

PEDALERS FOR PROSTATE

(In Association with SACK)



CORPORATE SPONSORSHIP PACKAGE

Proudly Supporting



THE PROSTATE CENTRE
Serving Vancouver Island and the Gulf Islands

Sam's Story

My name is Sam Wade. On May 22nd, 2010, myself and three friends will be cycling across Canada to raise funds and awareness for prostate cancer prevention and treatment. At the age of 20, you may ask why this is a journey I've decided to undertake.

For years I have been living in a way that I hope to inspire others to do good among one another. With this in mind I created a group known as Simple Acts of Charitable Kindness (SACK). This group is dedicated to inspiring anyone to get involved by participating in monthly charitable causes, to be living proof that simple acts make large differences. With now almost 100 members, we have been volunteering for over 2 years and have seen some great things while learning plenty along the way. Acts include handing out sandwiches to the homeless of East Hastings, holding Operation Christmas Child get-togethers, hosting Book Drives for children of the YMCA, and of course raising funds for various forms of cancer research.

During the fall of 2008 I was brought news that 2 tumors were found within my grandfather's prostate and that he had been diagnosed with prostate cancer. This was an absolute shock for me. During this difficult time, I felt all I could do was sit and wait to find out whether the cancer had spread to anywhere else in his body and how long he had to live. Throughout the few years of my life, I've never had a chance to know my grandfather, at least not until the summer of 2008. My younger sister and I spent a week in France with him at his home and I have never been treated better in my life. We were taken out, fed generously and were well taken care of. **A true man of quality, I couldn't have felt more proud to be his grandson.** When the news came, I felt extremely fortunate to have had that chance, and yet helpless that there was nothing I could do here in Canada to help ease his pain. But then again, maybe there was.

In early November 2008, a friend and I had joked of cycling across Canada for the thrill of it. Given my long history of participating in charity runs and doing a fair share of volunteer work while inspiring others to do the same, it became immediately apparent that there was more to this idea than originally intended. And although I knew what I did here could not help him over there, I gained purpose in knowing that my efforts here may prevent those from having to experience the pain that he went through, as well as the emotional impact it had on those around him. By spreading awareness while raising funds to keep programs going, I will assist in improving and saving the lives of many while also saving many hundreds of dollars in healthcare. Statistically, 1 in 6 men will be diagnosed with prostate cancer at some point in their lives. **My grandfather was one of the lucky ones who survived this diagnosis by detecting it before it was too late.**

With hours of training a day, I can only wait in anticipation as the clock ticks down and the time of departure looms closer! I hope that on May 22nd, 2010, you will join me in honouring my grandfather as well as all other cancer survivors and victims, by donating, participating or simply showing up, when we leave from Mile 0, Victoria.

Sam Wade
Pedalers for Prostate

THE CYCLISTS

SAM WADE

Sam is currently studying Psychology at the University of Victoria. Although his altruistic personality has led him to this ride, the sole inspiration for this journey is Sam's grandfather, currently recovering from prostate cancer. Sam hopes through his efforts to inspire others to help one another.



FRED TSAI

Fred is a student at BCIT studying Electrical and Computer Engineering. Currently with the Team Escape Velocity Bike Club, Fred's life-long passion for cycling has him excited to travel across Canada for a great cause.



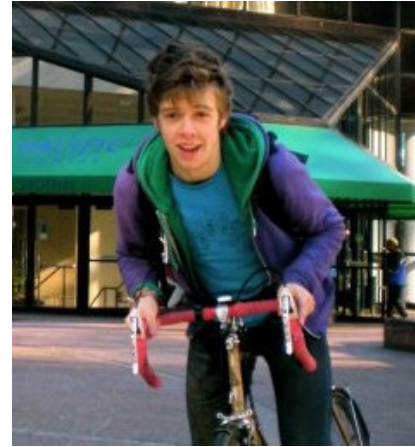
BRIAN TONG

Brian immigrated to Canada when he was six, and grew up in Richmond. He currently attends Langara College in the Fine Arts program and plans to attend Emily Carr University for a Bachelor in Design. With his altruistic mindset, as shown through his affiliation with SACK, Brian is determined to bike across Canada to fundraise and raise awareness for prostate cancer.



TEVIS BATEMAN

Tevis Bateman is currently enrolled in Fine Arts at Langara College. He hopes to earn a degree in Design at Emily Carr University of Art and Design. Tevis enjoys staying active and volunteering in the community and is looking forward to participating in this fundraising project.



THE PROSTATE CENTRE

The Prostate Centre, a self-supporting non-profit organization founded in 2000, sets the standard for easing the burden of prostate cancer by providing unbiased and understandable medical information, follow-up, psychological and peer counselling on prostate cancer and prostate health issues. The Centre emphasizes the importance of early detection and is dedicated to prevention and research of prostate cancer.

The Prostate Centre, serving Vancouver Island and the Gulf Islands, is unique in Canada with the services it provides. One in six men will be diagnosed with prostate cancer sometime in their lives, but with early detection prostate cancer can be curable, with a 90 – 95% success rate. Since opening our doors in 2000, the Prostate Centre's small staff and a team of highly dedicated volunteers have helped thousands of men and their families.

The funding for The Prostate Centre has come from individuals, corporations, special events and entrepreneurial activity. We need the assistance of committed supporters who believe passionately about this cause as much as we do. **But we can't do it alone – we need your help.**

100% of the money donated to The Prostate Centre stays on Vancouver Island to support programs and services available to all men and their families.



100, 1900 Richmond Road
Victoria, BC V8R 4R2
(250) 388-0214 / Toll Free on Van Isle 1-866-388-0214
www.TheProstateCentre.org
Charitable License Number: 86665 8230 RR0001

SPONSORSHIP OPPORTUNITIES

Rights and Benefits

GOLD SPONSORSHIP: \$1500

Logo Placement

- Logo on Pedalers Website
- On the back of cycling jerseys

Media Exposure

- Prostate Centre newsletter

SILVER SPONSORSHIP: \$1000

Logo Placement

- Logo on Pedalers Website
- On the back of cycling jerseys

BRONZE SPONSORSHIP: \$500

Logo Placement

- Logo on Pedalers Website

We are looking for any means of funding, accommodation and support. Thousands of hours of training and preparation are being taken for this journey, and we need your help to make it a success!

Here's a list of some of the ways you can help:

- Funds/Discounts for equipment and supplies
- Food
- Accommodation
- Moral support; ride with us!

If you feel you can assist us in any way, please contact:

Sam Wade

sambwade@uvic.ca / info@pedalersforprostate.ca

Address: 101-1258 Yates St.

Victoria, BC, V8V 3N3

Phone: 250.885.6524

Alternate:

30-11551 Kingfisher Dr.

Richmond, BC, V7E 3N5

Phone: 604.275.3952

Any and every donation is greatly appreciated, big and small.

The JOURNEY

BRITISH COLUMBIA

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
22-May	BC	Mile Zero - Victoria	Richmond	57	57
23-May	BC	-	Richmond	0	57
24-May	BC	Vancouver	Hope	153	210
25-May	BC	Hope	Merritt	121	331
26-May	BC	Merritt	Kamloops	84	415
27-May	BC	Kamloops	Salmon Arm	110	525
28-May	BC	Salmon Arm	Revelstoke	104	629
29-May	BC	Revelstoke	Golden	149	778
30-May	BC-AB	Golden	Banff	140	918

ALBERTA - Straight Across Alberta Through Calgary & Medicine Hat

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
31-May	AB	Banff	Cochrane (Near Calgary)	110	1028
1-Jun	AB	-	Calgary	0	1028
2-Jun	AB	Cochrane	Strathmore	83.6	1111.6
3-Jun	AB	Strathmore	Brooks	137	1248.6
4-Jun	AB	Brooks	Medicine Hat	109	1357.6
5-Jun	AB - SAS	Medicine Hat	Maple Creek	103	1460.6

SASKATCHEWAN

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
6-Jun	SAS	Maple Creek	Swift Current	137	1597.6
7-Jun	SAS	Swift Current	Moose Jaw	174	1771.6
8-Jun	SAS	Moose Jaw	Regina	74	1845.6
9-Jun	SAS	-	Regina	0	0
10-Jun	SAS	Regina	Indian Head	174	2019.6
11-Jun	SAS-MAN	Indian Head	Virden	170	2189.6

MANITOBA

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
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12-Jun	MAN	Virден	Carberry	124	2313.6
13-Jun	MAN	Carberry	Portage la Prairie	85	2398.6
14-Jun	MAN	Portage la Prairie	Winnipeg	80	2478.6
15-Jun	MAN	-	Winnipeg	0	2478.6
16-Jun	MAN	Winnipeg	Kenora	209	2687.6

ONTARIO

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
17-Jun	ON	Kenora	Dryden	137	2824.6
18-Jun	ON	Dryden	Ignace	107	2931.6
19-Jun	ON	Ignace	Upsala	103	3034.6
20-Jun	ON	Upsala	Thunder Bay	145	3179.6
21-Jun	ON	-	Thunder Bay	0	0
22-Jun	ON	Thunder Bay	Nipigon	113	3292.6
23-Jun	ON	Nipigon	Terrace Bay	103	3395.6
24-Jun	ON	Terrace Bay	White River	167	3562.6
25-Jun	ON	White River	Wawa	94	3656.6
26-Jun	ON	Wawa	Montreal River	100	3756.6
27-Jun	ON	Montreal River	Sault Ste. Marie	120	3876.6
28-Jun	ON	Sault Ste. Marie	Blind River	138	4014.6
29-Jun	ON	Blind River	Sudbury	165	4179.6
30-Jun	ON	Sudbury	North Bay	125	4304.6
1-Jul	ON	Canada Day	North Bay	0	4304.6
2-Jul	ON	North Bay	Huntsville	128	4432.6
3-Jul	ON	Huntsville	Barrie	127	4559.6
4-Jul	ON	Barrie	Hamilton	145	4704.6
5-Jul	ON	Hamilton	Niagara Falls	73	4777.6
6-Jul	ON	Niagara Falls	Hamilton	73	4850.6
7-Jul	ON	Hamilton	Oshawa	128	4978.6
8-Jul	ON	Oshawa	Belleville	131	5109.6
9-Jul	ON	Belleville	Smiths Falls	169	5278.6
10-Jul	ON	Smiths Falls	Ottawa	81	5359.6

Quebec

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
11-Jul	QB	Ottawa	vaudreuil dorion	157	5516.6
12-Jul	QB		Montreal	0	5516.6
13-Jul	QB	Montreal	drummondville	145	5661.6

14-Jul	QB	drummondville	Quebec City	153	5814.6
15-Jul	QB	-	Quebec City	0	5814.6
16-Jul	QB	Quebec City	Saint Pascal	166	5980.6
17-Jul	QB	Saint Pascal	Edmunston	157	6137.6

New Brunswick

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
18-Jul	NB	Edmunston	Woodstock	172	6309.6
19-Jul	NB	Woodstock	Fredericton	111	6420.6
20-Jul	NB	-	Fredericton	0	6420.6
21-Jul	NB	Fredicton	Moncton	178	6598.6

Nova Scotia & PEI

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
22-Jul	NS	Moncton	Charlottetown	165	6763.6
23-Jul	NS	-	Charlottetown	0	6763.6
24-Jul	NS	Charlottetown	New Glasgow	86	6849.6
25-Jul	NS	New Glasgow	Port Hawkesbury	114	6963.6
26-Jul	NS	Port Haweksbury	North Sydney	148	7111.6

New Found Land

Day	Province	Starting Locations	Destination	Distance (km)	Total Distance (km)
27-Jul	NFL	North Sydney	Channel-Port-aux Basques	0	7111.6
28-Jul	NFL	Channel-Port-aux Basques	Stephenville Crossing	152	7263.6
29-Jul	NFL	StephenVille Crossing	CornerBrook	83	7346.6
30-Jul	NFL	Corner Brook	South Brook	182	7528.6
31-Jul	NFL	SouthBrook	Grand falls-windsor	84	7612.6
1-Aug	NFL	Grand falls-windsor	Gander	96	7708.6
2-Aug	NFL	Gander	Clarenville	145	7853.6
3-Aug	NFL	Clarenville	St. John's	195	8048.6