



June 29
to
July 5

Remote Participation

Participant's Guide



Fondation
**Charles-
Bruneau**

PARTICIPANT'S GUIDE

REMOTE PARTICIPATION

Minimum fundraising: \$500

During Tour Week, from June 29 to July 5, spread the word about the cause!

Take advantage of the week of the Tour for your final fundraising efforts. During this period, the community is invited to mobilize and be particularly active on the Foundation's social media (Fondation Charles-Bruneau Facebook account and Tour CIBC Charles-Bruneau Facebook Group).

PREPARING FOR THE EVENT

Choice of route

Make a small or large Tour to benefit the cause:

- Take on a challenge according to your abilities, and make sure you're adequately prepared.
- If you're planning a long-distance trip, make sure you have plenty of places to stop and refuel.
- Make sure you choose a safe route that you're comfortable riding on (on bike paths or roads). Choose a route that uses mostly roads that are not too busy or, if they are, have a shoulder.

Make sure your bike is in good condition

- Check your bike and equipment (tire condition and pressure, brakes in good working order, helmet adjustment if necessary, etc.).
- Check the weather forecast and prepare your clothes accordingly.
- Have your water bottles and supplies ready (bar, banana, gel, etc.), as well as your health insurance card.
- Make sure your cell phone is fully charged.
- Don't forget to wear all the Tour equipment.

During the event

On the road...

- Be respectful of other road users and comply with the Highway Safety Code at all times:
 - Ride single file at all times;
 - Ride on the right or on the shoulder whenever possible;
 - Stop at stop signs and traffic lights;
 - Be courteous (respect priorities, yield signs, etc.).

If you're doing your challenge as part of a group

- It's important to ride in single file and keep a distance of two metres from other participants (this means keeping a distance of 50 cm from the wheel of the cyclist in front of you).
- A maximum of 15 cyclists per peloton is permitted by law.

Twinning of the heart

One of the highlights of the event is undoubtedly the "twinning of hearts." Each cyclist is matched with a youngster, whom you will have the opportunity to meet, in most cases, at some point during the event. This child will also appear on your personal donation page, and you'll receive a button bearing his or her image, so that he or she can accompany you during your challenge.

From June 29 to July 5, spread the word about the cause with your final fundraising efforts.

During this period, the community is invited to be particularly active on the Foundation's social media ([Charles-Bruneau Foundation Facebook account](#) and [Tour CIBC Charles-Bruneau Facebook group](#)).

To optimize your fundraising page and prepare your approach:

- 1. Be sure to complete your personal page** (photo + motivational text).
- 2. Consult the toolbox on the Tour website**
Once you've logged in to your profile, you'll have access to a number of tools: [information about the Foundation](#), a host of [fund-raising ideas](#), [e-mail templates](#) for approaching your contacts, [etc.](#)
- 3. Complete your fundraising**
Don't hesitate to contact us if you have any questions.

On social media

Fundraising efforts in the run-up to the event are certainly very important. But being active on social media during the week of the Tour will also have a big impact:

1. Join the Tour community on the Facebook Group ([Tour CIBC Charles-Bruneau](#)).
2. Invite/inform your network of the challenge you've set yourself (sporting and fundraising).
Publish a video (or text) explaining your challenge.
3. Be active on [the Tour CIBC Charles-Bruneau](#) Facebook Group.
 - o Share photos of your preparation.
 - o Make a video during or after completing your challenge.
 - o Add a link to your participating profile to all your publications and remind the community that there's still time to give.
 - o Identify your donors in your photos and thank them throughout the week.
 - o Use [#TCCB](#) and [#Vers une enfance sans cancer](#) in your publications and send us your best moments.





TEAM UP

for a cancer-free future
for children

June 29 to July 5, 2024

Thank you for supporting the mission of the Charles-Bruneau Foundation.

We'd like to thank you for your commitment.

The Tour CIBC Charles-Bruneau is a not-to-be-missed cycling event, which this year will be its 27th edition. Since its inception, the event has raised over \$40 million, enabling the Charles-Bruneau Foundation to give children with cancer in Quebec the best possible chance of recovery, by funding research and projects dedicated to pediatric hemato-oncology.

This year, from June 29 to July 5, more than 850 cyclists will ride, in person or from a distance, in the shared hope of putting an end to pediatric cancer. They will be paired with children from the Charles-Bruneau family, who are either in treatment or in remission from cancer.

About the Charles-Bruneau Foundation

Since 1990, the mission of the Charles-Bruneau Foundation has been to give all children with cancer the best possible chance of recovery.

Thanks to investments of over \$40 million, specialized Charles-Bruneau units have been set up at the four university hospital centres that treat children with cancer in Quebec: CHU Sainte-Justine, the Montreal Children's Hospital, CIUSSS de l'Estrie-CHUS and CHU de Québec-Université Laval.

With the commitments announced in 2021, research funding will total \$55 million since its inception, making it the leading funder of pediatric hemato-oncology research in Quebec.

Efforts that make a difference

By taking part in the Tour CIBC Charles-Bruneau, you're making a direct contribution to a healthy future for all children with cancer in Quebec.

Currently, over **2,000 children in Quebec have cancer**, and nearly **300 new cases are diagnosed each year**. Thanks to the money invested in research since 1990, **the hope of a cure has risen from 30% to over 80%**.

Charles-Bruneau Foundation website
Tour CIBC Charles-Bruneau website
Events Photo Album

<https://www.charlesbruneau.qc.ca/fr/>
<https://www.tourccb.ca/>
<https://www.flickr.com/photos/98740090@N07/albums>