



# PaceDay

## UNCHAINED 2020

**Anywhere. Any Activity.  
Set the Pace to End Cancer.**

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'Unchained' means participants aren't limited to a bike ride and may choose to run, walk, swim, do yoga, or do any other physical challenge on October 24th to raise funds for the Georgia Cancer Center. This guide provides all of the information you need to participate in a way that is meaningful to you. It includes how to access virtual route options, the full event schedule, tips on fundraising, and ways to join other participants for the livestream PaceDay Unchained broadcast. Whether you choose a different activity or go for a 100-mile ride, we'll be cheering you on.

Still have questions? For tech support and additional information, email [virtual@cadencesports.com](mailto:virtual@cadencesports.com) or call 877.342.2046. For all other event and fundraising inquiries, email [getinfo@pacelineride.org](mailto:getinfo@pacelineride.org). We're here to help!

## PaceDay Unchained Schedule

### Saturday, October 24, 2020

8:30 a.m. EST: PaceDay Unchained Opening Ceremony (All Participants)

9:00 - 10:00 a.m. EST: PaceDay Unchained Ride Broadcast

9:00 - 10:00 a.m. EST: PaceDay Unchained Zwift Ride

- You must start riding in Zwift by 9:30 a.m. EST.
- You can ride for five minutes or the entire hour long event!

## Event Details

- PaceDay Unchained will broadcast on the [Paceline Facebook Page](#). Ride along with our livestream broadcast featuring [Zwift Community Live's Nathan Guerra](#) and professional racing announcer [Dave Towle](#).
- The broadcast includes a real-time Rider interview with Paceline's founder [Dag Grantham](#) and a check in with Paceline's President, [Martyn Jones](#).
- Ride solo or stream your Zwift ride via social media to show your family and friends how you have accepted the challenge.
- Ride as short or as far as you would like within the one-hour window.
- Fundraise while getting active! A great suggestion is to ask friends and family to donate an amount per minute you are active.

## First Steps

- Register for [PaceDay Unchained](#).
- Connect your participant page to a Facebook Fundraiser ([See page 5](#)).
- Like the [Paceline Facebook Page](#).
- Create a [Strava](#) account (if not an existing member).
- Join the [Paceline Strava Club](#).
  - Track your training and engage with other participants.
- Create a [Zwift](#) account (if not an existing member and planning to ride on Zwift).
  - Free seven day trial or \$14.99/mo subscription.

# How To Participate

1

## Watch.

Join the PaceDay Unchained broadcast event on October 24th, broadcast from the Paceline Facebook page. The event will showcase your efforts to cure cancer faster.

2

## Share.

Tell others on social media why you participate — share your story, photos, and plans for event day. Don't forget to tag @PacelineRide on social.

3

## Get Active.

Grab your bike, running shoes, or yoga mat and get active! Cyclist? Use the exclusive course available on Zwift to ride alongside other participants during the live celebration on October 24th!

4

## Livestream.

Use Facebook Live and show yourself accepting the challenge to help cure cancer faster!

5

## Fundraise!

Ask supporters to donate during your training and while watching the livestream. Cancer doesn't stop. Neither do we.

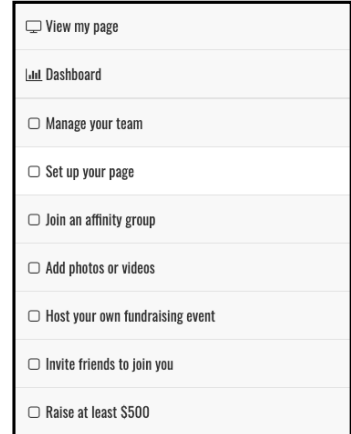
### *I want to...*

		Just watch the show!	Ride indoors (NOT on Zwift) and watch the show!	Ride indoors with Zwift and watch the show!	Do it all! Connect with Zwift, ride, watch the show, and livestream myself on Facebook!
Required Components	Fitness Equipment	N/A	Bike — Road/Mountain or Stationary	Bike — Road/Mountain or Stationary	Bike — Road/Mountain or Stationary
	Bike Trainer	N/A	Only if using a Road/Mountain Bike	YES — Smart Trainer/ Equipment Preferred	YES — Smart Trainer/ Equipment Preferred
	Viewing Devices	Any device able to access Facebook	Any device able to access Facebook	Device for Zwift; Device for Facebook	Computer for Zwift & Livestream; Additional device to watch Facebook Live Ride Show
	Facebook	YES	YES	YES	YES



## 1 Check Out Your Profile.

- Log in to your profile at [pacelineride.org](http://pacelineride.org).
- Monitor fundraising progress and edit goals.
- Access tools to help you reach your goals.



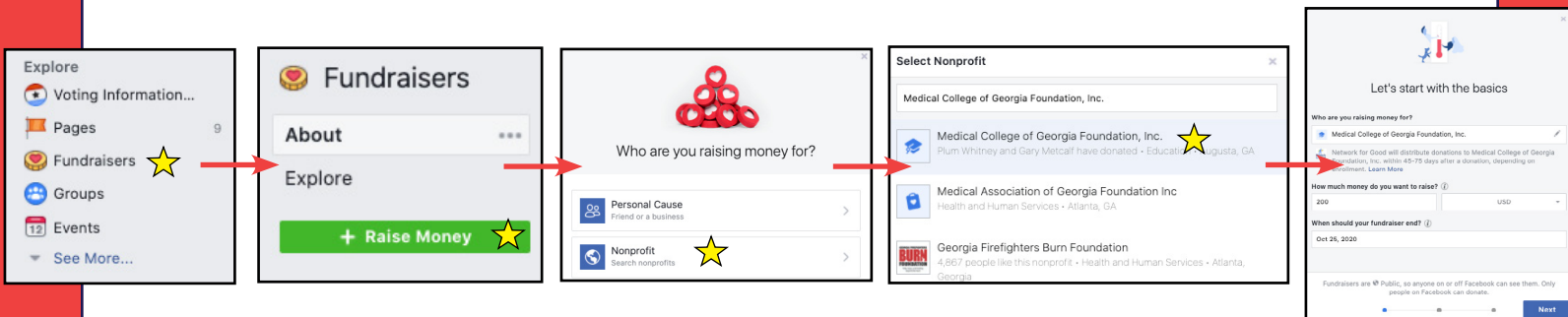
## 2 Set Up Your Participant Page.

- From your dashboard, click “Set up your page.”
- Add a photo or video to personalize your page.
- Update your story — find a unique way to describe WHY you are fundraising with Paceline for the George Cancer Center.

## 3 Connect to Social.

Fundraising via Facebook is another great option to enhance your PaceDay Unchained! The average Facebook fundraiser makes \$150 — that already gets you a PaceDay 2020 t-shirt! Any funds raised through Facebook will not show up on your Paceline fundraiser page automatically, but our team will track them and ensure you get credit for your efforts!

- When logged into Facebook, click “Fundraisers” on the menu on the left side of your News Feed.
- Click “Raise Money.”
- Select “Nonprofit.”
- Search for “Medical College of Georgia Foundation, Inc.”
- Set a fundraising goal and tell everyone why you are fundraising.
- Invite your Facebook friends and ask them to help you reach your goal. Post regular updates on your progress, and thank your donors on your Facebook page.



Don't want to set up a Facebook Fundraiser? No problem.

- We also encourage you to share your personal fundraising link via email or on all social platforms including Facebook, Twitter and LinkedIn.
- Just copy your fundraising link and paste in any posts.

## 4 Share. Share. Share.

- Start early! Make the ask now, don't wait!
- Ask again. Most people need you to ask them three times before they donate.
- Keep your network updated on your progress, post photos, and make sure to thank your donors.

1


## Watch.

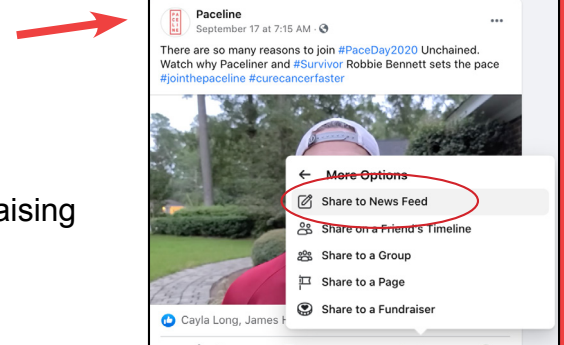
Watch the live broadcast on the [Paceline Facebook Page](#).

2


## Share Everywhere.

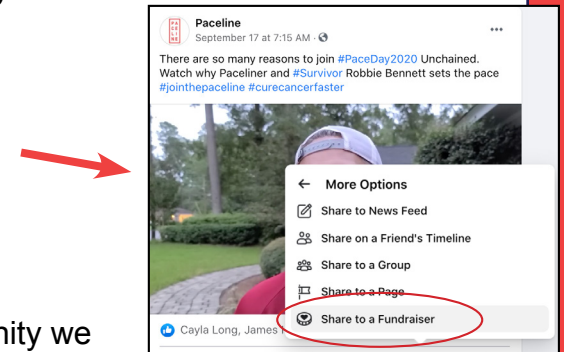
“Share” the broadcast to your personal Facebook profile.

- Go to the live broadcast.
- Click .
- Select “More Options.”
- Select “Share to News Feed.”
- Add a personal message.
- Add a link to your Paceline Unchained personal fundraising page so supporters know where to donate!
- Click “Post.”



AND “Share” the broadcast to your a Facebook Fundraiser if you set one up.

- Go to the live broadcast.
- Click .
- Select “More Options.”
- Select “Share to a Fundraiser.”
- Add a personal message.
- Click “Post.”



The more people who see the broadcast, the greater opportunity we have to cure cancer faster.

3

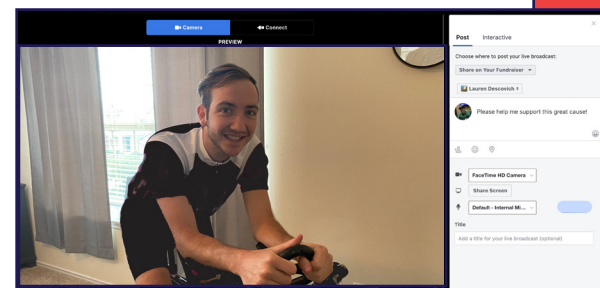
## Livestream.

We encourage you to go live during all of your activities and connect with your network! You can set up a basic livestream from your Facebook profile, or if you are up for the challenge, set up your own advanced broadcast and showcase your Zwift game along with your webcam.

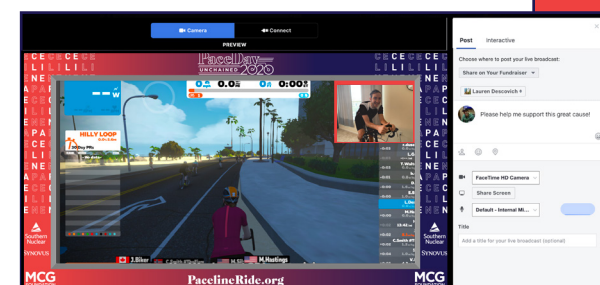
**Basic Livestream** — Simply record yourself on your bike at home during your indoor ride. Don't forget to share why you ride!

- Go to your Facebook profile.
- Click “Live Video” and compose a post.
- Add a personal message and a link to your fundraising page.
- Select your webcam/mic.
- Click “Go Live.”

### Basic Livestream



### Advanced Livestream



### Advanced Livestream Broadcast With Zwift (Optional)

- Advanced Livestream set-up steps begin on page 8.
- Steps will detail how to create your own broadcast.
- Not interested in advanced livestreaming? Skip pages 8-14.

## 1 Create an Account.

Click [HERE](#) to create a Zwift account. Zwift is a subscription based platform that costs \$14.99 per month, with the ability to cancel at any time. Zwift does offer a free trial, valid for seven days or 25km, whichever comes first. *Establish an account at least a few days in advance. Spend time getting setup and comfortable in the program on the same device you plan to use for the ride event.*

## 2 Equipment Needed.

### Required

- Bike
- Bike Trainer
  - **Smart Trainer** — Recommended for the fully immersive gaming experience OR
  - **Classic Trainer** — With a supplemental [speed sensor](#)
- Zwift Application — Supported by iOS, Windows, and Android; [Download Here](#)
- Computer/PC, tablet, or smartphone

### Optional

- Zwift Companion application — allows communication with other riders in the same event.
- Apple TV or HDMI connection to your TV in order to view the Zwift ride on a large screen (Zwift applications do not support Chromecast).

## 3 Download.

Zwift App (Choose your device)

- Zwift for Mac — [Download Here](#) (Download will start automatically)
- Zwift for Windows — [Download Here](#) (Download will start automatically)
- Zwift for Android — [Google Play Store](#)
- Zwift for iOS — Available in the App Store on your device
- Zwift for Apple TV — Available in the App Store on Apple TV

Zwift Companion App (Optional)

- Zwift Companion for Android — [Google Play Store](#)
- Zwift Companion for iOS — Available in the App Store on your device

## 4 Join the Event.

- RSVP to the event on Zwift [HERE](#). This will make ride morning a breeze.
- On event morning, open the Zwift App, pair your equipment and click 'Ride' to start warming up.
- 5-10 minutes prior to the event, a "Join Event" button will appear on your screen.
- Click "Join Event" and it will take you to the starting line for the PaceDay Unchained.

## 5 Connect Zwift to Strava.

- Log in to your dashboard at <https://my.zwift.com/>.
- Select "Settings."
- Select "Connections."
- Select "Connect" under the third-party site you wish to connect and log in.
- Log in to your third-party account and authorize the connection.

## Requirements

- Facebook
- Zwift account
- Open Broadcaster Software (OBS) — [Download Here](#)
  - OBS is free and open source software for video recording and livestreaming.
- Two devices
  - Laptop/computer to run Zwift and your advanced livestreaming.
  - Any supporting device to watch the PaceDay Unchained show.
- Webcam
- PaceDay Unchained Frame — [Download Here](#)
  - Save to your desktop to use in OBS.

## Tips

- **Advanced livestream is best suited for those comfortable with technology.**
- The quality of your stream will depend on your equipment, processing speed, and strength of your Wi-Fi network and connection.
- **Schedule your Facebook livestream up to seven days in advance.**
  - Upon scheduling, an announcement post will be published to your Facebook page. People who see the announcement post can click “Get Reminder” to receive a one-time reminder notification shortly before the broadcast begins.
- Set up your broadcasting layout in advance and it will save automatically in OBS.

## Schedule Facebook Live

### Open Facebook’s “Live Producer.”

### Schedule.

- Select “Schedule a Live Video.”
- Recommended time is October 24, 2020 at 8:25 a.m. EST.
- You must go live within 10 minutes of the scheduled time or your Facebook Live will be canceled.

### Share to Your Timeline.

- Set visibility to “Public” or “Friends.”
- Title your video.
- Add the link to your PaceDay Unchained Fundraiser with a personal message.

### Select an Image.

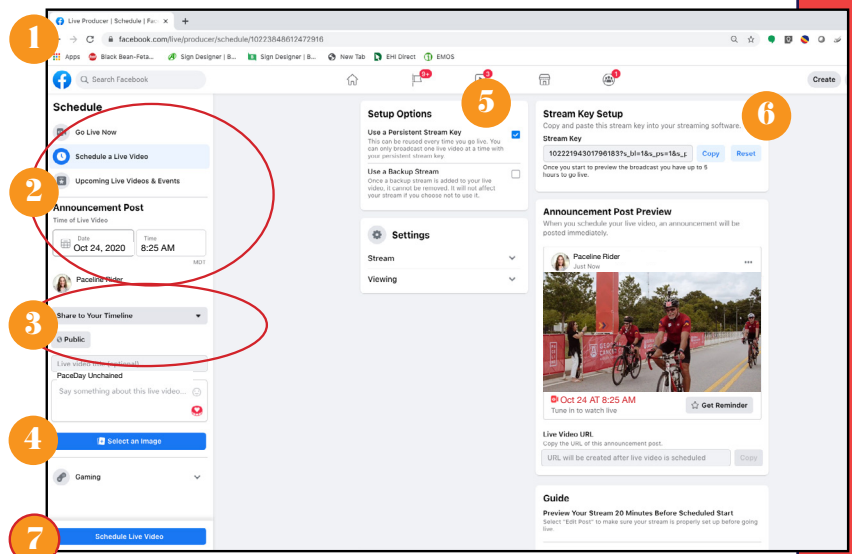
- We recommend a picture of you in Paceline gear.

### Use a Persistent Stream Key.

### Copy Stream Key.

- Paste in a blank document momentarily to use in a later step.

### Click “Schedule Video.”





## Open Broadcast Software (OBS) Overview



Sample OBS Product To Expect

When opening the software for the first time, follow any instructions for Facebook livestreaming. Note: The software organizes elements in layers, so it is important that you follow these steps in order.

1

### Scene

- The scene is the project you are working on.

2

### Source

- Sources are the layers/elements you add in.

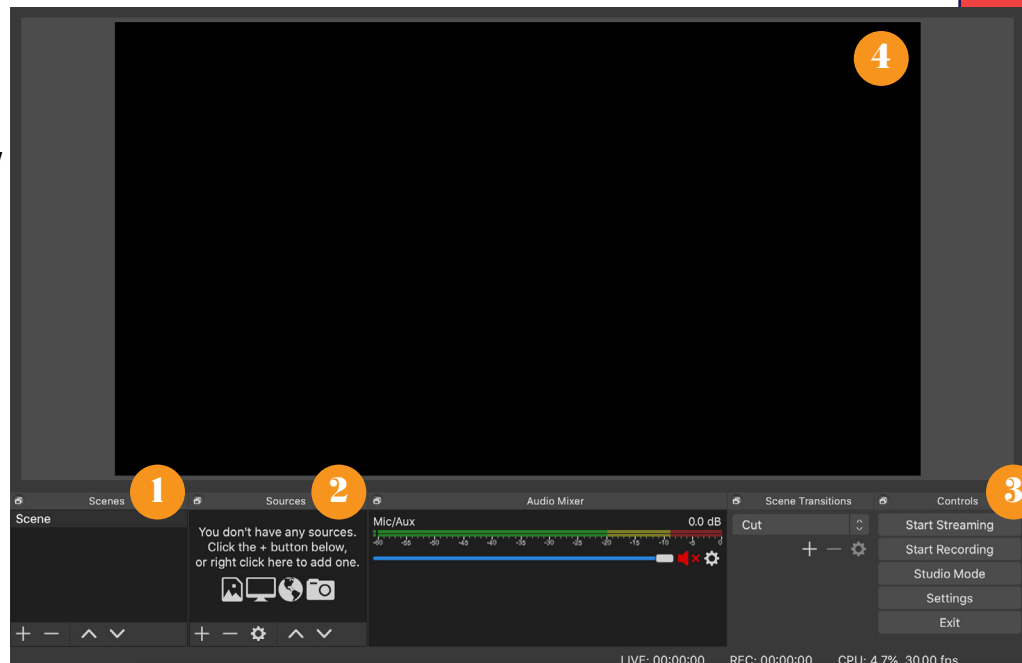
3

### Controls

- Start/Stop Streaming
- Settings
- Exit (project will save automatically)

4

### Preview



## Setting Up Your Broadcast

### 1 Check Your Computers Settings.

- Make sure that recording is allowed for OBS within your computer's settings.
  - On a Mac/iOS, this can be found in Settings > Security & Privacy > Screen Recording.
  - On a PC/Windows, this can be found in Start > Settings > Privacy > Camera.

### 2 Open OBS.

### 3 Update Your OBS Streaming Settings.

- Click "Settings" in the Controls corner of your OBS window.

#### Stream

- Service: Facebook
- Server: Default
- Key: Paste stream key from Facebook that you copied when scheduling your livestream

#### Output

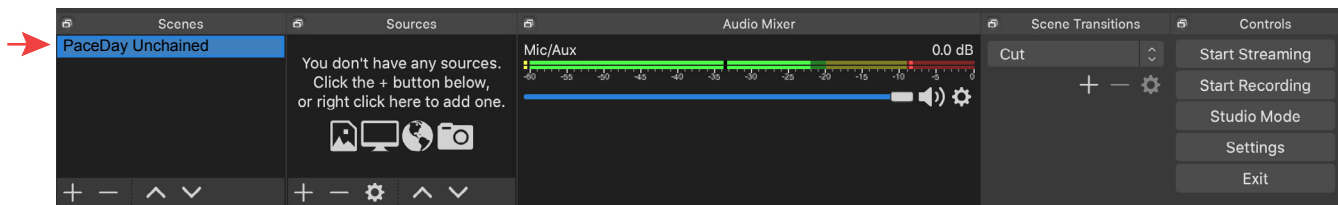
- Output Mode: Advanced
- Encoder: X264 — unless you have a gaming video card
- Rate Control: CBR
- Bitrate: \*Preset based on your internet speed — Facebook recommends 4000 - 6000 KBPS
- Keyframe Interval: 2

#### Video

- Base (Canvas) Resolution: 1920x1080
- Output (Scaled) Resolution: 1280x720
- Downscale Filter: Bicubic
- Common FPS Values: 30

### 4 Rename Your "Scene."

- We recommend renaming your "Scene" to reference the ride (Ex. PaceDay Unchained).



## Setting Up Your Broadcast (cont'd)

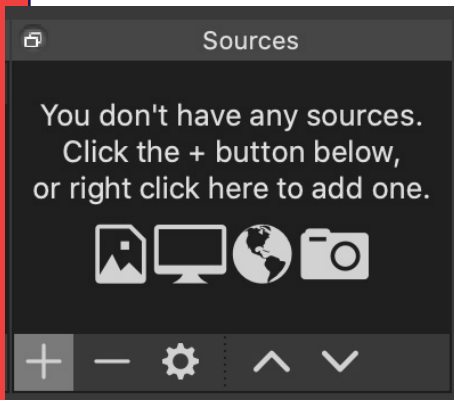
5

### Create Your Background.

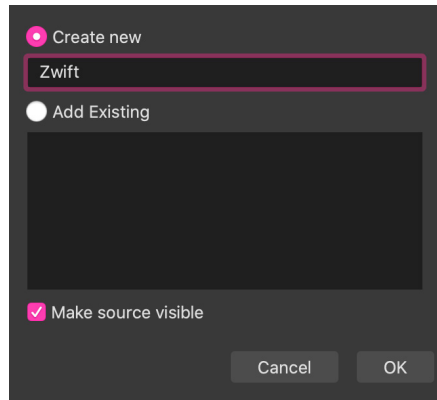
This will make your Zwift ride the background / bottom layer of your livestream.

- Click “+” in the “Sources” menu.
- Select “Window Capture.”
- Select “Create New.”
- Rename the profile “Zwift” and click “OK.”
- “Properties for Zwift” box will open.
- Check both boxes at the bottom of the window and click “OK.”

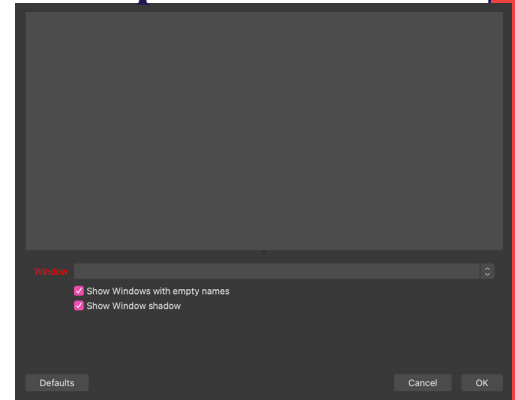
#### Sources Menu



#### Create New



#### Properties For Zwift



6

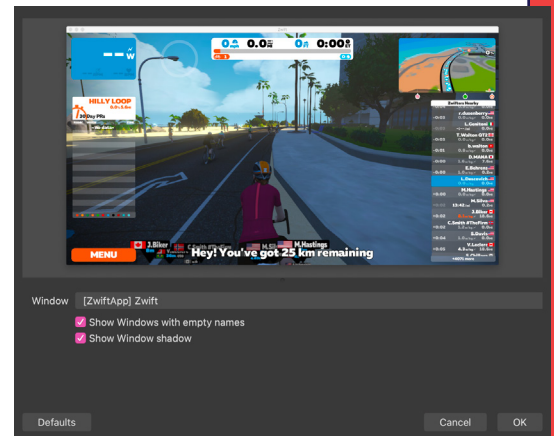
### Open Zwift App.

- On the same computer, open your Zwift game.
- Go in to an actual ride to test (Don't set up while on a menu screen).
- Leave open and return to OBS for next steps.

7

### Import Zwift Game Feed Into OBS.

- Double click the “Zwift” source you just set up to reopen its properties.
- Click the drop down arrow next to the “Window” field.
- Scroll down to select “[Zwift App] Zwift” and then click “OK.”



8

### Resize the “Zwift” Source.

- Use the red frame around the edge of your imported Zwift video to resize it.
- The edges of the game should extend all the way to the edges of the OBS frame.



## Setting Up Your Broadcast (cont'd)

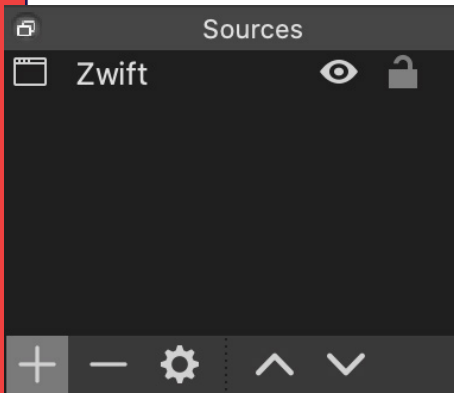
9

### Add Your Webcam.

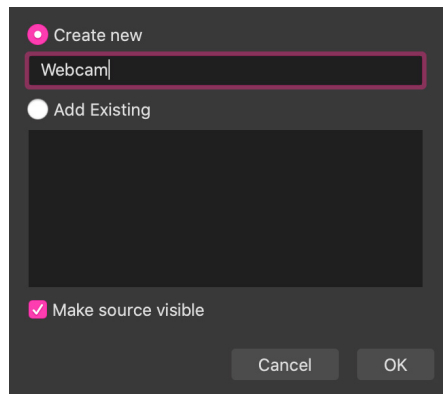
This step will allow you to showcase yourself, at home on your bike, in a smaller window layered over the Zwift game. This is the middle layer of your production.

- Click “+” in the “Sources” menu.
- Select “Video Capture Device.”
- Select “Create New.”
- Rename the profile “Webcam” and click “OK.”
- “Properties for Zwift” box will open.
  - Select your webcam.
  - Choose the Preset “320x240.”
  - Click “OK.”

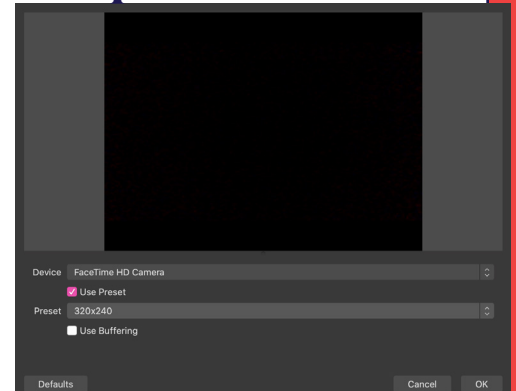
#### Sources Menu



#### Create New



#### Properties For Webcam



10

### Adjust the Webcam Size and Placement.

- Use the red frame around the edge of your imported webcam video to resize.
- Position it over the map from your Zwift layer.
  - The video will not cover the whole map.
  - Align the webcam with the left edge of the map.
- The following steps will clean up the borders of the broadcast and frame your video.



## Setting Up Your Broadcast (cont'd)

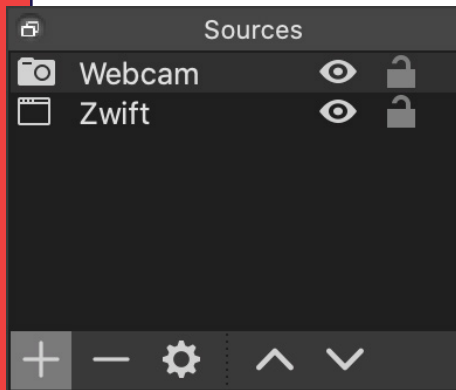
11

### Add The PaceDay Border.

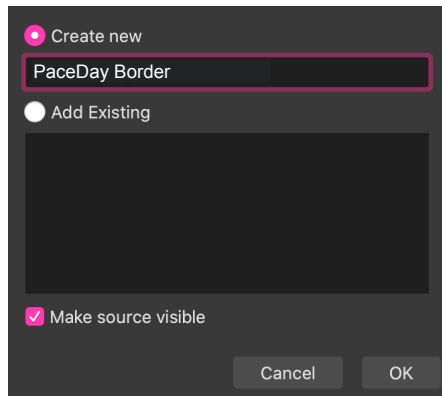
This step will clean up the edges of your broadcast and show off the Paceline brand. This is the top layer of your production.

- Click “+” in the “Sources” menu.
- Select “Image.”
- Select “Create New.”
- Rename the profile “PaceDay Border” and click “OK.”
- “Properties for Paceday Border” box will open.
  - Click browse and select your previously saved image from your desktop; click “OK.”

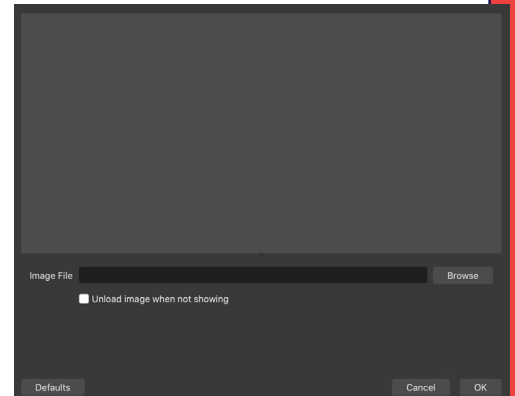
#### Sources Menu



#### Create New



#### Properties For PaceDay Border



12

### Lock “PaceDay Border” in Place.

- Resize “PaceDay Border” if needed.
- Click the padlock symbol next to “PaceDay Border” in “Sources.”

13

### Lock “Zwift” in Place.

- Resize and reposition “Zwift” layer if needed.
- Click the padlock lock symbol next to “Zwift” in “Sources.”

14

### Lock “Webcam” in Place.

- Resize and reposition the “Webcam” layer so that it fits within the small turquoise box in the upper right corner of the “PaceDay Border.”
- Click the padlock lock symbol next to “Webcam” in “Sources.”

15

### Exit OBS Until Event Day.

- Once all sources are in place, you can exit OBS (the software will automatically save your set up).
- Read the following page to be prepared for event morning.



\*Example of your OBS screen when all layers are set up.

## Event Day

1

### Load Zwift Event.

- Open Zwift App.
- Load “PaceDay Unchained” event.

2

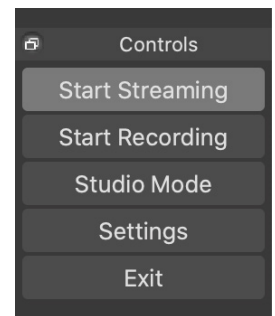
### Check Your OBS Set Up.

- IMPORTANT: If you set this up at an earlier time (as suggested), on event day you may need to go back and select the “Zwift” source again.
- Open up OBS 10-15 minutes prior to your scheduled live.
- Double click the “Zwift” source to open it’s properties.
- Re-select the “[Zwift App] Zwift” in the Window field.
  - Click “OK.”
  - Resize if necessary.
  - Lock when complete.

3

### Start Streaming.

- Click “Start Streaming.”
  - You can click “Start Streaming” early in OBS to be prepared but it will not appear on Facebook until your scheduled time.



4

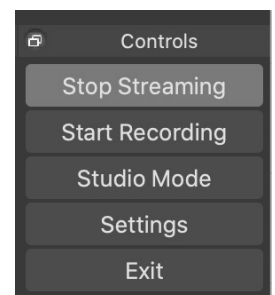
### Ride on!

Enjoy your ride and thank you for joining us to give life and support research at the Georgia Cancer Center!

5

### Stop Streaming.

- After you finish riding first click “Stop Streaming” in Facebook.
- Click “Stop Streaming” OBS last.



### 1 What is the simplest way to connect my bike to Zwift if I don't already have a smart trainer?

As long as you have one wheel that is spinning when you ride your bike indoors, you can purchase this [speed sensor + cadence sensor](#) bundle, a combined version of the two, or simply just the [speed sensor](#). The sensors (linked above) can attach to your bike wheel and connect to the Zwift application by Bluetooth. The most compatible sensors are the 'Wahoo Speed Sensor' (linked above) and "Blue SC." Watching this [YouTube video](#) (or others like it) on installation is recommended before purchasing a speed or cadence sensor. You will also want to do a calibration test once set up on Zwift to ensure your sensors are syncing correctly.

### 2 Can I turn my spin bike or Peloton bike into a compatible option?

Yes! Similar to a classic trainer solution, you can purchase both speed and cadence sensors for relatively low cost and install on your spin bike. There are some stationary bikes that these will not work on if there is not enough clearance around the flywheel for the sensor to spin through with each revolution.

### 3 What if I don't have (or DON'T want to purchase) a smart trainer or speed sensor?

You can still participate in PaceDay Unchained and visually tag along with friends as long as you have a classic trainer, roller, or stationary bike! You will still need to get set up on a Zwift trial, but when loading the app, skip the pairing for any devices. Then select PaceDay Unchained on event morning in the "Upcoming Events" menu. You will be unable to track your stats or make your avatar move in the simulation, but you can, however, select the name/avatar of a fellow rider, and Zwift will let you follow along visually on their journey through the ride.

### 4 What is Zwift's Companion App?

Zwift's Companion app is a tool on your smartphone/tablet that ties the Zwift community together and unlocks many more features within their platform. It pairs with Zwift in-game when connected to the same Wi-Fi network, giving greater control and making aspects easier, like sending messages to fellow riders, giving "ride ons," and viewing ride statistics after you finish. It is not a required component of the ride.