

10TH ANNUAL - GENERAL RECYCLING LE TOUR OF HOPE

Triple Crown Mountain Challenge - June 16 to 24, 2012



Kaitlyn, age 10



2011 Ride Team

GENERAL INFORMATION PACKAGE



Le Tour of Hope is an exhilarating and challenging 8-day cycling adventure to support the Kids with Cancer Society.



This year celebrates the 10th tour by pedaling over the **three highest mountain passes** in Alberta: Highwood Pass, Bow Summit and Sunwapta Pass.



The **Triple Crown Mountain Challenge** will take cyclists to Coleman, Longview, Lake Louise, Columbia Icefields, Jasper, Edson, Wabamun Lake and home to Edmonton.

An **amazing 1,018 km** will be cycled to support children with cancer and their families.



OVERVIEW



Ryah was only 16 months old when she was diagnosed with a stage 4 germ cell tumour. Today, Ryah is a happy 3 year old who loves swimming and water slides. She loves Betty Boop, the colour pink and dressing up as a princess. When Ryah grows up she would like to be a Princess.

On behalf of our children, Ryah would like to say thank you.



How did it start?

In 2002, when Emma was about to embark on her final treatments for childhood cancer, her father, Barry realized how much support his family had received from the Kids with Cancer Society throughout their family's journey. His friend Gerry Shillabeer was determined to help Barry and others facing similar challenges and launched the ride to help the Kids with Cancer Society.

About the ride

Championed by Nick Lees of the Edmonton Journal, **Le Tour of Hope** has become one of the major fundraising events for the Kids with Cancer Society. A group of cyclists raises funds and awareness for the Kids with Cancer Society by completing a challenging 1018 km scenic route through Alberta. To date the ride has raised over \$1,460,000.

What's the ride's goal?

To raise awareness and funds to help the Kids with Cancer Society continue its important work helping Northern Alberta families affected by childhood cancer. In 2012, we hope to raise \$250,000 for the Society.

Pledge forms and donation requirements

Each cyclist is required to collect a minimum of \$3,500 in pledges. Each cyclist will be assigned a child who they will ride in honour of. Once registration has been completed you will receive:

1. your child's picture and biography
2. a pledge form created just for you for people who do not wish to donate on-line. Remember to hand in your completed pledge forms at registration. The top three pledge earners will receive a very special gift from our children.
3. assistance to set-up your personal on-line fundraising page. This is a quick, easy and secure way to encourage your family and friends to donate.

As you collect pledges, please 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.

Le Tour of Hope • Triple Crown Mountain Challenge

ITINERARY

Saturday June 16

Participants will be transported to Coleman, AB.

Day 1 - Sunday, June 17

Cycle from Coleman to Longview (135 KM)

Day 2 - Monday, June 18

Cycle from Longview to Nakoda (148 KM)

Day 3 - Tuesday, June 19

Cycle from Nakoda to Lake Louise (115 KM)

Day 4 - Wednesday, June 20

Cycle from Lake Louise to Columbia Ice Fields (129 KM)

Day 5 - Thursday, June 21

Cycle from Columbia Ice Fields to Jasper (104 KM)

Day 6 - Friday, June 22

Cycle from Jasper to Edson (168 KM)

Day 7 - Saturday, June 23

Cycle from Edson to Wabamun Lake (129 KM)

Day 8 - Sunday, June 24

Cycle from Wabamun Lake to Louise McKinney Park, Edmonton (103 KM)

Total Distance: 1018 km



Thank you to our generous 2012 sponsors!

- General Recycling Industries Ltd.
- The Crossing Company
- Edmonton Journal
- United Cycle

General Recycling “Ride-In Celebration”

General Recycling invites all Tour of Hope participants and their families to join them and the special families from the Kids with Cancer Society for a BBQ and entertainment.



2012 Honorary Chair and Ride Marshall
Nick Lees, Edmonton Journal
and Cheyenne Friend

QUESTIONS & ANSWERS



How much of the participant's pledge donations will be directed to the cause?
100%, as tour costs are covered through sponsorships.

How much do I have to pledge to receive a receipt?
\$15. However, upon request any amount will be receipted.

How quickly will tax receipts be processed?
On-line donations will receive a receipt immediately. Donations received by cheque or cash 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, Program Highlights.

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 & Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay Walk & Lunch, Le Tour of Hope Cycling Adventure and the National Inside Ride
- 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?
Contact 780.496.2459 or visit www.kidswithcancer.ca

CHILDHOOD CANCER FACTS



Delaney is 10 years old and was diagnosed in 2011 with rhabdomyosarcoma. She LIVES to dance (jazz, hip hop, ballet and tap) and has found a new love for hockey. Delaney is still thinking about what she wants to do when she grows up.



Kiera is 5 years old and was diagnosed with lymphoblastic lymphoma in March of 2011. She is in kindergarten and loves craft time and making new friends. Keira enjoys gymnastics, going camping, listening to music and painting her nails. Pink and purple are her favourite colours and she loves eating ribs. When Keira grows up she would like to be a nurse.

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.

- 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!

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



Brayden was diagnosed with rhabdomyosarcoma when he was 2 1/2 years old. Brayden is 4 now and loves Mario games and playing with his baby sister Arley. He loves Halloween and all the Disney movies. When Brayden grows up he would like to be a truck driver like his daddy.

PROGRAM HIGHLIGHTS

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:

Kids with Cancer Society House

The first of its kind in Canada, the house provides families with a place to go during difficult times. It 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
- Educational materials
- Resource manual
- Childlife support
- Family support program

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: One of the few in North America that provides lifelong evaluation, treatment, and support for children experiencing longterm late effects due to cancer treatment.

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



WHAT IS THE NEXT STEP?

If you would like to register for the 10th Annual Le Tour of Hope please contact Nadine: **780.496.2459** or nadines@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 contact the Kids with Cancer Society via email or phone if you have any questions regarding the registration process:

Kids with Cancer Society
11135 - 84 Avenue
Edmonton, Alberta T6G 0V9
Phone 780.496.2459
Fax 780.496.2451





Thank you
for your interest in this event

