



### The Enbridge Ride to Conquer Cancer – Media Fact Sheet

**What:** The Enbridge Ride to Conquer Cancer benefiting the Alberta Cancer Foundation  
**When:** August 6-7, 2016  
**Where:** Calgary along the Rocky Mountains, back to Calgary  
**Duration:** Two days of biking, one night of camping  
**Event / Contact Info:** (888) 624-BIKE (2453); [www.conquercancer.ca](http://www.conquercancer.ca)

#### **ABOUT THE RIDE:**

- The Enbridge Ride to Conquer Cancer is an incredible two-day, 200KM Ride raising vital funds for the Alberta Cancer Foundation.
- Nearly one in two Albertans will develop cancer in their lifetime. Participants in The Ride come from all walks of life, and many have been directly impacted or are currently battling cancer. The Ride brings together communities of riders, survivors and their supporters for one common goal: to conquer cancer.
- Funds raised through the Ride 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 centres across Alberta.
- 2016 marks the eight annual Ride in Alberta. Total funds raised and final participant numbers for this year's event will be announced moments before the Ride begins at the opening ceremonies in Calgary on August 6th.
- Riders will be supported by hundreds of Volunteers and Crew Members, providing meals, water and snack stops, gear transport, portable restrooms, safety on the course, comprehensive medical services and an overnight campsite complete with tents, hot showers and entertainment.
- The Ride has raised over \$54 million since its inception in 2009. In 2015, 1,741 Riders raised \$7.4 million.

**ABOUT ALBERTA CANCER FOUNDATION:** The Alberta Cancer Foundation is Alberta's own. It was established to advance cancer research province-wide and to directly support Alberta's 17 cancer centres, including the Cross Cancer Institute and Tom Baker Cancer Centre. At the Alberta Cancer Foundation, we act on the knowledge that a cancer-free future is achievable and that when we get there depends on the focus and energy we put to it today. More information can be found at [www.albertacancer.ca](http://www.albertacancer.ca).

#### **MEDIA CONTACT:**

Rachel Kellogg  
Communications Coordinator  
844.559.6542  
[rkellogg@conquercancer.ca](mailto:rkellogg@conquercancer.ca)