

Think Communications Goes the Distance for Cycle of Life Tour

Local IT firm to be lead sponsor of popular fundraiser for end-of-life care

FOR IMMEDIATE RELEASE Victoria, BC, February 8, 2017 – Victoria Hospice is pleased to announce that for the second consecutive year, Think Communications (a local Enterprise IT and Cloud Solution Provider) will be the presenting sponsor of the Cycle of Life Tour on July 22nd and 23rd. Registration opens on Friday, February 10th. The annual two-day group cycling fundraiser has raised more than \$365,000 for hospice care on Vancouver Island, two-thirds of which has funded quality end-of-life care at Victoria Hospice.

“The staff at Victoria Hospice are true angels and this is our way of giving back,” says David Saele, President and Founder of Think Communications. David and business partner Tony Woods have both been touched by end-of-life care. In 2013, they each lost a parent to cancer four days apart and they say they were blessed to have hospice palliative care in their final days. “The love, support, kindness and compassion towards our parents and families changed our lives and helped us through very difficult periods,” says David.

“Cycle of Life has become part of our company legacy,” David says. They don’t just give back; they actively participate each year. David, Tony and several staff make up the cycling team jovially known as *Them Think Boyz For Hospice*. Since 2014, *Them Think Boyz* have collectively raised more than \$45,000. “As individuals and as a company, we are passionate about supporting community organizations like Victoria Hospice that need critical funds to operate.”

Director of Fund Development, Tom Arnold, acknowledges that donations fund almost half of Victoria Hospice’s annual operating costs. “Generous donors and sponsors enable us to provide quality end-of-life care for those facing advancing illness, death and bereavement in our community,” he says. “It takes a crew of dedicated volunteers, sponsors and suppliers to successfully pull off such a large-scale event like the Cycle of Life Tour and we are so grateful for Think Communications’ long-term commitment. We invite anyone who has been touched by hospice care to join community leaders like Think Communications.”

Registration for the fifth annual Cycle of Life Tour opens on Friday, February 10 and there are only 80 spots available. This much-loved event sells out every year so interested riders are encouraged to register today at www.cycleoflifetour.ca. On Saturday, July 22nd, riders will embark on an unforgettable two-day cycle tour through the beautiful Saanich Inlet, Cowichan Valley and Gulf Islands. The route covers close to 200 kilometers and includes camping overnight on Salt Spring Island.

To participate, cyclists must commit to raising a minimum of \$500 in pledges for their local hospice. There are ten hospice societies on the island including Victoria, Salt Spring Island, Sooke, Cowichan Valley, Nanaimo, Oceanside, Alberni Valley, Pacific Rim, Campbell River and Comox Valley.

More sponsorship opportunities are available. Thanks to our generous sponsors, every dollar raised by our riders will stay on Vancouver Island to support local hospices.

- 30 -

Media contact: Jen Cooper, Manager, Communications & Marketing, Victoria Hospice

Tel: [250-519-1729](tel:250-519-1729)

Email: jennifer.cooper@victoriahospice.org

Web: www.victoriahospice.org

For more information: www.cycleoflifetour.ca