



June 29  
to  
July 5

# DISCOVERY

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## PARTICIPANT'S GUIDE

DISCOVERY TOYOTA DE BOUCHERVILLE - 50KM • DISCOVERY MAZDA DE BOUCHERVILLE - 80KM



Fondation  
**Charles-  
Bruneau**

## The Tour, a turnkey formula

Your registration includes lunch, food upon arrival, cycling equipment\*, professional coaching, insurance coverage and all other Tour-related expenses.

*\*Before the Tour, you will receive your equipment box (jersey, water bottle and socks) at the delivery address given on your registration form.*



## Supervision on the road - Discovery 50 km

The cyclists will set off in a single large peloton, escorted by several security motorcycles (police and organization motorcycles), and guided by several cycling supervisors. To ensure the safety of the group, we ask you to stay together as much as possible.

Support staff will be on board vehicles all along the route to assist you in case of need (mechanical breakdown, sweeper vehicle, first aid).

In the event of a flat tire, for example, or if you need to stop, please pull off to the side of the road (to the right, on the shoulder).

## Supervision on the road - Discovery 80 km

Cyclists will be divided into groups of 15 or fewer, depending on your cruising speed, and guided by a cycling coach/group leader (an experienced cyclist in the group). Support staff will be on motorcycles and in vehicles along the route to assist you if needed (mechanical breakdown, sweeper vehicle, first aid).

## Code of conduct

Compliance with the Highway Safety Code is required at all times (compulsory stop at traffic lights, for example), and courteous behaviour is always a must.





## 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.



## 12H de vélo - En route to the Tour CIBC Charles-Bruneau

On May 11, 2024, join us at Circuit Gilles-Villeneuve to prepare for the Tour and boost your fundraising. Take the opportunity to set yourself a cycling challenge and share it on your social networks! Whether it's 1h, 2h, 3h or even 12h of cycling, solo or as part of a team, it's the perfect opportunity to discuss your participation in the Tour and to invite your friends and family to make a donation or even ride with you!

To ensure your physical and technical preparation for the Tour, our partners are offering training sessions on bike mechanics and positioning, as well as a bike clinic (theory and practice). The Foundation team will also be on hand to answer any questions you may have.

Registration is free, but required. <https://www.eventbrite.ca/e/765701332297?aff=oddtcreator>



## Preparing for the event

### Physical and technical preparation

- Consult your **toolbox** for pro tips (training program, stretching and strengthening, etc.).
- Enjoy the **12H de vélo - en route to the Tour CIBC Charles-Bruneau** (May 11).

### Bike mechanics

- Reminder: for all long distances, it's important to have a bike in good order.  
Before the event, check your bike (condition of tires, mechanics in good working order).
- Every morning during the event, check tire pressure, chain oil, etc.;
- A free mechanical service will be offered throughout the course by Techno Cycle.  
*Please note that any spare parts needed are at the participants' expense.*

### Equipment and materials

Here is a reminder of the important things to bring with you:

- All Tour 2024 items provided to you\*.
- Bike shoes and overshoes;
- Windproof / waterproof / sleeveless jacket
- Arm and leg warmers;
- Sunglasses and sunscreen lotion;
- Health insurance card

\*If you wish to purchase additional equipment, please contact your coordinator.

2023 items are also available at reduced cost on our online boutique: [boutiquefcb.com](https://boutiquefcb.com).

**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.
  - Share photos of your preparation.
  - Make a video during or after completing your challenge.
  - Add a link to your participating profile to all your publications and remind the community that there's still time to give.
  - Identify your donors in your photos and thank them throughout the week.
  - 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>