



The Enbridge Ride to Conquer Cancer – Media Fact Sheet

What: The Enbridge Ride to Conquer Cancer benefiting the Alberta Cancer Foundation
When: August 12-13, 2017
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

ABOUT THE RIDE:

- The Enbridge Ride to Conquer Cancer is an incredible two-day, 200KM Ride raising vital funds for the Alberta Cancer Foundation.
- About 1 in 2 Canadians will be diagnosed with cancer in their lifetimes. An estimated 206,200 new cases of cancer and 80,800 deaths from cancer will occur in Canada in 2017. The Ride brings together communities of riders, survivors and their supporters for one common goal: to conquer cancer.
- In 2017, an estimated 6,800 people will die of cancer in Alberta, and 18,600 new cases will be diagnosed. Participants in the Ride come from all walks of life, and many have been directly impacted or are currently battling 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.
- As the largest cancer foundation in Alberta, The Alberta Cancer Foundation's vision is to achieve a cancer-free future, by investing in cancer prevention and screening, enhanced care and research across Alberta.
- 2017 marks the ninth 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 12th, 2017.
- 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 \$60 million since its inception in 2009. In 2016, 1,402 Riders raised \$6.35 million.
- There are similar Ride to Conquer Cancer events scheduled throughout the summer in BC, Quebec and Ontario. The Ride to Conquer Cancer series is Canada's largest peer-to-peer fundraising event. Since 2008, the Ride to Conquer Cancer event series has raised over \$363 million across Canada.

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.

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