



**MEDIA RELEASE
FOR IMMEDIATE RELEASE – JULY 18, 2016**

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Fourth Annual Cycle of Life Tour Ride for Island Hospice Care Aims to Raise \$100,000
July 23 & 24, 2016

What: On July 23, 2016 **80 local cyclists** and hospice supporters will participate in a **two-day, round trip, Victoria to Salt Spring Island group bike ride** to raise awareness and funds for hospice care in our communities.

The route is approximately **200 kilometers** and will take the cyclists along the Galloping Goose Regional Trail, through West Saanich, along the Cowichan Valley's rural coastline, over the scenic country roads of Salt Spring Island and back to Victoria along the Saanich Peninsula.

To participate, each cyclist has committed to raise a minimum of \$500 dollars in pledges. Most have significantly exceeded this goal and some teams of riders have raised nearly \$10,000 in pledges.

Thanks to support from [generous sponsors](#), 100% of the funds raised stay on Vancouver Island to support local hospices. The Cycle of Life Tour is estimating donations to total \$100,000 when the event concludes; to date it has raised more than 80% of its goal.

Why: Hospice services across the island rely heavily on community donations and events like the Cycle of Life Tour to continue providing care and comfort for dying patients and their families. The 2016 Tour will support the hospices in Victoria, Salt Spring Island, Cowichan Valley, Qualicum Beach, Comox, Campbell River and Nanaimo.

Who: The Cycle of Life Tour has evolved from a solo long distance ride in 2011 to its current group ride format, which enabled a significant increase in fundraising potential. To date the Cycle of Life Tour has raised more than \$230,000 for hospice care on lower Vancouver Island.

The Cycle of Life Tour was co-founded by Graham Robertson and Beth Turner who organized and operated the event in their spare time until this year; it is now run by [Victoria Hospice](#). **Without a crew of dedicated volunteers, generous sponsors and suppliers, this event would not be possible.**

When: **Saturday, July 23 and Sunday, July 24 2016**

Where: [Saturday's Route](#) [Sunday's Route](#)

Start Line/Rider Check-In (Sat 7:30am to 8:15am)
Dockside Green, 391 Tyee Rd, Victoria
Finish Line (Sun from 2:00pm to 4:30pm)
Dockside Green, 391 Tyee Rd, Victoria

Overnight Camp (Sat 4:00pm to Sun 9:30am)
SSI Farmer's Institute, 351 Rainbow Rd, Salt Spring Island