



Local riders hit all-time fundraising high of \$150,000 for hospice care on Vancouver Island

FOR IMMEDIATE RELEASE

VICTORIA – July 19, 2018 – On July 28th and 29th, the sixth annual Cycle of Life Tour presented by Think Communications will take over 80 riders across the Saanich Inlet, Cowichan Valley and Salt Spring Island, in support of eight hospices on Vancouver Island:

Campbell River Hospice Society
Comox Valley Hospice Society
Cowichan Valley Hospice Society
Nanaimo Community Hospice Society

Oceanside Hospice Society
Pacific Rim Hospice Society
Salt Spring Island Hospice Society
Victoria Hospice Society

This year, the cyclists have taken their fundraising efforts to a whole new level and have **raised an impressive \$150,000 with a week still to go**. Many Cycle of Life Tour riders return year after year for the nearly 200km scenic ride to raise funds and awareness for quality palliative care across Vancouver Island.

One such returning rider is Dave Hubscher. Dave first joined the Cycle of Life Tour in 2015, without a direct connection or having had any personal experience with hospice care at the time. He joined the ride mainly because his employer, Country Grocer, was a sponsor and they were inviting employees to join their team. Three years on, Dave is cycling for a far more personal reason. **“I’m going to be riding in memory of my dad.”**

“Before our family needed the services of Victoria Hospice, I didn’t understand what Hospice care was all about,” says Dave. “But now I do. Having had my dad recently receive hospice care, then having the support of hospice after his passing, it has kind of brought all of the pieces together for me. The doctors and nurses at Victoria Hospice are amazing, they really are a great group. **We all have to use hospice care at some point; it’s nice to know it’s there when you need it.**”

Vancouver Island hospices rely heavily on community donations and events like the Cycle of Life Tour to continue providing care and comfort for dying patients and their loved ones. “The whole Cycle of Life Tour initiative is really gaining momentum, which is so awesome. This year the ride sold out quickly, which just goes to show how much awareness this event has created,” says Dave.

Riders have already achieved an all-time fundraising high of \$150,000! Each rider raises funds by garnering pledges from family and friends as well as hosting fundraising events. Sponsors, such as Country Grocer and Think Communications, have also played a huge part in making this event a success. Thanks to this incredible community support, the 2018 Cycle of Life Tour is sure to reach their goal of keeping hospice care in motion across Vancouver Island for all who need it.



Since 2011, the Cycle of Life Tour has raised more than \$500,000 for end-of-life care in communities across Vancouver Island. To learn more about riders like Dave and the hospices supported by this event, please visit: www.cycleoflifetour.ca.

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Media Contact: Wendy Innes, Senior Development Officer, Community Relations & Events

Tel: 250-519-1747 Email: wendy.innes@victoriahospice.org Web: www.victoriahospice.org



Dave Hubscher, Meat Operations Manager at Country Grocer, will be riding in memory of his dad who received end-of-life care at Victoria Hospice in June 2018.