


Coast Coast

AGAINST  CANCER



7,200km
4,500 miles



A CYCLING EVENT IN SUPPORT OF



SCHOOL PARTICIPATION

2003



Coast to Coast Against Cancer has set its passionate sights on raising a minimum of \$500,000 for two special charities.

Beginning June 15, a team of six cyclists will depart Vancouver, B.C. and ride 24 hours per day arriving in Halifax, N.S. just 10 days later; a distance of **7200km (4500 mi.)**.

Rotating shifts, each cyclist will be pushed to the limit pedaling 12-15 hours across 360 km (225 mi.) per day.

10 days
24 hrs/day

Coast-to-Coast Against Cancer

was founded by Jeff Rushton in 2002 to commemorate his father's successful battle against cancer. An avid cyclist, Jeff established this annual cycling event as a means to raise awareness and funding for charities intent on supporting individuals and families dealing with this devastating disease.



Jeff Rushton

In January 2002, Jeff Rushton and his friend Kevin Wallace, whose mother succumbed to cancer, each rode 3200 miles (5100 km), coast to coast, from California to Florida in just 24 days raising over \$175,000 for two cancer charities.



the charities

Raising a minimum of \$250,000

Candlelighters 
www.candlelighters.ca

Candlelighters is a registered charity for tax purposes in Canada and Lance Armstrong Foundation is a registered charity for tax purposes in the USA. Tax receipts will be issued by both charities.

Candlelighters Canada is dedicated to improving the quality of life for children experiencing the effects of cancer. Through a national network of volunteers, it provides support and resources to families and promotes on-going cancer research, education and survivorship.

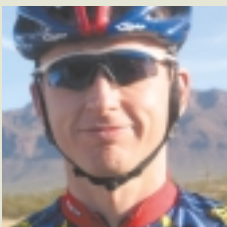
Lance Armstrong
Foundation
www.laf.org



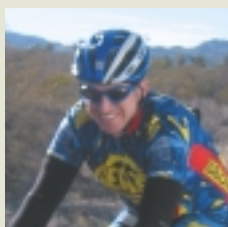
Founded in 1997 by cancer survivor and champion cyclist Lance Armstrong, The Lance Armstrong Foundation (LAF), is charged with enhancing the quality of life for those living with, through and beyond cancer. The Foundation focuses its activities in the following areas; survivorship education and resources, community programs, national advocacy initiatives, and scientific and clinical research grants.

the team

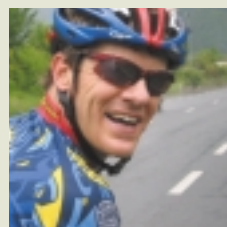
Jeff and Kevin proved their mettle during the 2002 Coast-to-Coast event. This year's confident relay team is rounded out by four strong recreational cyclists equally committed to the cause.



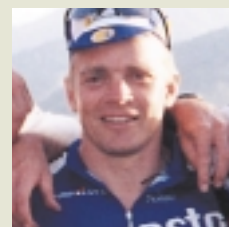
Jeff Rushton 40
BUSINESS EXECUTIVE



Kevin Wallace 32
BIKE STORE OWNER



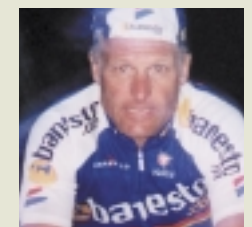
Fredrik Carlberg 39
CREATIVE DIRECTOR



Jamie Layfield 37
MEDICAL SALES



Hamish Gordon 45
REAL ESTATE AGENT



Scott Graham 47
MARKETING STRATEGIST

the partners

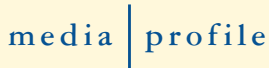


Fujitsu - a \$40 billion integrated global technology company, has generously donated at the top level. Additionally, Fujitsu will provide the team with technology that allows near real time GPS tracking of the cyclists location on the route and continuous uploading of pictures, text and video to the Coast-to-Coast website.



The Boomerang Group Inc. – Visual expression of strategic messages

Boomerang has given freely of its resources since the inception of Coast-to-Coast. Initially creating the name and identity, they jumped in to build the website and prepare all promotional materials.



Media Profile - Alison King, a partner at Media Profile, has donated her valuable talent to craft a media plan that maximizes the event's national exposure.

Since 1985, Media Profile has been describing news, events, shows and exhibitions in a manner that meets the client's objectives and the media's needs.



The Ridge - Dr. Patrick Hewitt is providing nutrition, diet and exercise plans tailored to each of the cyclists. He's also developing menus for the ride and will pitch in as part of the road crew. Dr.Hewitt is a registered, primary contact health professional and founder of The Ridge.



Gears - Gears bike shop is supplying an array of equipment from generous manufacturers and it's retail inventory. Gears Racing is the 3rd largest professional cycling team in North America and has raised over \$500,000 for charity.



Courtyard Group - The partners of Courtyard Group are providing a generous financial contribution to offset operating expenses. Their assistance enables 100% of corporate donations to go to the charities. Courtyard is a top-tier strategy, technology and organization consultant to local and global marketers.



Tiffany Gate – Great taste, nutrition and convenience are the requisites for meals on the road. With 7200 km, there can be no compromising. Fresh food from Tiffany Gate's expansive menu will be delivered to the team as it sweeps the country.

Corporate Donations In-kind

Successfully staging a travelling event such as Coast-to-Coast is expensive. Your community can help by supplying or helping to fund a variety of services. >>

- 2 support vehicles (recreational vehicles)
- fuel
- airfare
- items for online auction (proceeds to charities)

community

Dedications



A very important component of Coast-to-Coast is recognizing individuals and families that have been impacted by cancer. Each 100 km stretch will be dedicated to groups of these courageous people.

Dedications will be announced to the cyclists at the start of each 100km stretch and posted on the web site. There is no charge for dedications and no donation is necessary. Please provide a picture and a brief write up to:

dedications@coasttoastride.com

C2C Dedications
1525 Royal Oaks Road
Mississauga, ON, Canada
L5H 3R6



School Program

A grass-roots school program has been launched to encourage school children to participate in the event. Last year, numerous schools raised money and tracked the team on the web. In addition to discussions about cancer and healthy lifestyle choices, classes studied geography, science and volunteer work.

Personal Donations

Personal participation is the root of this campaign. In 2002, half of the funds raised came from individuals. Like the ride itself, each of us can do a share of the work by contributing and, in so doing, make the journey against cancer a little easier for everyone. Contributions, regardless of the amount, are appreciated.

the website

A fully customized site that shares information and encourages communities, families and friends to share the experience.



on-line donations
on-line auction
fund raising totals
route and conditions
GPS tracking
communication with riders
streaming video & photos

continuously updated!



school participation



daily dedications
links to charity sites
guestbook
letters of support
rider journals



bikes, children, fun

These three elements combine to make Coast-to-Coast an exciting project for your entire school. Challenge students and teachers to devise a creative fund-raising event and get recognized on the web! We can help with ideas.

Make a special dedication

Each 100 km stretch will be dedicated to people dealing with cancer. Make as many dedications as you like. There is no charge.

Track the ride on-line via the interactive C2C website

Log on for the latest event news, charity information, fund raising activities, communication with the team and more! Visit, www.CoasttoCoastride.com

Use the event to stimulate class discussion

Canadian geography - health and science - volunteer work
cancer awareness and prevention - the environment.

Create a fund-raising event in your school.

Let students take charge of the program.
For example, a grade 2 class conducted "Toonies for Tires". Students drew bikes then taped Toonies on top of the wheels.



Keep C2C informed and we'll post your fund-raising stories and totals on the web so students can see their results. Send photos! All participating schools will receive a Coast-to-Coast Certificate of Participation.

Register your school at www.coasttocoastride.com
For more information and event suggestions, please contact
James Layfield at 416 697-1462 or
schools@coasttocoastride.com

At the end of your event, please send a cheque payable to either charity to:

C2C Donations
1525 Royal Oaks Road
Mississauga, ON, Canada
L5H 3R6

On behalf of children dealing with cancer,
THANK YOU FOR YOUR EFFORT.



Dear Principal,

On June 15, 2003, six Canadian cyclists will ride non-stop from Vancouver to Halifax in just 10 days to raise funds and awareness on behalf of two important charities that assist children afflicted with cancer.

- **The Candlelighters Foundation** is a Canadian volunteer organization dedicated to improving the quality of life of children dealing with cancer. They assist through family support programs, special services and promoting relevant research. www.candlelighters.ca
- **Lance Armstrong Foundation** (LAF) was founded in 1997 by cancer survivor and 4 time Tour de France Winner, Lance Armstrong. LAF is charged with enhancing the quality of life for those living with, through and beyond cancer. The Foundation focuses its activities in the following areas; survivorship education and resources, community programs, national advocacy initiatives and scientific and clinical research grants. www.laf.org

Last year, with the support of corporate sponsors and public donations, Coast-to-Coast Against Cancer (C2C) raised over \$175,000 for selected cancer charities. The target for 2003 is well over \$250,000.

There are many ways your school can be part of the C2C team and appear on the web site!

- Make a special dedication
- Track the ride on-line and interact with the cyclists.
- Use the event to stimulate class discussion
- Create a fund-raising event in your school.

Aside from securing dedications and donations, we hope that Coast-to-Coast Against Cancer will foster a sense of community around people less fortunate. Participating schools will receive a Coast-to-Coast Certificate of Participation

If you would like more information, please contact us at schools@coasttoastride.com or phone James Layfield at 416 697-1462.

Welcome to our team,
Sincerely,

James Layfield
COAST-TO-COAST AGAINST CANCER

