



## The Ride to Conquer Cancer – Media Fact Sheet

**What:** The Ride to Conquer Cancer presented by Wheaton Precious Metals benefiting BC Cancer Foundation

**When:** August 26-27 2017

**Where:** Vancouver, through the Pacific Northwest

**Duration:** Two days of biking, one night of camping

**Event / Contact Info:** (888) 771-BIKE (2453); [www.conquercancer.ca](http://www.conquercancer.ca)

### **ABOUT THE RIDE:**

- The Ride to Conquer Cancer presented by Wheaton Precious Metals benefiting the BC Cancer Foundation is an incredible two-day, over 200-km ride throughout Vancouver and the Pacific Northwest. The Ride is BC's largest cycling fundraiser.
- In 2017, an estimated 10,300 people will die of cancer in British Columbia and 25,400 new cases will be diagnosed. Participants in the Ride come from all walks of life, and many have been directly impacted or are currently dealing with cancer.
- An estimated one in two Canadians will develop cancer in their lifetimes, and one in four will die from it. The Ride brings together communities of riders, survivors and their supporters for one common goal: A cancer-free future.
- Funds raised through the Ride to Conquer Cancer enable the BC Cancer Foundation to support breakthrough research and enhancements to care at the BC Cancer Agency.
- Funds raised ensure researchers and clinicians at the BC Cancer Agency have the support needed to re-invent the standard of cancer care through leading-edge research.
- 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.
- 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 Vancouver on August 26th.
- 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.
- 2017 marks the ninth annual BC Ride, with similar Rides scheduled throughout the summer in Alberta, Ontario and Quebec. The Ride to Conquer Cancer series is Canada's largest peer-to-peer fundraising event.
- To date, The BC Ride has helped raise over \$77 million for the BC Cancer Foundation. In 2016, 1,687 Riders raised \$7.1 million. Since 2008, the Ride to Conquer Cancer event series has raised over \$363 million across Canada.

### **MEDIA CONTACT:**

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