

# Tour CIBC

CHARLES-BRUNEAU  
du 6 au 9 juillet 2010



Dear ambassador,

The Fondation Centre de cancérologie Charles-Bruneau cordially invites you, as an ambassador, to join our field of riders on Friday, July 9, 2010, for the final leg of the Tour CIBC Charles-Bruneau. This 125-kilometre trek from Granby to Montreal is intended first and foremost to be a fundraising initiative on behalf of children with cancer. This document tells you everything you need to know about the event.

## Fondation Centre de cancérologie Charles-Bruneau

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For 20 years, the Fondation Centre de cancérologie Charles-Bruneau has had a mission to give children with cancer the best possible chances of recovery by supporting research and financing the creation and ongoing development of the Centre de cancérologie Charles-Bruneau at CHU Sainte-Justine. The Fondation believes that children with cancer have a right to receive the best care available so that one day, each can say, “When I grow up, I will be cured.”

## The Tour CIBC Charles-Bruneau

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The Tour CIBC Charles-Bruneau is a four-day bicycle trek spanning a distance of almost 600 kilometres throughout Quebec. The team of cyclists is made up of Pierre Bruneau, TVA news anchor, and some 20 people from the business community dedicated to supporting the cause of children with cancer.

Thanks to the financial support of its numerous partners, the 2009 edition of this major event generated proceeds of \$1,025,000. In 2010, the challenge is to surpass this lofty sum!

## Ambassadors' Day

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Coinciding with the final leg of the Tour CIBC Charles-Bruneau, Ambassadors' Day will see 100 cyclists join Pierre Bruneau and the main field of riders for the 125 kilometres separating Granby from Montreal.

## Pairing based on caring

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Each ambassador will be paired with a spokesperson – in this case a child with cancer – and each will proudly wear a photograph of that child on his or her jersey for the duration of the day. “Pairing based on caring” is meant to be a source of motivation for the ambassadors, each

of whom will have a chance to meet their protégé at the ceremony marking the riders' arrival in Montreal on July 9, 2010.

## Visibility

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This event sparks considerable interest among communities, companies and large cities. In each of the cities and regions visited, our team of riders enjoys a police escort and a personal welcome from the mayor.

The Tour is also the subject of extensive media coverage, thanks in large part to the TVA network and its news anchor, Pierre Bruneau.

## Supporting documents

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**(Please forward all supporting documents to the Fondation by Monday, April 26, 2010)**

- Confirmation of Engagement
- The **original** copy of your Declaration of Renunciation **by standard mail**
- Health Questionnaire
- Presentation Sheet – Internet Profile
- A photograph of yourself  
(by email: [fondation@charlesbruneau.qc.ca](mailto:fondation@charlesbruneau.qc.ca))
- Questionnaire - Physical Capabilities
- Payment of your registration fee (**\$2,500**)  
(see the document titled “Confirmation of Engagement”)



**Fondation  
Centre de cancérologie  
Charles-Bruneau**

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Toll free: 1.877.256.0404

## Your registration fee of \$2,500 includes . . .

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- 🚲 A tax receipt for \$2,000
- 🚲 A jersey, cycling shorts, gloves, helmet, water bottle and warmers, which must be worn for the duration of the day
- 🚲 Transportation of ambassadors and bicycles aboard a special shuttle from Montreal City Hall to Granby
- 🚲 All meals and snacks during the day
- 🚲 Supervision by a group of special assistants
- 🚲 Luggage transportation (limit of one item per ambassador)
- 🚲 Repair service (ambassadors are required to bring their own innertubes and a spare tire)

## The start and conclusion of the event in Montreal

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The special ambassadors' shuttle leaves Montreal City Hall bright and early on Thursday, July 9, 2010. The complete schedule for the day will be confirmed as soon as possible.

**Good weather or bad**, the ambassadors will complete the 125-kilometre trek on July 9, 2010. Proper training is required to deal with the wind and the uneven terrain. To promote the Fondation Centre de cancérologie Charles-Bruneau, there will be a few stops along the way to highlight the participation of our partners.

At present, we can confirm that Mayor Gérald Tremblay will be at Montreal City Hall on July 9, 2010 at 4:30 p.m. to welcome the cyclists and ambassadors taking part in the CIBC Charles-Bruneau Tour. We ask that you invite only one person to the celebrations marking the arrival back in Montreal.

## Equipment

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The Fondation will provide a jersey, cycling shorts, gloves, warmers, a water bottle, as well as a Tour cap and helmet. You are required to wear this equipment throughout the day, as these items enable the Fondation to lend visibility to its generous sponsors.

We ask that each cyclist bring only one bag to carry a windbreaker, sun block, etc. Please make sure that your bag is clearly identified.

Please note that the equipment will be forwarded to you a few days prior to the event.

## **List of items to bring**

- 🚲 Tour jersey (mandatory)
- 🚲 Tour cycling shorts (mandatory)
- 🚲 Tour gloves (mandatory)
- 🚲 Tour warmers (mandatory)
- 🚲 Tour water bottle (mandatory)
- 🚲 Tour helmet (mandatory)
- 🚲 Cycling shoes (1 or 2 pairs)
- 🚲 Socks
- 🚲 Extra jersey and cycling shorts in case of rain
- 🚲 Long-sleeve jersey
- 🚲 Cycling shoe covers
- 🚲 Raincoat
- 🚲 Windbreaker
- 🚲 Sleeveless vest
- 🚲 Long-sleeve jersey (to wear underneath the jersey in case of cold)
- 🚲 Bib shorts or tights (to wear underneath the Tour jersey in case of cold)
- 🚲 Towel
- 🚲 Cycling glasses
- 🚲 Innertube and spare tire
- 🚲 Sunblock
- 🚲 Health insurance card
- 🚲 Drinks and energy bars

## **The team of special assistants**

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A group of professional assistants will accompany the riders for the duration of the Tour to ensure their safety. Be it to carry bags, indicate difficult sections on the Tour or announce breaks or lunches, these special assistants will be present for the entire four days of the Tour CIBC Charles-Bruneau.

## **Ambassadors' equipment**

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Please note that this bicycle Tour is not a race but a fundraising activity on behalf of the Fondation Centre de cancérologie Charles-Bruneau. Cyclists will be divided into fields of 12 riders based on their physical capabilities. Riders are free to cycle at their own pace, as part of the field or independently. However, ambassadors are required to make each of the scheduled stops, i.e. departures and arrivals must be carried out as part of the group.

This event represents an ideal opportunity to promote public awareness of the cause of children with cancer. To achieve this, the group will make a stop during the day to meet the Tour sponsors as well as leaders and members of the public in the cities visited.

Ambassadors' Day – the final day of the Tour CIBC Charles-Bruneau– is also intended to provide opportunities for networking with the cyclists, who are generally influential business people in their respective sectors. Seize this unique opportunity to forge new ties!

### A few important points . . .

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- 🚲 Make sure your road bicycle is in good working order (a tune-up is required)
- 🚲 See to it that you are well prepared physically  
(make sure you've done at least one or two 75- to 100-kilometre rides)
  
- 🚲 Adhere to the schedule and take part in pre-planned activities  
(welcome ceremony, breaks, lunches, etc.)
- 🚲 Comply with traffic and road safety regulations
  - Stop at traffic lights and stop signs
  - Ride in single file (even as part of a field)
  - Use known cycling signals (right, left, stop)
  - Bring adequate clothing for cycling under all conditions
  
- 🚲 Bring your good humour and your team spirit!

**Thank you for your support and . . . enjoy the ride!**



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