



*What an incredible experience we had with our June 5<sup>th</sup> Inside Ride! The passion and energy of the organizers are contagious. As we took over the courtyard across from the TSX, it was difficult not to notice us. I have had people stop me in the underground of Toronto's financial district saying, "We'll be there with you next year!"*

*What a wonderful way to support the bravest of our children and their families.....by bringing hope and happiness, not only to our Inside Ride but to everything we do and everyone we meet.....every day.*

Sue Neal, Regional Director, Investors Group Toronto Downtown.

**The Northfield Racquet & Fitness Club invites you to experience The Inside Ride,  
the leading Team Challenge & Spirit Event**

**BRING IT!**

The Northfield Racquet & Fitness Club invite community groups, businesses, contacts, friends and families to participate in The Inside Ride, Canada's first indoor cycling challenge and fundraising event dedicated to raising monies in support of families and children with cancer. Presented by Coast to Coast Against Cancer Foundation, support will be provided to pediatric oncology research and hospitals. Join in and support Melanie Marsland. She has been chosen to ride across Canada in third annual Sears National Kids Cancer Ride from September 9 – 23<sup>rd</sup>, 2010. The Inside Ride lets her raise awareness and funds for this great cause!

The Coast To Coast Against Cancer Foundation follows a 100% receipted donation model due to the generosity of event sponsors and a widespread reliance on volunteers.

*Get ready to raise the roof with this Inside Ride  
at the Northfield Racquet & Fitness Club!*

The Inside Ride is an organized stationary cycling challenge and celebration. Up to 60 state of the art bikes, are mounted and held stationary on trainers, with mileage and speed gauged with odometers. Each cyclist rides for ten minutes to fun, uplifting music as cyclists rotate through the event, cheered on by teammates, friends, colleagues and spectators. Volunteers record team mileage and track who is cheering the loudest!

Each team will raise money through on-line and off-line pledging. Companies are encouraged to support their cycling teams through donation matching. A \$10 registration fee is charged to each participant to cover event costs. This ensures your donations are respected and go downstream to support pediatric oncology research and hospitals across Canada. Once registered, teams and each member receive an on-line username and password for your personal fundraising webpage, along with pledge sheets to make fundraising fast, easy and fun!

Awards will be presented to the highest mileage team, the top fundraising team, top male and female fundraiser, the team with the best team spirit, and the team with the best team costume!

**Saturday, April 17<sup>th</sup>, 10:00 am – 11:45 am**

Northfield Racquet & Fitness Club, 155 Northfield Drive, Waterloo, On N2J 4B8

**8:30 am:** Team Captain & Rider Check In Time Begins

**9:40 am:** Teams to assigned bikes for final preparations

REGISTRATION & FUNDRAISING online:

<http://Northfield.theinsideride.com/>

Your Event Coordinator is Marilee Arthur: [marilee@northfieldclub.com](mailto:marilee@northfieldclub.com)

For More Information: [www.TheInsideRide.com](http://www.TheInsideRide.com) or [www.Ctcaf.org](http://www.Ctcaf.org)

## YOUR NEED-TO-KNOW DETAILS

- **Your Event Coordinator is Marilee Arthur: [marilee@northfieldclub.com](mailto:marilee@northfieldclub.com):**
- Up to 60 State of the Art Road Bikes mounted on Stationary Trainers, music and host
- All registration is online at the event website, <http://northfield.theinsideride.com>
- At the time of registration a \$10 fee is charged to cover event costs for each registrant.
- Teams receive their fundraising kit with their invitation: online registration instructions, pledge sheet, and waivers.
- Online fundraising enables you to reach out to friends, family and business colleagues to supersize your fundraising goal and provides immediate tax receipts (\$20 or more) to your donors.
- Rider and Team Captain check in begins at 8:30 am on Saturday, April 17<sup>th</sup>, 2010.
- Cash, cheques, and waivers will be accepted at the rider check-in table.
- 100% of your receipted donations go to support childhood cancer charities

## LOCATION INFORMATION

- The Northfield Racquet & Fitness Club has graciously opened their doors to host this Inside Ride and support the fight against childhood cancer
- The club is located at: 155 Northfield Drive, Waterloo, On N2J 4B8
- <http://www.northfieldclub.com>
- Registration/check on the tennis courts where the event will be held.

## WHAT DOES AN INSIDE RIDE TEAM LOOK LIKE?

- This event has 6 persons to a team – think of a unique team name and sign up!
- Minimum suggested fundraising per team: \$300.00 for teams or \$50 per participant
- Decide on a team theme – decorate t-shirts or wear corporate shirts or team costumes to reflect your team spirit!

## WHEN YOU ARRIVE

- Team Captains and cyclists check in at the Event Check-In Table. Team Captains should have fundraising totals for cyclists on their teams (online donations plus cheques and cash). Team totals on event day used to decided Top Team Fundraising Trophy winners.
- The Inside Ride kicks off with a dedication to a child or family affected by childhood cancer. We appreciate a dedication from participants. Please contact Lori O'Hara-Hoke via [lori.oharahoke@ctcaf.org](mailto:lori.oharahoke@ctcaf.org). Awards and Thank You's at the end.

## WHAT TO WEAR

- Comfortable shorts, t-shirt and running shoes. Do not wear a sweat top.
- Bring a change of clothing for after the event.
- We encourage your teams to dress in a team uniform or costume – compete for the Spirit Award!
- All heavy clothing should be removed prior to riding

## FOOD, BEVERAGE, AMENITIES

- Water will be provided to all the athletes and volunteers.
- Relax at the café post event.
- Shower and change facilities available to all participants

**Don't miss out. [REGISTER](#) now to reserve your Inside Ride bike today!**

## BACKGROUND: Childhood Cancer in Canada

Funding is urgently needed to support:

- pediatric oncology hospitals and centres across Canada, along with vital research programs
  - pediatric oncology camps and their year-round programs across 32 communities in Ontario
  - family support initiatives in the area of childhood cancer.
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- Cancer is *the leading* cause of non-accidental death in children in Canada.
  - More children die of cancer each year than asthma, cystic fibrosis, muscular dystrophy, congenital anomalies and pediatric AIDS *combined*.
  - In Canada, about 1,700 children are diagnosed with cancer *each year*.
  - At any given point in time in Canada there are *over 10,000* children and adolescents living with cancer or its long-term effects.
  - Childhood cancer is very different from adult cancer and places its own unique demands on our healthcare system. The treatment and cure for these children is a *24/7 process*, often over a period of 2-3 years, the effects of which can smother childhood.
  - Childhood cancer affects children at the most vulnerable stages of their lives, with lasting impacts on their physical, mental and social development.
  - Programs such as specialized oncology camps and family support programs that can meet the needs of children with cancer are not funded publicly – the cost must be borne by parents and families, which limits participation.
  - The area of childhood cancer research and care is *under-supported*, but things are starting to look better. In the early 1950's less than 10% of childhood cancer patients could be cured; however, today more than 80% of children diagnosed with cancer become long-term survivors, and the majority of them are considered cured.
  - However, even with these survival statistics, over 50% of childhood cancer survivors live with long-term lasting impacts from the disease and treatment, including neuro-cognitive impairments, sterility, post traumatic stress, and secondary cancers.
  - Further research is badly needed to ensure a standard quality of care across Canada in areas such as clinical trials. These programs improve the survival rate and quality of life.

*The Coast To Coast Against Cancer Foundation is dedicated to a "Destination Beyond Cancer" for these children and their families through charitable cycling events.*

*Join us by Riding, Donating, Fundraising, or Volunteering.*

*Over \$2.5 million in funding was distributed in 2008 to the charities we support.*

[www.ctcacf.org](http://www.ctcacf.org)

[www.theinsideride.com](http://www.theinsideride.com)

[www.tourforkids.com](http://www.tourforkids.com)

[www.searsnationalkidsancerride.com](http://www.searsnationalkidsancerride.com)

[www.rideforkaren.com](http://www.rideforkaren.com)

Registered Charitable Donation No. 8282 52346 RR0001

*One of my best friends was diagnosed with malignant melanoma a couple years ago, and attended Camp Ooch for a few years. She always returned so happy from camp and wanted to tell me all about how wonderful it was. I loved being able to support her and kids like her with The Inside Ride.*

*Thanks!*

*Anna Norris, 2008*