

# BENEFITS OF CORPORATE TEAM SUPPORT

## What is The Ride?

The Ride to Conquer Cancer® Presented by Wheaton Precious Metals™ benefiting BC Cancer Foundation is a cycling journey and fundraising crusade of more than 200 kilometres over two days across British Columbia's majestic countryside.

## When is The Ride?

August 24-25, 2019

## How has The Ride impacted the local community?

The Ride to Conquer Cancer has raised more than \$85.3 million in nine years, making it B.C.'s largest cycling fundraiser. Funds raised stay in B.C. and fuel the work of scientists and clinicians as they work to improve cancer care and improve the lives of people facing cancer. The BC Cancer Foundation is the largest funder of cancer research in the province and is on a mission to reduce the incidence of cancer, reduce the mortality rate of people with cancer and improve the quality of life of people living with cancer.

## Why is ongoing support of The Ride crucial for the BC Cancer Foundation?

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 Robin Mwariga at [rmwariga@conquercancer.ca](mailto:rmwariga@conquercancer.ca) or call [604] 243-5512.

## How can you support The Ride and the BC Cancer Foundation?

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.



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