

9TH ANNUAL  
GENERAL RECYCLING

# Le Tour of Hope

A CYCLING ADVENTURE FOR THE KIDS WITH CANCER SOCIETY

JUNE 18 - 26, 2011

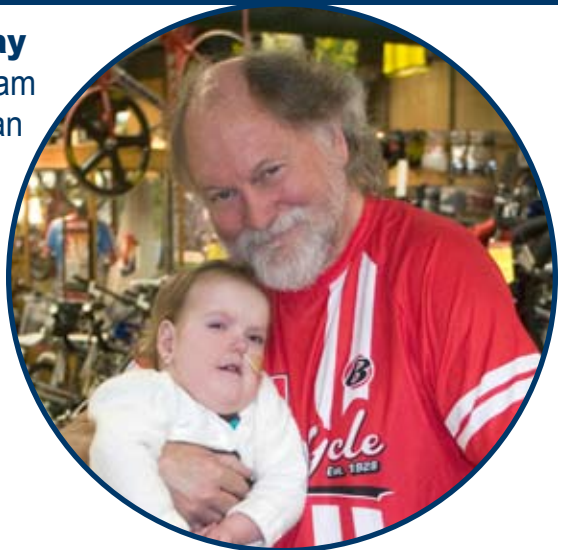


Some of the 2010 cyclists

## GENERAL INFORMATION PACKAGE

**Le Tour of Hope** is an exhilarating and challenging **eight-day cycling adventure** through BC and Alberta. This year, the team starts in Penticton and travels north through the scenic Okanagan Valley. It returns to Edmonton via Vernon; Revelstoke; Golden; Lake Louise; the David Thompson Resort; Rocky Mountain House and Pigeon Lake.

2011 Honorary Chair and Ride Marshall  
Nick Lees, Edmonton Journal and  
Cheyenne Friend, photo courtesy of  
Cindy Gannon Photography



CHEF  
BOMBAY



# Le Tour of Hope - 2011

## Ride Details



*Kyiah is 8 years old and was diagnosed with a Wilms tumour in 2006. She likes going to the playground in the summer and loves doing ANYTHING in winter as long as there is snow! She loves playing with her Pet Shop animals and Barbies. She enjoys school and her favourite subjects are gym and art.*

**On behalf of our children, Kyiah 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 BC and Alberta. To date the ride has raised over \$1,000,000.

### 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 2011, we hope to raise \$200,000 for the Society.

### Pledge forms and donation requirements

Each cyclist is required to collect a minimum of \$3,500 in pledges. Upon registration you will be receive information 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 has 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.

### Safety check and orientation

Safety remains our number one priority. We would also like to draw your attention to the information on Effective Cycling Skills included in this package. As your safety, and the safety of others is paramount please be sure to carefully review this information prior to the ride.

# Le Tour of Hope - 2011

## Itinerary



### **Saturday June 18**

Participants will be transported to Penticton, BC.

### **Day 1 - Sunday, June 19**

Cycle from Penticton to Vernon (119 KM)

### **Day 2 - Monday, June 20**

Cycle from Vernon to Revelstoke (159 KM)

### **Day 3 - Tuesday, June 21**

Cycle from Revelstoke to Golden (149 KM)

### **Day 4 - Wednesday, June 22**

Cycle from Golden to Lake Louise (87 KM)

### **Day 5 - Thursday, June 23**

Cycle from Lake Louise to David Thompson Resort (121 KM)

### **Day 6 - Friday, June 24**

Cycle from David Thompson Resort to Rocky Mountain House (137 KM)

### **Day 7 - Saturday, June 25**

Cycle from Rocky Mountain House to Pigeon Lake (135 KM)

### **Day 8 - Sunday, June 26**

Cycle from Pigeon Lake to Edmonton (111 KM)

**Total Distance: 1018 KM**

### **Thank you to all of our generous sponsors!**

- *General Recycling Industries Ltd.*
- *The Crossing Company*
- *AirSprint*
- *Airways Rentals,  
Leasing & Sales*
- *Bev and Bob McNally*
- *Cedar House Restaurant  
& Chalets*
- *Chef Bombay*
- *Cowan Graphics*
- *David Morris Fine Cars*
- *New Asian Village*
- *United Cycle*
- *B & B Demolition Limited*
- *Clark Builders*
- *Edmonton Journal*
- *Gas Alberta*
- *Talisman Energy*
- *US/Canada*

# Le Tour of Hope - 2011

## Childhood Cancer Facts



*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.*

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!

# Le Tour of Hope - 2011

## 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.*

For a complete listing of the programs and services provided by the Kids with Cancer Society visit: [www.kidswithcancer.ca](http://www.kidswithcancer.ca)

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.

# Le Tour of Hope - 2011

## Questions & Answers



*How much of the participant's pledge donations will be directed to the cause?*  
100%, as 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.

*Will I receive a tax receipt?*  
Receipts will be given in accordance with Canada Revenue Regulations. If a promotional benefit is received regulations may not permit us to provide a tax receipt.

*Where is my money going?* See page 4 "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?*

- Le Tour of Hope Cycle Event; LOOK and Stepper Homes Revving up for Kids Motorcycle Adventure; Beaded Journey Gala; Relay/Walk & BBQ
- 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](http://www.kidswithcancer.ca)**

# Le Tour of Hope - 2011



## What is the next step?

If you would like to register for the 9th Annual General Recycling Le Tour of Hope please contact Val: **780.496.2459** or email: **[valf@kidswithcancer.ca](mailto:valf@kidswithcancer.ca)**

Upon registration you will receive additional information including your personalised pledge form, details on how to access your personal webpage on the Kids with Cancer Society website, and other important documents and instructions.

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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