

# BENEFITS OF CORPORATE TEAM SUPPORT

## What is The Ride?

The Enbridge® Ride to Conquer Cancer® benefiting Princess Margaret Cancer Centre is a cycling journey and fundraising crusade of more than 200 kilometres over two days across Ontario's majestic countryside.

## When is The Ride?

June 8-9, 2019

## How has The Ride impacted the local community?

Since 2008, The Enbridge® Ride to Conquer Cancer® has raised over \$194 million for Princess Margaret Cancer Centre, one of the top 5 cancer research centers in the world. Funds raised through this event help support Personalized Cancer Medicine research, treatment advances, education and new standards of care at The Princess Margaret, across Ontario and around the world.

## Why is ongoing support of The Ride crucial for the Princess Margaret Cancer Centre?

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

## How can you support The Ride and the Princess Margaret 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.

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, Renee Buckley, at [rbuckley@conquercancer.ca](mailto:rbuckley@conquercancer.ca)

Princess Margaret  
Cancer Centre  UHN

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