

# Benefits of Corporate Team Support

## What is The Ride?

The Enbridge® Ride to Conquer Cancer® benefiting the Alberta Cancer Foundation is a cycling journey and fundraising crusade. This year, we invite your team to Ride any time and any distance throughout the summer. We'll also be hosting a virtual celebration to unite Riders across the country.

## When is The Ride?

August 29, 2020

## How has The Ride impacted the local community?

Since 2009, The Enbridge® Ride to Conquer Cancer® has raised over \$80.9 million for The Alberta Cancer Foundation. Funds raised through Enbridge Ride to Conquer Cancer enable the Alberta Cancer Foundation to support breakthrough cancer research, clinical trials, enhanced care and the discovery of new cancer therapies at the Tom Baker Cancer Centre, Cross Cancer Institute and 15 other centers across Alberta.

## Why is ongoing support of The Ride crucial for the Tom Baker Cancer Centre?

Because we have yet to conquer cancer. Cancer is the leading cause of death in Canada and responsible for 30 per cent of all deaths. Every day, 565 Canadians will be diagnosed with cancer and 221 will die from it.

We'll be with you each step of the way, preparing you with training rides, explaining your team's fundraising page and providing year-round Ride Guide support. Want to learn more about forming a corporate team? Contact our Corporate Specialist, Andrea Oh at [aoh@conquercancer.ca](mailto:aoh@conquercancer.ca)

## How can you support The Ride and the Tom Baker Cancer Centre?

Corporate participation in The Ride can provide vital support as we continue our quest to stop this disease. Forming a corporate team also benefits your company:

- **Make a Significant Mark in the Fight Against Cancer.** Your efforts will support new cancer research, technology and treatments for cancer patients and their families, as well as align your company brand with health and fitness.
- **Raise Corporate Visibility in the Community.** Your employees' hard work and generosity will be seen as a goodwill gesture within the local community, translating into increased brand awareness.
- **Encourage Team Building.** Employees training and fundraising for a common cause leads to healthy competition where departments may form their own teams and vie for the honour of "Most Successful Fundraising Team."
- **Promote Health and Wellbeing.** Studies show that individuals who regularly practice proper nutrition and exercise tend to stave off illness and are more productive in the workplace.



TITLE PARTNER

