



6th Annual MOTORCYCLE ADVENTURE

June 23 to 26, 2011

GENERAL INFORMATION PACKAGE



2011 Honorary Ride Marshall: Terry Evans, K-97 & Bennett Kinahan, age 7

Photo courtesy of Cindy Gannon Photography



On Thursday June 23, 2011 riders from all over Alberta will start their motorcycle adventure. The 4-day tour will take the riders through Idaho, passing through Bonners Ferry, Sandpoint, Newport and Metaline Falls, as well as beautiful British Columbia, with overnight stays in Cranbrook, Nelson and Radium and return home on Sunday June 26.



Cindy Gannon Photography



6th Annual LOOK & Stepper Homes Revving up for Kids

THANK YOU



Each year the Kids with Cancer Society invites one of its families to accompany the group. This year we are proud to have the Kinahan family join us.



Bennett (centre) with his 2 brothers, Braden and Cameron.

When you look at Bennett it is hard to imagine that 4 years ago he was facing what appeared to be insurmountable challenges.

In January of 2007 at the age of 3 Bennett's parents received news that would change their lives forever when he was diagnosed with acute lymphoblastic leukemia. The same day that the diagnosis was made Bennett began chemotherapy treatments. A week later a bone marrow biopsy revealed that he was positive for Philadelphia Chromosome which meant that a bone marrow transplant was his only hope of survival. Miraculously 14 days after diagnosis Bennett was declared in remission and a plan of action was immediately launched to cure his disease. As his brothers were not a compatible match a search was initiated for an unrelated donor. Thankfully through the bone marrow donor registry an umbilical cord donor was identified.

In May 2007 after 4 months of preparatory chemotherapy, related treatments and surgeries, Bennett's family moved to Calgary to receive his transplant. Four months later they were told to go home as the hospital was only for sick children.

Today Bennett is an amazing energetic and charismatic 7 year old. He loves Lego, telling jokes, entertaining his friends and playing with his brothers Braden and Cameron. When he grows up he wants to be a policeman, just like his dad, and a movie producer. For Bennett the sky is the limit.

Coming full circle: After their experience Bennett's parents Lori and Brian felt that they needed to give back and help other families. As volunteers for the Kids with Cancer Society they share their story and provide hope and support by visiting newly diagnosed families at the hospital.

Questions?

Please remember we are here to answer your questions and want to do everything possible to make sure that your experience is memorable. Do not hesitate to contact the Kids with Cancer Society via email or phone should you have any questions or require clarification.



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ITINERARY

Prior to the ride you will be advised who your ride leader is, the names of other participants in your group, and details on who you will be sharing a room with.

Day 1 - Thursday, June 23

Riders from across Alberta will meet in Calgary and will travel to The Prestige Rocky Mountain Resort and Convention Centre Cranbrook. They will enjoy a casual evening providing a perfect opportunity to reconnect with old friends and meet new riders and passengers.

Day 2 - Friday, June 24

After breakfast riders will experience some spectacular scenery as they pass through Idaho and travel towards Nelson BC. Riders will stay overnight at The Prestige Lakeside Resort and Convention Centre Nelson.

Day 3 - Saturday, June 25

Soon after breakfast riders will travel towards The Prestige Radium Hot Springs where, if they wish, they can relax in the hot springs.

The evening will also provide riders with an opportunity to learn about the organization that they are supporting and hear from one of our children.

Day 4 - Sunday, June 26

When breakfast is done and everyone says their good byes, riders and passengers will make their own way home.

NOTE:

- The agenda may be subject to change following the pre-organizing ride.
- As the ride will be passing through Idaho, participants should carry a valid passport and obtain out of country medical insurance. The Kids with Cancer Society is not responsible for any medical costs or fees.
- The BC government has imposed harsh penalties for speeding and/or the use of alcohol. **In accordance with this law speeding and the use of alcohol on route will not be tolerated.**

Please visit the following link to learn more about these penalties.

Excessive Speed: <http://www.pssg.gov.bc.ca/osmv/speeding/index.htm>

Alcohol: <http://www.pssg.gov.bc.ca/osmv/impaired-driving/index.htm>





6th Annual LOOK & Stepper Homes Revving up for Kids

OVERVIEW

Parade of heroes

The Parade of Heroes is the official kick off for the event and is sponsored by *Brazzo Contractors Ltd.* Our heroes, children with cancer, deal with their disease with so much courage and determination that they inspire those around them. Very often we hear from parents that it is the child that gives them the strength to deal with the challenges placed before them.



As a participant you will have the opportunity to meet some of our remarkable children and see first hand how important your support is. Join us on Sunday, May 29 at Hawrelak Park in Edmonton, 1:30 – 3:30 pm for a BBQ and witness some very special kids ride a motorcycle. Be sure to look for your personal invitation and details in May.

Registration fees

Each participant is required to pay a registration fee. Riders \$600 and passengers \$500 which will cover accommodation (double occupancy), meals, snacks and fuel. If you would like a private room please contact the Kids with Cancer Society to discuss additional costs.

Pledge forms and donation requirements

The rider and participant are each required to collect a minimum of \$1,000.00 in pledges.

Upon registration you will receive information on how to access your personal page on the Kids with Cancer Society website. This is a quick and easy way to encourage your family and friends to donate on-line. Cash and cheques made out to the Kids with Cancer Society are also accepted.

You will receive a pledge form that has been created just for you. Each of our riders and passengers have been assigned a child who they will ride in honour of. No two participants will be riding in honour of the same child. Your pledge form includes a photograph and bio of your child. As you collect pledges, please feel free to share your child's story of courage and inspiration with your family, friends, and co-workers. Due to health issues it may not be possible to meet your child in person.

Pledge Prizes

The top three pledge earners will receive a prize. All pledge prizes are donated, there is no cost to the Society.





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CHILDHOOD CANCER FACTS

Not only is childhood cancer the number one killer disease in children but it is estimated that approximately **1 in 333 young people will be diagnosed with cancer before the age of 20**. These alarming statistics, and those outlined below speak to the very reasons why the Kids with Cancer Society is so important in the lives of these children.



Sara was only 2.5 years old when she was diagnosed with acute lymphoblastic leukemia. She is now 3, loves playing with her older siblings, going to the park, swimming, playing hide and seek and jumping on the trampoline. Sara loves puppy dogs and her favourite food is spaghetti.



Keegan was diagnosed with Ewing's sarcoma when he was 6 years old. He is 7 and his favourite classes in school are Math and Phys. Ed. His favourite colour is light blue and he likes playing his PS3 and eating Cheezies. Keegan is still thinking about what he wants to be when he grows up.

- Today, despite progress in research, childhood cancer kills more children than all other diseases combined.
- The cause of most childhood cancers is unknown, and at present childhood cancer cannot be prevented.
- The majority of children with cancer require rounds of chemotherapy to treat their disease. Many require surgery and/or radiation to remove the tumour. For some, a bone marrow transplant is their only hope of survival.
- The length of treatment for childhood cancer ranges from 3 months to 2.5 years. In general, treatment for adult cancers is considerably shorter.
- Three in 10 children will lose their battle with the disease.
- Significant advances in cancer therapy, the result of scientific and clinical research, mean that approximately 75% of children diagnosed with cancer are expected to become long-term survivors.
- The improved prognosis for childhood cancer has not been realized without a cost. The intense and extensive medical treatment necessary to achieve a cure often creates additional life threatening, and life altering challenges for the child as they endure treatment during a period when they are developing emotionally, physically and intellectually. The reality is that now, as more and more children are surviving cancer, it is increasingly important to address ongoing and emerging needs of the child and their family in order to achieve complete and long term healing.
- Many advances in adult cancer treatments are due to breakthroughs in childhood cancer research.
- Cancer begins with the transformation of a single cell. We have yet to understand why—if only we knew!



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HOPE NOW AND FOR THE FUTURE

“A beacon of light during a difficult journey.” That is how one family described the Kids with Cancer Society.



Naomi was diagnosed with an ependymoma brain tumour in 2010. She is 6 years old and likes to write and illustrate books at school. She enjoys playing dress-up, singing and dancing, going to church, colouring and reading books. When Naomi is older she hopes to be a mom and a police woman.

The Kids with Cancer Society provides programs and services not offered by any other organization. From the time of diagnosis, throughout treatment and beyond, the Kids with Cancer Society provide vital services for the children and their families. Here is a list of some of the many programs and services that the Kids with Cancer Society provides:

New Facility

The Kids with Cancer Society House, the first of its kind in Canada, provides families with a place to go during difficult times. The house includes an information center, a site where support programs can be delivered, and a safe welcoming environment where support can be gained from others in similar situations.

Support

Assuring that the child and their family are able to adapt to the diagnosis, prepare and cope for the demands of treatment, and minimize the family disruption and related stress through the course of treatment and its long term effects.

- Support meetings
- Social worker
- Annual family “Camp Beat It”
- Camp for the child & their siblings
- Christmas party
- Beaded journey
- Sibling support program
- Support through education annual family conference
- Newly diagnosed visitation program
- Bi-weekly pizza support program
- End of treatment program
- Gifts of courage

Clinical

Addressing the psychosocial needs of the whole family within the clinical setting:

- Brainwork’s program: assisting children who experience learning difficulties associated with treatment
- Family support program
- Educational materials
- Resource manual
- Childlife support

Research

Ensuring that funds are available to participate in activities that improve the wellbeing and outcome for children with cancer.

- The Muriel and Ada Hole Kids with Cancer Society Chair in Pediatric Oncology—the first research chair in Northern Alberta.
- Clinical trial support: Providing access to clinical trials which improve the outcome of the disease.
- Childhood cancer survivors program: Helping to ensure that children and their families do not face life altering and life threatening effects of treatment.

For a complete listing of the programs and services provided by the Kids with Cancer Society visit: www.kidswithcancer.ca



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QUESTIONS & ANSWERS

How much of the participant's pledge donations will be directed to the cause?
100%, registration fees paid by the participants covers all costs of the ride.

Who pays for the pledge prizes?

All pledge prizes are donated. There is no cost to the society. The prize can be donated back to the Society at the winners request.

Will I receive a tax receipt?

Receipts will be given in accordance with Canada Revenue Regulations.

How quickly will tax receipts be processed?

Within four weeks. However, as June is our busiest fundraising month of the year it may take 8–10 weeks.

Where is my money going? See page 5 "Hope now and for the Future".

Is the Kids with Cancer Society a registered Charity?

Yes. Charitable Registration No. 88640 1397 RR0001

What are the administration costs?

With a small staff, large volunteer base, and by obtaining products and services through donation, the Kids with Cancer Society maintains less than 7% administration cost.

How does the Kids with Cancer Society decide what programs and services to fund? By working with the parents, and through close communication with the medical team who treat children with cancer, the Society is able to identify priorities and fund only programs that will have the greatest impact.

Do other organizations provide the same or similar programs and services?

All programs and services initiated by the Kids with Cancer Society are designed to either enhance or create new opportunities while at the same time ensuring that there is no duplication or overlap of resources and services.

Where does the Kids with Cancer Society receive its funding?

- LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay/Walk & BBQ & Le Tour of Hope Cycle Event
- Corporate Donations
- Public Donations
- Memorial Donations
- Third party events such as community golf tournaments, head shaves & dinner/silent auctions
- Employee donation programs
- We do not participate in telemarketing or use fundraising companies.

How can I learn more about the Kids with Cancer Society?

**Call 780-496-2459 or visit
www.kidswithcancer.ca**



6th Annual LOOK & Stepper Homes Revving up for Kids

What is the next step?

If you would like to register for the 6th Annual LOOK and Stepper Homes Revving up for Kids please contact Val: **780.496.2459** or email: **valf@kidswithcancer.ca**

A list of qualifier questions will be sent to you for completion. Once your eligibility has been confirmed we will forward the registration link and password. Upon registration you will receive additional information including your personalised pledge form, and other important documents and instructions.

Please do not hesitate to contact the Kids with Cancer Society via email or phone should you have any questions or require clarification.

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