and medical volunteers will be wearing red t-shirts.

If my shift is over and I can continue to volunteer, where do I go?
Please check-in with your team captain or go to the Volunteer Check-in booth at Simard-Payne Memorial Park for another assignment.

Can I just show up and register to volunteer, or if I’m already registered, can I bring a friend?
You (or your friend) can sign up and register at Volunteer Check-In and we will place you where we need you most. Please note: t-shirts may not be available if you register the day of the event. To be assured a position and a t-shirt, register online as soon as possible.

Can I bring my kids?
We encourage youth 12 and older to sign up as a volunteer but they must be accompanied by a parent or guardian who is also signed up as a volunteer for the same position. There are many jobs inappropriate for a younger person so please be careful when selecting your position. There are also opportunities for your kids to participate in the Kids’ Fun Run and KidZone area. Dempsey Challenge weekend is an opportunity for families to come out and unite for the cause.
WHAT IS THE #HASHTAG PHOTO WALL?

Think of our #Hashtag Photo Wall like a photo booth, only instead of taking pictures in the booth, you can take them any time during the event, post them to Instagram or Twitter (make sure your profile is temporarily turned to public), and pick up your print later.

HOW DOES IT WORK?

SNAP
Take a photo from anywhere at the Dempsey Challenge

POST
Temporarily turn your profile to public, and post your photo to Instagram or Twitter using #DempseyChallenge, #SpectrumCares4ME

GRAB
Pick up your print at the Hashtag Printer (see venue map for morning and afternoon locations)

WHEN CAN I PRINT MY PHOTOS?

Saturday, October 7: 7:00AM - 11:00AM
Sunday, October 8: 7:00AM - 5:00PM
EVENT SPONSORS

Thanks to our generous corporate partners, every dollar raised by you, our participants, directly benefits the Dempsey Centers (located in Lewiston and additional sites in the near future).