



**CYCLE
OF LIFE
TOUR**

Presented by THINK COMMUNICATIONS



**VICTORIA
HOSPICE**

NEWS RELEASE
For immediate release
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Island Cyclists Sign Up to Ride for Local Hospice Care Registration opens for the 4th Annual Cycle of Life Tour

Victoria, B. C. – Just five days after the registration launch, the 4th Annual Cycle of Life Tour presented by Think Communications is already almost 50% sold out. The two-day group cycle has become a much-loved local fundraiser to support those facing advancing illness, death and bereavement on Vancouver Island. To date, the Cycle of Life Tour has raised over \$230,000 for hospice care in communities across the island.

This year's tour has room for sixty riders. To participate, each cyclist commits to raising a minimum of \$500 in pledges for their local hospice. Then on July 23 -24 the riders will embark on an unforgettable cycle touring experience 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.

With the 2016 Cycle of Life Tour already almost 50% sold out, interested riders are encouraged to register today at www.cycleoflifetour.ca.

The Cycle of Life Tour was founded by Graham Robertson, a local Registered Massage Therapist, who cycled alone from Anchorage, Alaska to Victoria in 2011 raising awareness and support for hospice. In 2013, the first group ride format was introduced and the event continued to gain momentum with last year's ride raising over \$110,000. This year the event has been adopted by Victoria Hospice and will continue as an annual event, supporting hospice care on Vancouver Island for years to come.

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. 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.

Thanks to our generous sponsors, every dollar raised by our riders will stay on Vancouver Island to support local hospices. This year's generous sponsors include: Think Communications, Country Grocer, Berwick Retirement Communities, 100.3TheQ, TheZone@91.3, Oak Bay Bicycles, Coastal Community Credit Union, Acacia Integrative Health Clinic, Hoyne Brewing Co., Hornby Island Energy Bars, Rumble Supershake, and Island Farmhouse Poultry.

For more information please visit www.cycleoflifetour.ca

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Victoria Hospice is a registered charity that has, since 1980, provided end-of-life care focused on palliative treatment. Care is offered in patients' homes, within our 17-bed in-patient unit, and as specific medical consultation to patients in other health care facilities. Each year, almost half of Victoria Hospice's operational funding is supported by community donations Visit us at victoriahospice.org. We're also on Facebook and Twitter.

Photo credit: Valerie Hider

