

NEW!

Heart&Stroke

**RIDE
for
HEART**

JULY 10, 2016



COME RIDE WITH US NEWFOUNDLAND AND LABRADOR!

Take part in the first-ever Newfoundland and Labrador Heart&Stroke Ride for Heart and help us create more survivors of heart disease and stroke.



HEART &
STROKE
FOUNDATION

rideforheartnl.ca



TOGETHER WE RIDE FOR SO MANY REASONS!

Experience the rugged beauty of Newfoundland and Labrador, while supporting the Heart and Stroke Foundation's work to create survivors by participating in the first-ever Newfoundland and Labrador Ride for Heart on July 10.

Start your ride (20km or 40km) at beautiful Bowring Park, cycle along the Waterford River, pedal past bustling St. John's Harbour and onto the narrow streets of quaint Quidi Vidi Village, and then cruise along historic Water Street.

Up for more of a challenge? Then move on to complete the 60km route in which you'll tackle the hills of Shea Heights, and if you're lucky catch a glimpse of icebergs and whales off Cape Spear, North America's most easterly point! Pedaling further, you'll arrive at the fishing village of Petty Harbour and meander through the quaint farmland of the Goulds. Then it's back to Bowring Park to celebrate your amazing outdoor adventure!



REGISTER YOUR CORPORATE TEAM

The Corporate Challenge offers your company the ultimate team building experience with the dramatic St. John's cityscape as your backdrop. Rally your co-workers and join us on July 10, as we ride together to support critical life-saving research.

EXCLUSIVE BENEFITS

Your company will enjoy these perks on Ride Day:

- Choice of route length
- Catered lunch in the Bowring Park Bungalow
- Team t-shirts with company logo
- Commemorative team plaque

WE'LL HELP MAKE IT HAPPEN

We're with your team captain every step of the way. We'll give team captains smart and easy tools to help you recruit riders and motivate your team to raise funds that will help create more survivors.

RESOURCES INCLUDE:

- Personalized support
- Captain's guide
- Goal-setting meeting
- Kick-off events
- One-on-one coaching
- Promotional posters
- Email templates
- Awareness wristbands
- Team webpage





REGISTER AS A VIP TODAY

VIPs (Very Important Philanthropists) are riders who increase their impact on our mission by raising \$1,000 or more. When you become a VIP Rider, you join an elite group of Heart and Stroke Foundation supporters and will receive these great benefits:

- A unique Louis Garneau VIP cycling jersey
- A \$100 gift card

EARN BRAGGING RIGHTS

Earn bragging rights for your company with our popular Corporate Challenge awards.

Team Fundraising Award

Awarded to the team with the highest average fundraising amount per person in each industry.

Platinum Wheel Award

To the top overall corporate fundraising team.

INDIVIDUAL FUNDRAISING INCENTIVE GIFTS

Level 1 - \$250-499

\$15 gift card

\$15
GIFT CARD

Level 2 - \$500-999

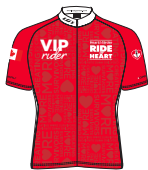
\$35 gift card

\$35
GIFT CARD

VIP CATEGORY \$1,000 +

Level 3 - \$1,000-1,499

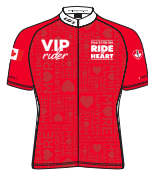
Louis Garneau VIP cycling jersey and \$100 gift card



\$100
GIFT CARD

Level 4 - \$1,500-1,999

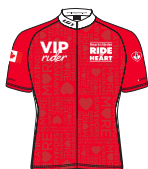
Louis Garneau VIP cycling jersey and \$150 gift card



\$150
GIFT CARD

Level 5 - \$2,000-2,499

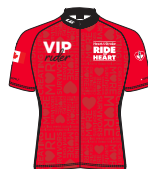
Louis Garneau VIP cycling jersey and \$200 gift card



\$200
GIFT CARD

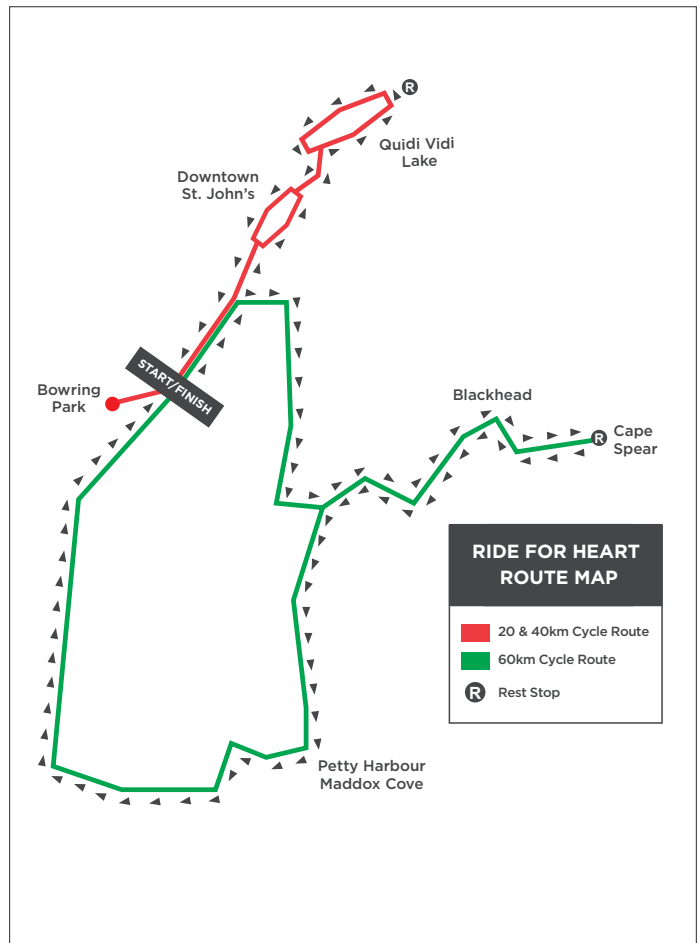
Level 6 - \$2,500 +

Louis Garneau VIP cycling jersey and \$250 gift card



\$250
GIFT CARD

ROUTE MAP



*Incentive gift prizes will be choice of gift cards from retailers such as Chapters/Indigo/Coles, GAP and Sport Chek. Gift card line-up is subject to change. VIP jersey design for illustration only.

RESEARCH CHANGED THE DIRECTION OF MY LIFE

Dave Allingham was born with the hereditary heart disease arrhythmogenic right ventricular dysplasia. Every time the 41-year-old father exercised his heart muscle would turn into scar tissue.

Diagnosed in 2006, doctors first treated his condition with medication. But by 2011, the medication wasn't working. Next were ablation surgeries where doctors burned off scar tissue. But the scar tissue always grew back. Running out of options, Dave waited for a heart transplant.

In April 2012, a donor heart was found. Dave promised himself that if he survived, he would give back. Just weeks after his surgery, he followed through on his promise and started riding his bike with the goal of being able to ride in the Ride for Heart. And for the past two years, Dave has raised thousands of dollars for life-giving research through his participation.

"I'm very grateful for this gift," he said. "I don't take it for granted. Now it's my turn to give back to others."



EARN A SPORT CHEK GIFT CARD FOR EACH OF YOUR RIDERS!



Exclusive to Corporate Challenge teams, each rider on your team will receive a **\$20 Sport Chek gift card** if they sign up online to join your team by April 1. **If they commit to be a VIP, they'll receive a \$40 gift card!**

REGISTER NOW

The team registration fee covers the cost of hosting this unique event and waives the individual participant fees for all team members. Your company gets to enjoy all of the benefits of being a Corporate Challenge team while helping to create more survivors.

Don't miss out, register early!

To contact us or register your team today:
 Phone: 709-383-1026
 Email: frank.healey@heartandstroke.ca



SPECIAL DISCOUNT FOR EARLY REGISTRATION

TEAM SIZE	FEE	30% DISCOUNT FEE FOR DEADLINE FEB 29, 2016	15% DISCOUNT FEE FOR DEADLINE APRIL 1, 2016
10	\$1,750	\$1,225	\$1,487
20	\$2,850	\$1,995	\$2,422
30	\$3,950	\$2,765	\$3,357
40	\$5,050	\$3,535	\$4,292
50	\$6,150	\$4,305	\$5,227

Pricing is prorated per individual to next pricing break.