



Event Background Information:

The Enbridge Ride to Conquer Cancer® is a unique, two-day cycling event to take place on **June 11th and 12th, 2016**. During this bold cycling journey, participants will cycle over 200 kilometers between The City of Toronto and The City of Niagara Falls, and camp overnight in Hamilton (the half-way point). 2016 will be our 9th annual event and last year our 2015 Ride to Conquer Cancer event raised over 19 million dollars moving us that much closer to achieving the Princess Margaret Cancer Centre's goal: Conquering Cancer in Our Lifetime.

The money our participants raise for The Enbridge Ride to Conquer Cancer® will benefit The Princess Margaret Cancer Centre, one of the top 5 cancer research centres in the world. The Princess Margaret Cancer Centre has assembled a team of top doctors and scientists whose search for new discoveries and improved patient outcomes will have a real impact in our community, across Canada, and around the world. In other words, this fundraising event will move us closer to our vision to Conquer Cancer in Our Lifetime

Net proceeds from The Ride to Conquer Cancer will benefit The Princess Margaret, a leader in the fight against cancer and the largest institution in Canada exclusively devoted to cancer treatment, research, and education. The funds raised will support breakthrough research, exemplary teaching, and compassionate care at The Princess Margaret Cancer Centre. World leading scientists like Dr. Benjamin Neel, Dr. Neal Fleshner, Dr. Fei-Fei Lui will put fundraising dollars to immediate use in the conquest of cancer. Funding will go towards high content clinical trials such as the world class tumor bank, an advanced molecular profiling laboratory, and drug development programs. The Princess Margaret will also be able to put funds to work for other programs like cancer stem cell, cancer metabolism and microenvironment, immunotherapy, lung cancer, and prostate cancer programs. So the impact is very real at The Princess Margaret Cancer Centre.

As mentioned, this is our 9th annual event and over the past 9 years of this event, we have been fortunate to gain the support of thousands of participants, communities, regions, and volunteers. We encourage everyone to be a part of this history-making event whether it is by riding, being a donor, sponsor, crew member, volunteer or supporter. We thank you for your participation.

For more information about The Enbridge Ride to Conquer Cancer, please visit www.conquercancer.ca or call our offices at 1.877.699.2453