



Team Spirit Propels Cycle of Life Tour Rider

Registration opens soon for popular cycling fundraiser for end-of-life care

FOR IMMEDIATE RELEASE January 16, 2018 – On Saturday, January 20th registration will open for the sixth annual Cycle of Life Tour, presented by local IT firm Think Communications. With only 85 spots available and many groups already expressing interest, it's sure to be another sell-out weekend event on July 28th and 29th. The unique two-day group cycling fundraiser has raised more than \$497,000 since 2011 for hospice care on Vancouver Island.

While all cyclists will enjoy a fully supported ride, many find extra motivation in a team approach. "I couldn't have done the tour without the support of the gang that I rode with," says Veronica Foster, a Budget Analyst at Island Health who participated for the first time in 2017 (pictured at right).

This year Veronica is heading up a team of ten to train with and host fundraising events together like community barbecues. "I've always loved fundraising for community events," says Veronica. "With Cycle of Life I had the Island Health connection and a more personal incentive. When my kids' great-grandmother died recently at hospice, I got to witness the incredible work of the doctors and nurses firsthand. Participating in the ride is my way of saying thank you."



Teams and individual riders at the Cycle of Life Tour are supported by a phenomenal crew of dedicated volunteers, sponsors and suppliers. "The chef and food provided by Country Grocer was incredible," says Veronica. "And I couldn't think of a better way to end that first day of cycling than a hot shower and some stretching guided by a yoga instructor. Those little extras make the event so special." There is something for everyone: the event also offers live music and a beer tent.

This much-loved event sells out every year so interested riders are encouraged to get ready to register on Saturday, January 20th at www.cycleoflifetour.ca. In July, the 85 lucky riders will embark on the unforgettable 200km cycling tour through the beautiful Saanich Inlet and Cowichan Valley with overnight camping on Salt Spring Island.

To participate, cyclists must commit to raising funds 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 – all of which rely heavily on community donations and events like the Cycle of Life Tour to continue providing end-of-life care for patients and their families.

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 -

For more information: www.cycleoflifetour.ca

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