

ATHLETE INFORMATION GUIDE





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Ride Director's Message

Welcome to the 2025 Shopwise Bikefest

Our team has worked incredibly hard to bring you an event that promises to be safe, fun, and memorable. We are thrilled to have you join us!

This event is designed as a community ride rather than a race. It is an opportunity to enjoy a leisurely ride with your family and friends, and meet new people who share your passion for cycling. Whether you're a seasoned cyclist or a casual rider, there's something for everyone to enjoy.

Before you embark on this exciting ride, please ensure that your bike is in excellent condition with properly functioning brakes. Equally important is your safety gear—make sure you have a well-fitting helmet and sufficient hydration to keep you energized throughout the event.

While we have roving mechanics available to assist with any technical issues, please be advised that it may take some time for them to reach you. Therefore, we encourage all participants to be self-reliant and carry spare parts to fix flats or minor repairs during the ride.

This event wouldn't be possible without the generous support of our partners. We extend our heartfelt thanks to the City of Imus and Ayala Vermosa Sports Hub for their invaluable contributions and support.

Thank you for being a part of the 2025 Shopwise Bikefest. Enjoy the ride, make wonderful memories, and stay safe!



JULIAN VALENCIA
RIDE DIRECTOR

Event Schedule

Event Schedule is up to date as of April 22, 2025, and is subject to change. View the Event Schedule online for the most up to date version.

MAY 14 – 16, 2025 – WEDNESDAY – FRIDAY		
TIME	ACTIVITIES	VENUE
11:00 AM – 8:00 PM	Registration and Ride Pack Collection	Activity Center, Ayala Malls Circuit Makati
11:00 AM – 8:00 PM	Shopwise Bikefest Expo	

NO KIT CLAIM ON MAY 16–18, 2025, FRIDAY–SATURDAY–SUNDAY

MAY 18, 2025 – SUNDAY – RIDE DAY		
TIME	ACTIVITIES	VENUE
5:00 AM – 11:00 AM	Shopwise Bikefest Expo	Ayala Vermosa Sports Hub
5:00 AM	Assembly at the Starting Line – 60 KM	
	Assembly at the Starting Line – 45KM and 30KM	
5:25 AM	Ride Start for 60KM	
5:30 AM	Ride Start for 45KM	
5:45 AM	Ride Start for 30KM	
8:30 AM	Kid's Ride: 30-min Solo Ride 6 to 15 yrs. old	
	Kid's Ride: 30-min Family Ride (with accompanying adult) 6 to 15 yrs. Old	
9:00 AM	Tricycle Ride 500 meters 4 to 5 yrs. old and Push Bike 4 to 5 yrs. old, 6 to 7 yrs. old.	
9:10 AM	Tricycle Ride 100 meters 2 to 3 yrs. old and Push Bike 2 to 3 yrs. old	

Pre-Ride Information

ATHLETE CHECK LIST

PRE-EVENT

- ☐ Book/confirm accommodation & flights (if applicable).
- ☐ Ensure event registration is confirmed (check for confirmation email).
- ☐ Familiarize yourself with Event Schedule (know all check-in/drop off times).
- ☐ Familiarize yourself with the course – it is your responsibility to know this on ride day.
- ☐ Check Registration Confirmation. If any details are wrong contact us via secretariat@bikefest.com.ph.

RIDE DAY

- ☐ Ensure you have all items for your race including, helmet, head light & bib number
- ☐ Start the ride – be at the start line at least 15 minutes prior.
- ☐ Finish the ride. Receive your medal.
- ☐ Claim your breakfast. Recover.
- ☐ Collect your loot bag.

KIT CLAIMING

See page 4 for time and location.

All kits will need to be collected during Registration opening hours. If you do not pick up during the designated Kit claiming hours you will not be permitted to ride. **Please note, no kits will be posted out prior to the event.**

ALL RACE PACKS MUST BE PICKED UP BY 8:00pm on May 16, Friday.

WHERE:

2F Activity Center, Ayala Malls Circuit, Makati City

What you will need to bring:

- Photo ID (driver's license or passport).
- Confirmation email

EMERGENCY CONTACT

Athletes are required to check-in at the venue during the dates and times listed above and on the Event Schedule. Ride kit claiming will not be available outside the posted times.

To inform Sun Life Cycle Philippines secretariat of any emergency during race week, athletes must call the EMERGENCY PHONE NUMBER listed below.

Number: +63 960 905 9142

Email: secretariat@bikefest.com.ph.

WHO CAN COLLECT?

Only the person registered can pick up their race kit. Please note that it is not permitted for someone else to compete under your name or for you to compete under someone else's name



SHOPWISE bikefest		
MAY 19, 2024 AYALA VERMOSA SPORTS HUB IMUS CITY, CAVITE		
EVENT SCHEDULE		
as of April 29, 2024 (subject to change without prior notice)		
MAY 15, WEDNESDAY		
TIME	ACTIVITIES	VENUE
to 7:00 pm	Registration and Ride Kit Collection	Activity Center, Ayala Malls Circuit, Makati
MAY 16, THURSDAY		
TIME	ACTIVITIES	VENUE
to 7:00 pm	Registration and Ride Kit Collection	Activity Center, Ayala Malls Circuit, Makati
MAY 17, FRIDAY		
TIME	ACTIVITIES	VENUE
to 7:00 pm	Registration and Ride Kit Collection	Activity Center, Ayala Malls Circuit, Makati
MAY 19, 2024, SUNDAY - RIDE DAY		
TIME	ACTIVITIES	VENUE
to 11:00 am	Shopwise Bikefest Expo	Ayala Vermosa Sports Hub
to 11:00 am	Assembly at the Starting Line - 60 KM	
to 11:00 am	Assembly at the Starting Line - 45KM and 30KM	
to 11:00 am	Assembly at the Starting Line - 30KM Ride	
to 11:00 am	Gun Start for 60KM Ride	
to 11:00 am	Gun Start for 45KM Ride	
to 11:00 am	Gun Start for 30KM Ride	
to 11:00 am	Kid's Ride: 30-min Solo Ride 6 to 15 yrs. Old	Ayala Vermosa Sports Hub
to 11:00 am	Kid's Ride: 30-min Family Ride (with accompanying adult) 6 to 15 yrs. Old	
to 11:00 am	Kid's Ride: 30-min Family Ride (with accompanying adult) 6 to 15 yrs. Old	
to 11:00 am	Tricycle Ride 500 meters: 4 to 5 yrs. Old	Ayala Vermosa Sports Hub
to 11:00 am	Tricycle Ride 100 meters: 2 to 3 yrs. Old	
to 11:00 am	*Times are subject to change. Please continually check the website for updated information.	

NO HELMET, NO RIDE, NO AEROBARS and NO FIXIES rule strictly implemented on ALL ride categories, kids and adults.

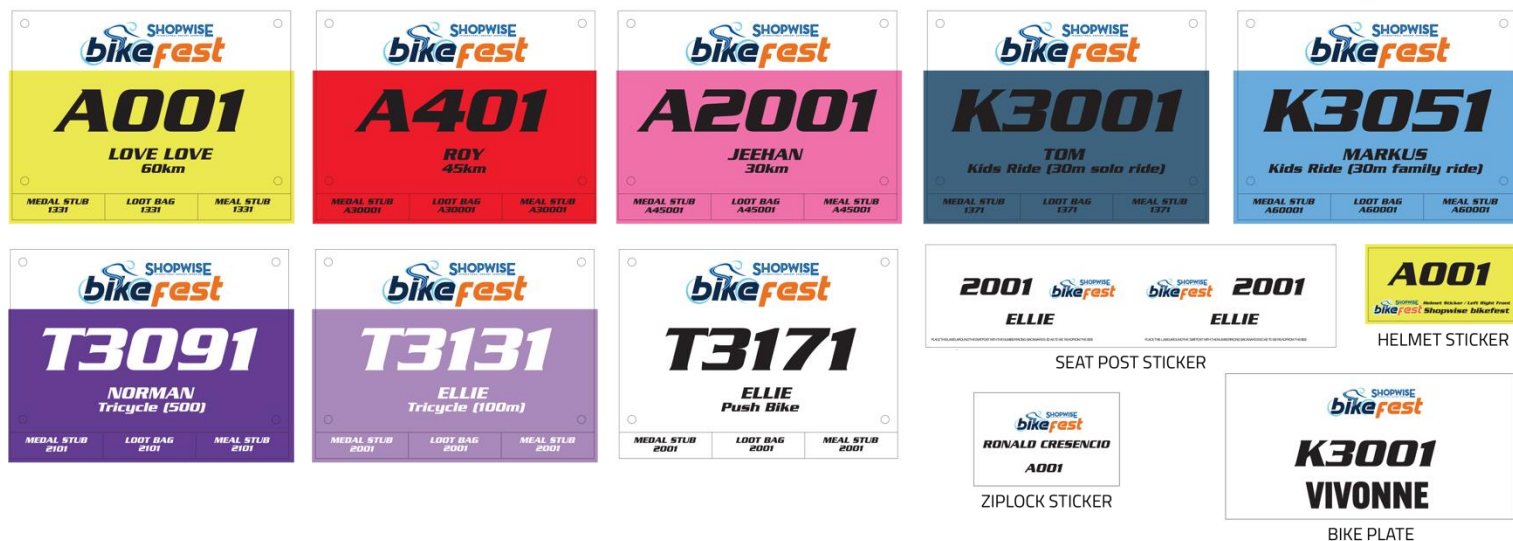
SHOPWISE

INTERNATIONAL
GROCERY SHOPPING

ONE- STOP- SHOPPING DESTINATION



Ride Kit



1. RACE BIB NUMBER

Worn on the back during ride and attach with race belt (supplied by athlete) or safety pins (available at Event Information). Do not fold or alter race bib number.

60 KM – Yellow

45 KM – Red

30 KM – Pink

Tricycle Ride 500m – Purple

Tricycle Ride 100m – Lavender

Kids Ride (Family Ride) – Blue

Kids Ride (Solo) – Blue Gray

2. BIKE SEAT POST STICKER

Place this sticker around the seat post with the number facing backwards to be read from the side. Attach prior to bike check in.

3. HELMET STICKER

Place sticker on front of helmet. Attach prior to helmet check on ride day.

4. ZIPLOCK STICKER

Remove sticker from backing sheet wrap the label around the string on the bottom right-hand corner of your ziplock and stick securely onto the back of itself.

5. BIKE PLATE FOR KIDS

Place plate on bike back of wheels prior to start on ride day.



Ride Central



2025



AYALA VERMOSA SPORTS HUB, CAVITE

RACE CENTRAL



**AYALA VERMOSA SPORTS HUB
IMUS, CAVITE**

Aid Stations

BIKE AID STATIONS

Aid stations will normally be positioned on the right-hand side of the course

Aid Station Locations:

The Bike Course has 2 aid stations but have athletes will pass by two to four times.

- BA1 – KM 4.3/19.2/44.1/49
- BA2 – KM 13.4/27.6/42.4/57.5

Will Offer:

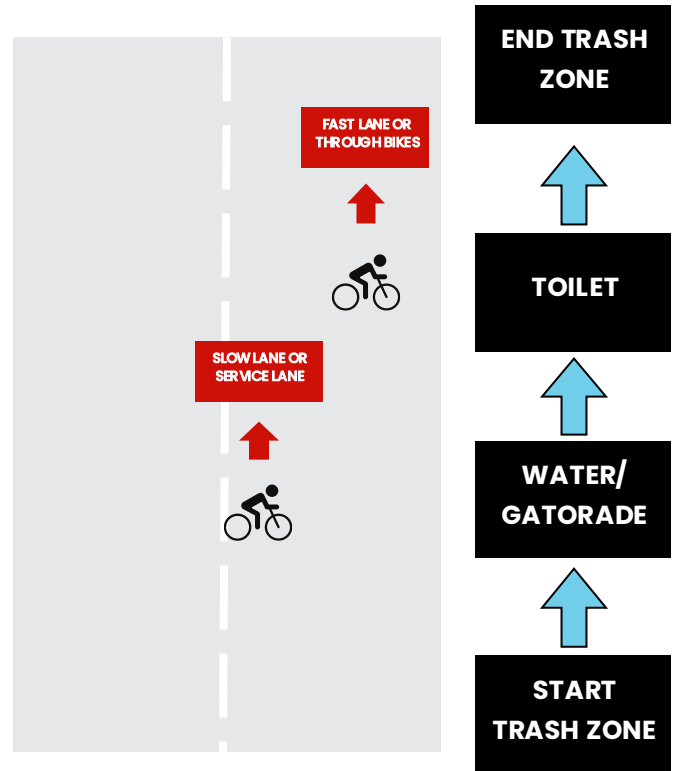
- Water
- Gatorade
- Toilet

Process:

Slow down when entering a bike aid station, don't stop! If you do not require any product from a bike aid station, please stay to the right of the roadway. There will be signs along the aid station listing what is on offer. Volunteers will be also calling out what they are offering. Please politely advise the volunteer by calling out your needs.

BIDON/RUBBISH DISCARD

Please ensure bidons and any trash are only discarded in Aid Station Rubbish Zones. Don't discard anywhere else on course. Marshals will ask you to go back and pick up your rubbish.



Ride Day Information



CONTINGENCY PLAN

If/when the contingency plan needs to be implemented you will be notified by the Ride Director. This will be communicated by the event app or by the commentator.

RIDE DAY SERVICES

Medical

A first aid provider will be engaged to provide first aid at all events operated by The Shopwise Bikefest Organizers.

First aid will be positioned in a variety of locations. Athletes are responsible for any costs incurred as a result of a medical incident, this includes but is not limited to ambulance transfers, hospital stays, specialist treatment. It is therefore strongly advised that all athletes hold adequate travel or personal insurance that will provide coverage for participation in Shopwise Bikefest event. Athletes are responsible for understanding the terms and conditions of insurances held.

SAG Vehicle

The SAG vehicle will collect athletes who are unable to complete the event or are unable to finish within the course cut-off time. Collected athletes will be transported back to the event venue.

Should you require a SAG vehicle at any time, please wave down a motorbike official and they will contact Shopwise Bikefest Organizers for SAG vehicle deployment. Alternatively advise volunteers at the nearest aid station.

Please Note: delays in SAG vehicle transport are expected. To assist with a prompt response, please do not move from your reported location once a SAG vehicle has been requested as this could affect their ability to locate and transport you.

CONTINGENCY PLAN

Bike Mechanics will be roving along the course to assist with limited mechanical malfunctions, but we strongly suggest ensuring you have spares & a bike repair kit to avoid delays. Please inform a marshal if you need assistance.

LOST & FOUND PROPERTY

Any lost or found property that is handed in will be taken to the Event Information.

Please note: No responsibility or liability is taken by the Race Organizers for lost property.

All lost property will be held for 30 days post event. After this time all left over items will be donated to charity. For any inquiries after the event please contact secretariat@bikefest.com.ph.

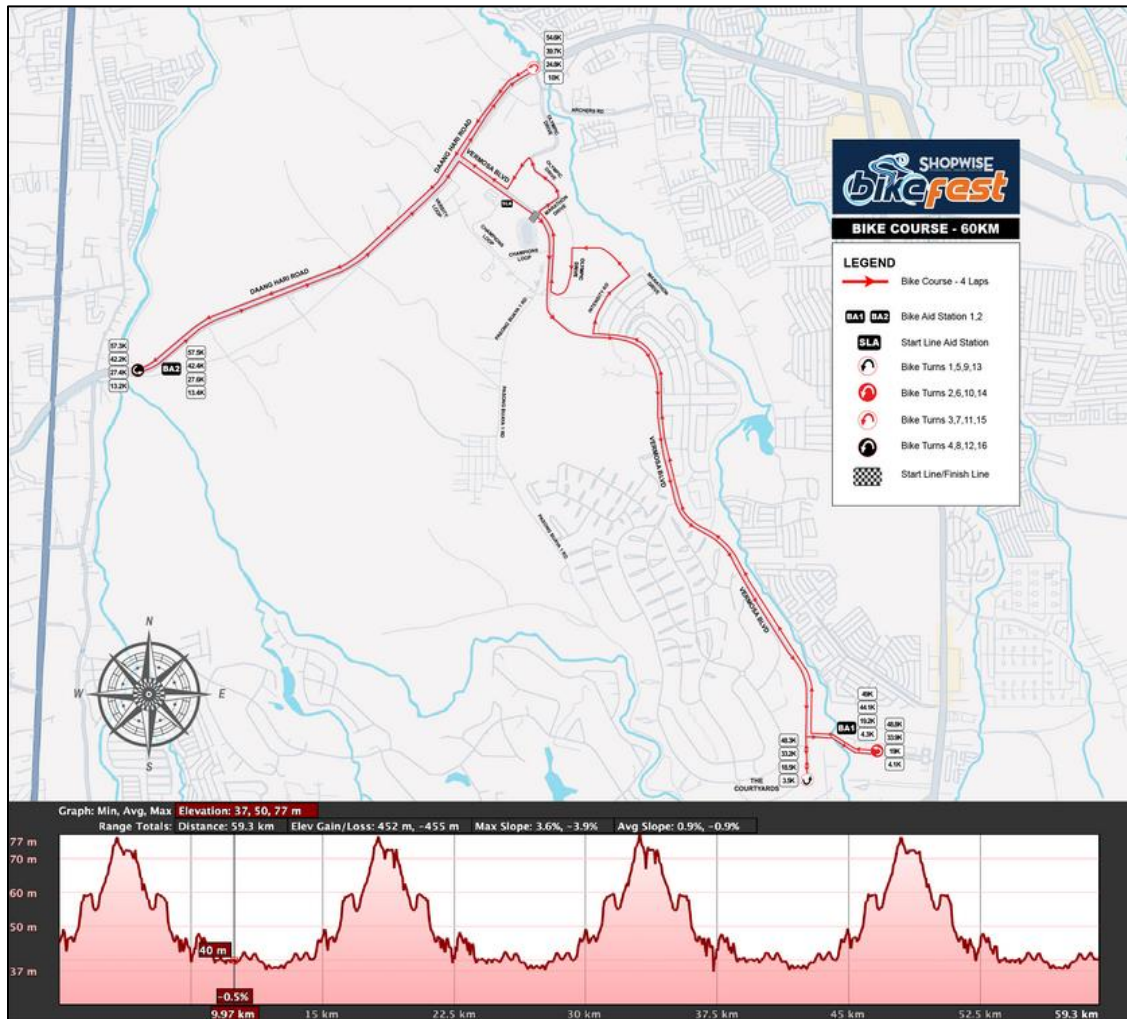
MEDIA CONSENT AND EVENT PROMOTION

By completing the registration, participants acknowledge and accept that event organizers have the right to capture and use these materials for promotional purposes, without the need for additional approvals or compensation. This includes, but is not limited to, social media, marketing campaigns, and official event publications, ensuring the celebration and promotion of the event experience. For any further inquiries or concerns, please contact secretariat@bikefest.com.ph.

Adult Ride Course – 60KM

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



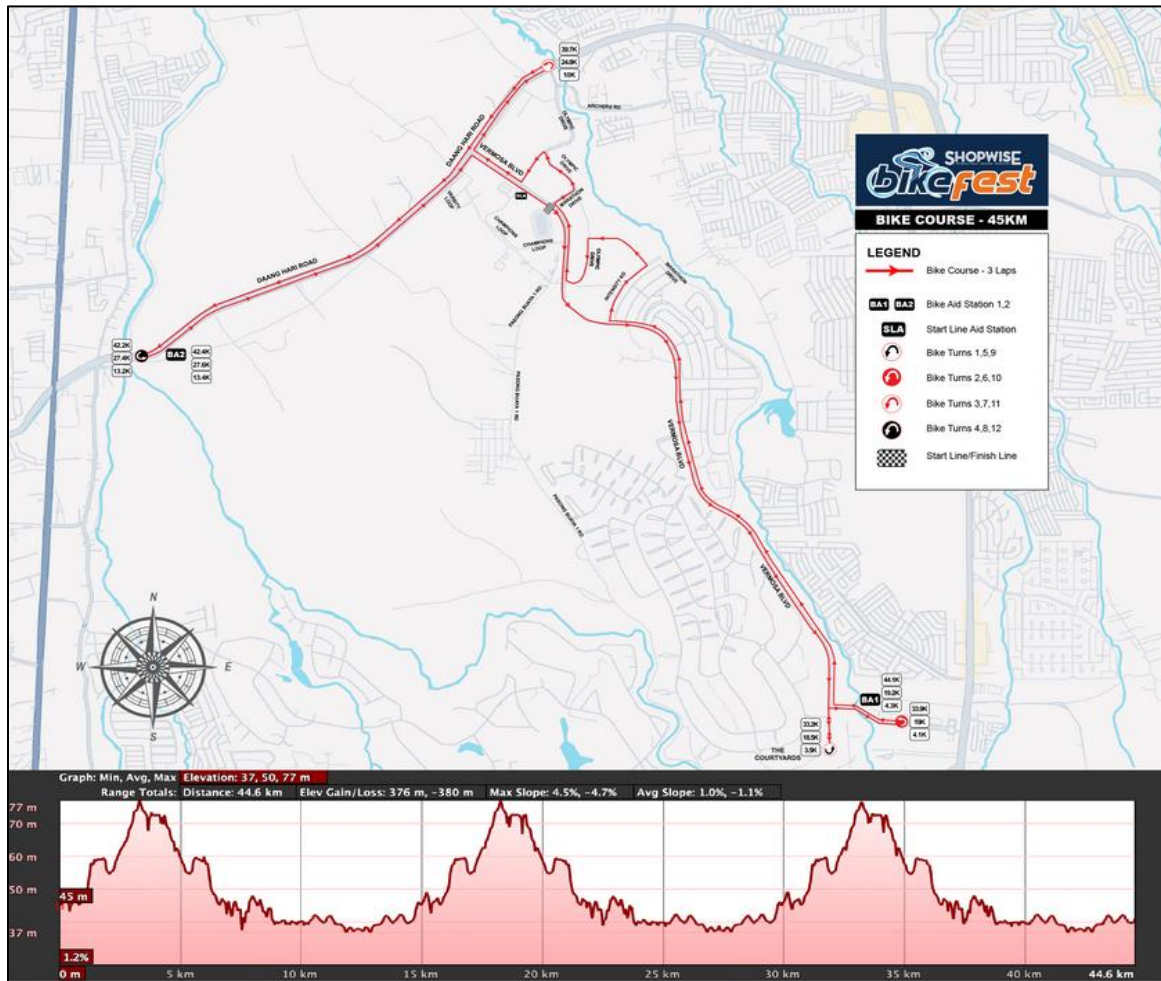
COURSE DESCRIPTION

- The 60 km bike course is a 4-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 4 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

Adult Ride Course – 45KM

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



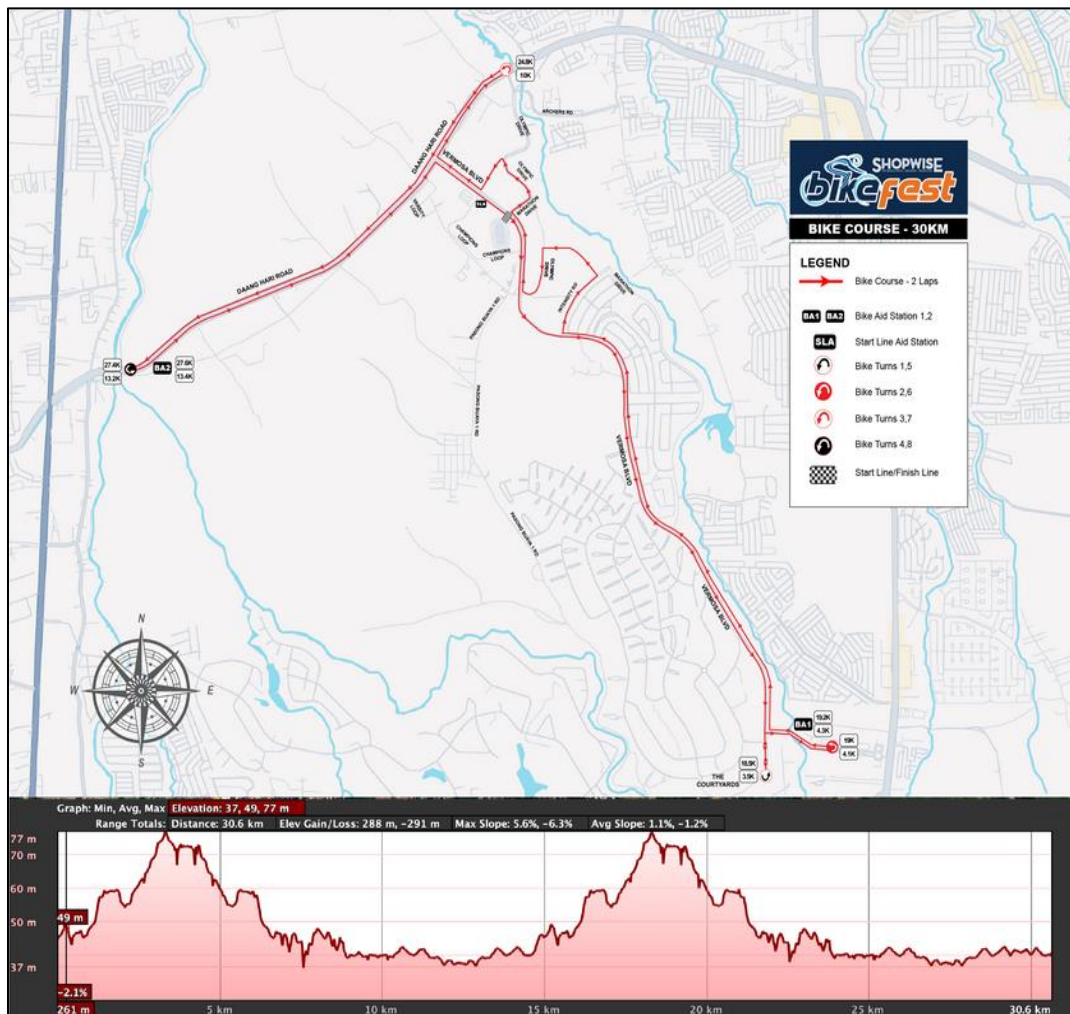
COURSE DESCRIPTION

- The 45 km bike course is a 3-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 3 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

Adult Ride Course – 30KM

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

- The 30 km bike course is a 2-loop counterclockwise course
- Starting line is at the intersection of Vermosa Blvd and Marathon Dr heading towards Promenade Blvd.
- TA1 is at the end of Vermosa Blvd
- Right on Promenade Blvd and TA2 is after the guardhouse. Head back towards Vermosa Blvd.
- Right on Vermosa Blvd heading towards Daang Hari
- Right on Intensity Road
- Left on Sprint Road
- Left on Olympic Drive
- Right on Vermosa Blvd
- Right on Marathon Drive
- Left on Olympic Blvd
- Left on Champions Road
- Right on Vermosa Blvd
- Right on Daang Hari towards Archers Rd intersection
- TA3 on the intersection of Daang Hari and Archers Rd
- Ride along Daang Hari towards Aguinaldo Highway
- TA4 is along Daang Hari just before Pasong Santol Bridge
- Ride along Daang Hari towards Vermosa
- Right on Vermosa Blvd
- After completing 2 loops, participants will cross the finish line and turn right on Champions Loop towards the expo area.

30 Mins Kid's and Family Ride Course

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

The 30-minute solo ride and family event will commence at the junction of Vermosa Blvd and Marathon Dr, proceeding towards Intensity Rd. Participants will complete loops along Vermosa Blvd between Intensity Road and Champions Loop.

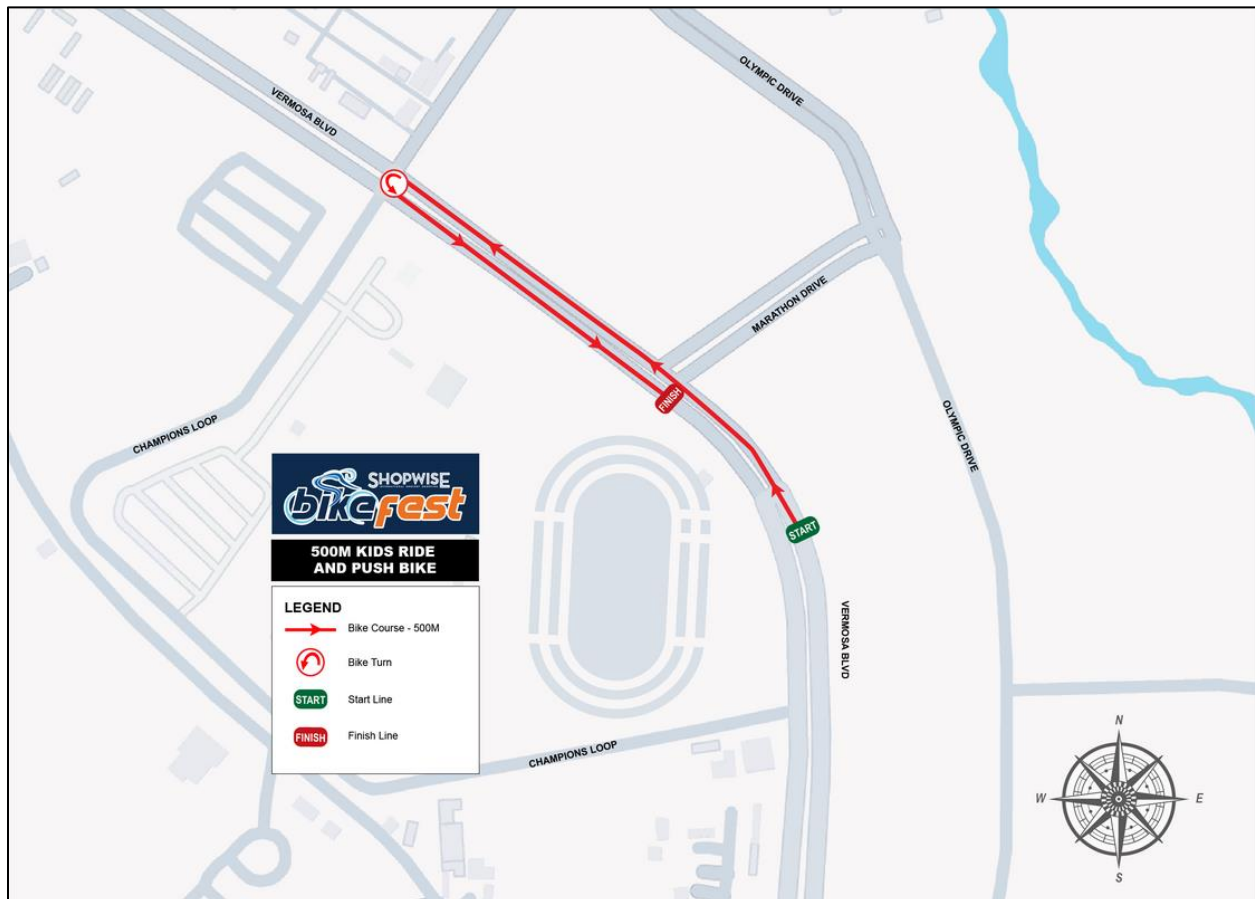
After the 30-minute duration, all riders will be guided to the finish line and directed to the expo area.



Tricycle Kid's Ride/ Push Bike Course – 500m

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

The 500m Tricycle Ride and 500m Push Bike events will commence on Vermosa Blvd, heading in the direction of the gravel parking. Participants will proceed to the junction of Vermosa Blvd and Champions Loop, where they will make a U-turn.

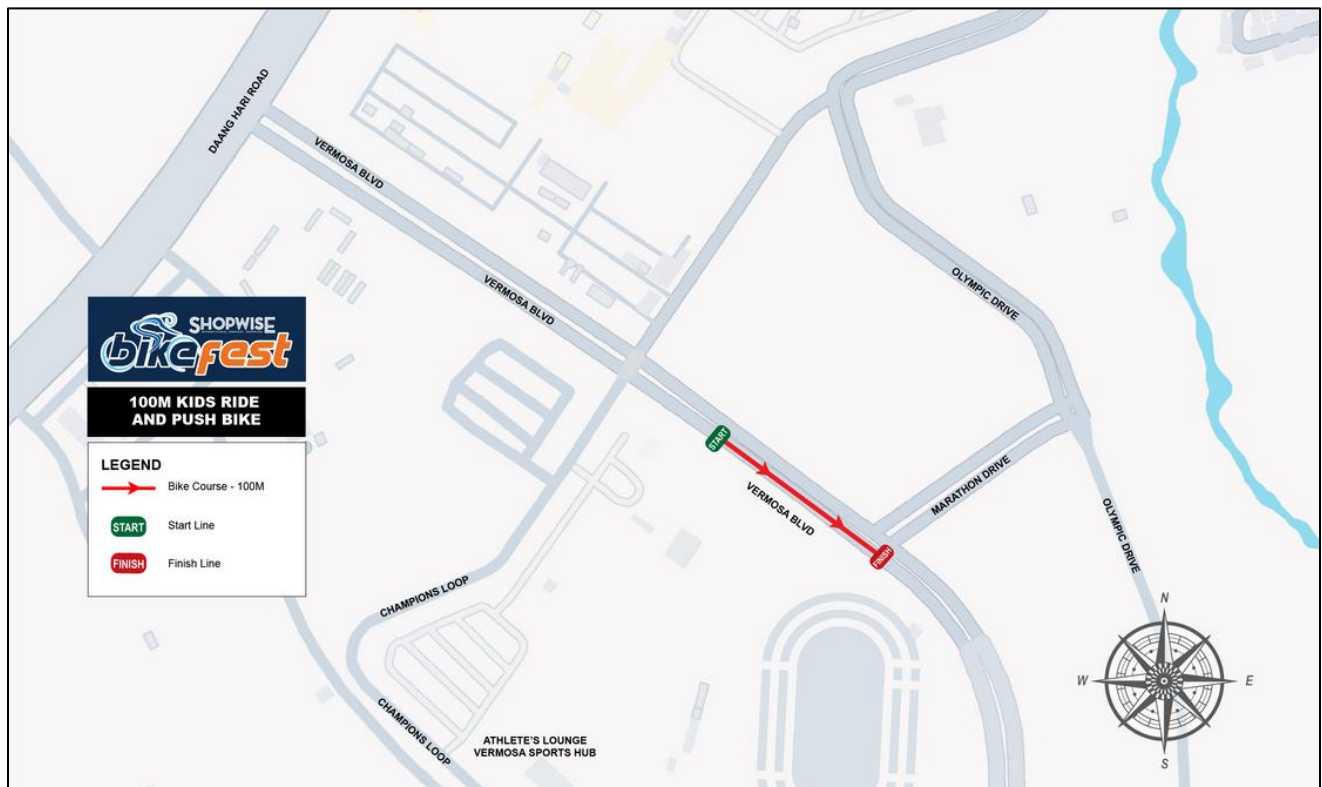
After this, they will be directed toward the finish line and the expo area.



Tricycle Kid's Ride / Push Bike Course – 100m

COURSE MAPS

<https://shopwise.bikefest.com.ph/ride-details/>



COURSE DESCRIPTION

The 100m Tricycle Ride and Push Bike Ride will commence along Vermosa Blvd, progressing towards Intensity Rd.

Participants will be directed to the finish line and then to the expo area.



Ride Rules

- NO HELMET – NO RIDE, helmet must be worn the whole time during the ride
- NO AEROBARS and NO FIXIES, rules will be strictly implemented on ALL ride categories, adults and kids.
- Wear your ride bibs. No bibs = no ride.
- Bike should be in good working condition with rear reflectors or bike lights.
- Wear appropriate cycling attire
- This is a ride, not a race. There are newbies on the course, as well as seasoned cyclists. Let's be nice to one another.
- Although there is a hydration stations along the course (Gatorade and Premier water in sport bottles), you are encouraged to bring your own hydration.
- There is no timing chip or lap bands that will be given so just count laps on your own.
- You can finish at your convenience as long as you cross the finish line at 8:30 am.
- By 8:30 am, bike course will be closed everyone will be directed to the finish line. Kids Ride will start afterwards.
- Participants with unsportsmanlike conduct or unruly behavior will be pulled out of the bike course



Event Partners



TITLE PARTNER



HOST CITY



HOST VENUE



SPONSORS



MEDIA PARTNER



ORGANIZED & PRODUCED BY



Shopwise Event Partners



WOULD LIKE TO THANK

OFFICIAL HYDRATION PARTNER



MAJOR SPONSORS

