

SEPTEMBER 14-18, 2022

R2 // NYC

WE RIDE FOR CAMPFIRE CIRCLE
(FORMERLY CAMP OUCH & CAMP TRILLIUM)

RIDER TOOLKIT



FORMERLY CAMP OUCH & CAMP TRILLIUM

R2NYC.CA

Dear Rider,

Thank you for joining us for the 2022 R2//NYC, an epic ride in support of CAMPFIRE CIRCLE (formerly Camp Ooch & Camp Trillium).

R2//NYC is big! Big on a number of fronts. First and foremost, because of **the big difference our collective fundraising efforts will make** in the lives of hundreds of kids affected by childhood cancer and their families.

Secondly, **the ride itself is big**. It's not the Alps or the Pyrenees, but don't be fooled; five consecutive days of approximately 160 kilometres each and a daily average of 1,000 metres of climbing make for a big ride! **And the 2022 ride will feature a brand new route!**

The 2022 R2//NYC will consist of 4-6 teams, each made up of 10 to 14 riders. This small-group focus—rather than all 60 riders riding together—is an important part of the ride. It makes for an intimate experience with each team having a dedicated support vehicle that stays with it to support with navigation and hydration/nutrition stops.

Additionally, **the big connection to camp** that you will experience over the five-day journey will be profound, and really is what sets R2//NYC apart from any other ride.

Finally, **the finish is big, surreal, and absolutely epic!** Riding across the iconic George Washington Bridge, south through Central Park, and into Times Square is an absolutely incredible feeling—a storybook ending to five amazing days on the bike. And, of course, once we arrive in NYC, we'll have a big celebration!

We ask that you read through the following R2//NYC Rider Toolkit to prepare yourself for the ride.

See you at the start line,

R2//NYC Planning Team

IMPORTANT DATES

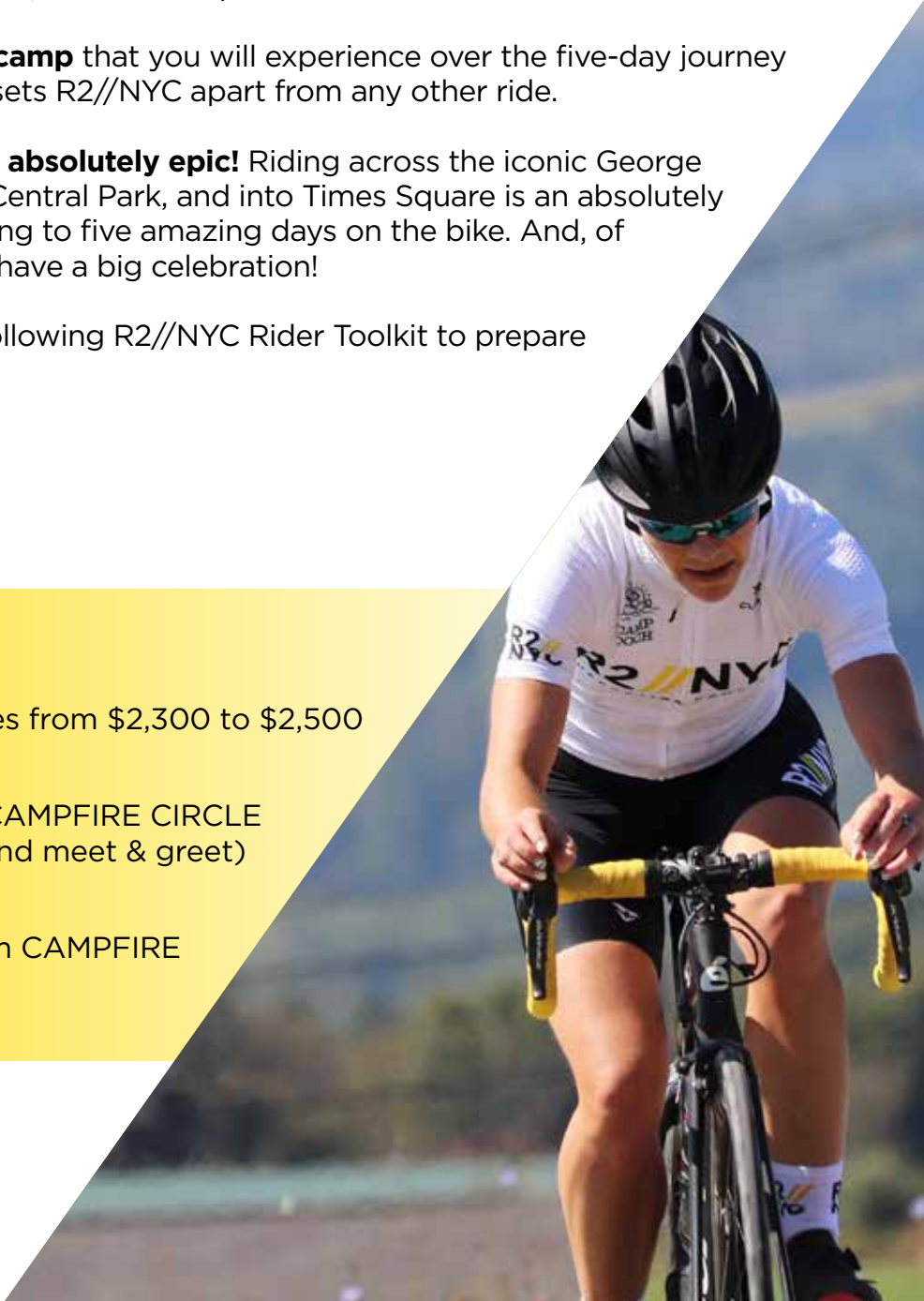
April 15: Registration price increases from \$2,300 to \$2,500

July 10: Registration closes

September 13: Rider reception at CAMPFIRE CIRCLE Toronto Office (luggage drop-off and meet & greet)

September 14-18: R2//NYC 2022

September 21-30: Bike pickup from CAMPFIRE CIRCLE in Toronto



WE RIDE FOR CAMPFIRE CIRCLE

R2//NYC is a five-day fully supported ride starting at CAMPFIRE CIRCLE's Toronto location, and taking the roads less travelled through southern Ontario, New York State, and Pennsylvania with an epic finish in New York City. The 2022 ride will take an exciting new route to NYC.

Wednesday, September 14 - Sunday, September 18, 2022

850KM+

4-6 teams of 10-14 riders per team

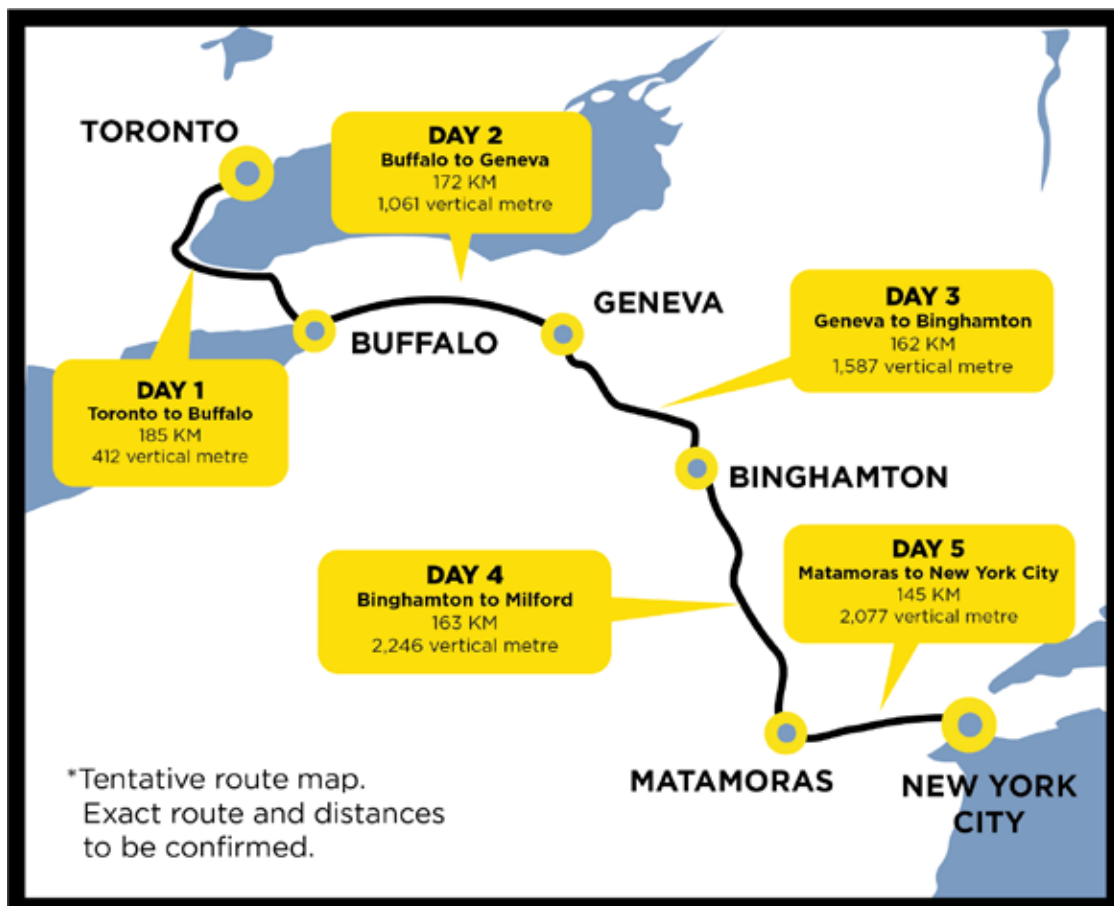
70 rider spots available

Early bird registration fee (before April 15): \$2,300

Registration Fee (April 15 - July 10): \$2,500

All riders commit to raising a minimum of \$5,000 to making more camp experiences possible for kids affected by childhood cancer, and their families, all across Ontario.

The challenging new 850KM + route brings together a passionate group of cyclists. They are bound by their love of cycling, and motivated by giving kids affected by childhood cancer the chance to just be kids.



ONE EPIC IMPACT

In 2018, 50 brave riders left Toronto on a Wednesday morning and on Sunday afternoon, rolled across the George Washington Bridge into Times Square.

Collectively, due to the dedication and caring of the R2//NYC community, **this event has raised \$500K+—enough to send 200 kids to Camp for one magical week.**

After two years of virtual R2//TOUR CHALLENGE, riders are ready to get back on the road to NYC, raising even more critical funds so that kids and families affected by childhood cancer can continue to access vital camp programs all across Ontario.

WILL YOU MAKE THE MAGIC OF CAMP POSSIBLE? 	\$150  VIRTUAL CAMP	\$1500  WEEKEND OF CAMP	\$5000  2 WEEKS OF CAMP
	\$300  IN-HOSPITAL PROGRAM	\$500  1 DAY OF CAMP	



WE ARE BRINGING BACK CAMP!

Did you know that Camp Ooch & Camp Trillium merged in 2020, and that we have a new name? Announcing ... CAMPFIRE CIRCLE! We aren't changing what we do—we're just changing our name.

Our new identity places kids and families affected by childhood cancer at the heart of what we do, and recognizes the caring community surrounding them, and that includes you! Your participation is helping us reach 1,500+ kids and their families every year.

Childhood cancer changes lives. So does camp. And so can you.

A diagnosis of childhood cancer changes life in an instant. For kids and families, it can suddenly feel like everything is about cancer. Simple joys like friendships, birthday parties, or sports teams are left behind and replaced by medical appointments, hospital stays, and long absences from school.

CAMPFIRE CIRCLE is where kids can be kids, and families can be families, at no cost to them.

You and your teammates are members of that circle, helping restore what's been lost to cancer and COVID, helping kids and families heal through happiness, together. Thank you!

“Camp is a place where you meet people who've gone through what you've gone through. You're no longer different, you're just the same. You can reach goals that seem impossible elsewhere.”

—Camper



OVERNIGHT CAMP PROGRAMS



Family weekend retreats will continue into 2022, with plans for traditional camp programs to return as soon as possible, including kids-only camp, week-long family camp, and specialized one-week sessions for teens and bereaved siblings.

Did you know that our Muskoka overnight camp is the only one of its kind in Canada to provide on-site IV chemotherapy and blood transfusions? This means that Campers at every stage of their treatment can come to camp.

COMMUNITY



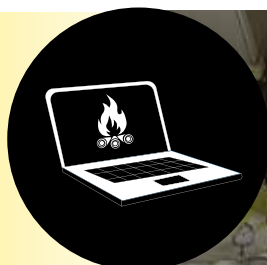
Fun, camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences. Community programs across Ontario also include day camps and leadership programs.

IN-HOSPITAL



We bring the playful spirit of camp to hospital settings with one-on-one bedside visits occurring daily at three pediatric oncology hospitals across Ontario, fostering fun and friendship with arts and crafts, games and theme days.

VIRTUAL PROGRAMS



Virtual programs are packed with fun activities for the whole family, including campfires and circle time. Virtual programs help kids connect with siblings at home, or make new friends while in the hospital.

HOW WE WILL SUPPORT YOU AND YOUR TEAM

BEFORE AND AFTER THE RIDE

- Transporting your bike home to a centralized location
- Booking hotels (registration fee includes double occupancy)
- Organizing a celebration on the final night in New York City
- Sizing and distributing rider kits
- Coordinating optional training rides with your fellow riders
- Offering fundraising support
- Coordinate luggage drop-off/meet & greet the night prior to the ride

DURING THE RIDE

- Providing support vehicle for the entire ride, including nutrition and hydration
- Providing First Aid and critical bike mechanical support
- Coordinating and purchasing all meals including lunch stops
- Organizing laundry services for rider kits
- Checking into hotels and handing out room keys
- Storing bikes
- Transportation of day packs and luggage
- Making weather-related decisions
- Managing expenses and paying for meals
- Sharing of magical camp moments through storytelling and activities

OTHER NOTES

- Teams will share some services including First Aid, mechanical support, and photography/videography

R2//NYC will not provide return flights as a part of your R2//NYC registration fee for 2022. **Please be sure to book your return flight/transportation as soon as possible.**



A TYPICAL DAY ON THE RIDE

7:00-8:00AM

- Depart room
- Bring luggage and day bags to team vehicles
- If laundry day, pick up laundry

7:30-8:30AM

- Breakfast in hotels
- Bike maintenance and cleaning (riders are responsible for cleaning their own bikes)

8:45-9:30AM

- Depart hotel (each team will depart separately)

MORNING HYDRATION STOP(S)

- Teams will select their own nutrition and hydration stop(s) along the route

11:45-1:30PM

- Central lunch stop for all teams
- Lunch will be purchased and set up for your team

AFTERNOON HYDRATION STOP(S)

- Teams will select their own nutrition and hydration stop(s) along the route

3:45-5:30PM

- Arrive at destination

4:00-6:00PM

- Post-ride beverages and snacks
- Hotel check-in
- Luggage pick up
- Critical bike repairs
- Bike drop off (if bike storage is available)
- Laundry drop off (if laundry day)

6:30-8:00PM

- “Campfire” dinner (format of dinners will vary by day; these include all-rider dinners and merged post-ride receptions and dinners)



EVENT LOGISTICS

THE KIT

All riders will receive the official R2//NYC kit which will include the following:

- 2 x short-sleeved jerseys
- 1x Vest
- 1x pair of arm warmers
- 2x bib shorts
- 2x Pairs of socks

Note: Riders are expected to ride in the full kit each day.

Official 2022 rider kit:

R2//NYC

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(FORMERLY CAMP OUCH & CAMP TRILLIUM)



EVENT LOGISTICS

THE TEAMS

The 2022 R2//NYC will consist of **4-6 teams, each made up of 10 to 14 riders**. This small-group focus—rather than all 70 riders riding together—is an important part of the integrity of the ride. It makes for an **intimate experience** without the stress of large groups out on the road.

DURING THE RIDE

Each team will have **a dedicated support vehicle** throughout the ride. Your support and gear (SAG) vehicle will stay with the team at all times and support the team for navigation, hydration/nutrition stops, and small mechanical issues.

There will also be a number of centralized support vehicles to support the ride logistics and our riders' safety including:

- First Aid
- Bike mechanic(s)
- Ride logistics for luggage transportation, laundry, and main meals including breakfast, lunch (centralized on route for all teams), post-ride snacks/drinks, and dinner
- Bike transportation from NYC to Toronto

BORDER CROSSING

All riders will be crossing into the USA at Fort Erie. It is the responsibility of each rider to have **a valid passport and/or any supporting documentation with them at the time of crossing**. This includes any necessary Visas or Green Cards.

At the time of crossing, **Canadian Customs will stamp the document that will accompany your bike back to Toronto**. The R2//NYC support staff will facilitate the completion of these forms for you. **A photo of your bike, make, model and serial number will be required in advance**.

USA customs will be notified in advance of rider arrival at the border to ensure the proper resources are on hand to complete the border crossing efficiently.

NEW FOR 2022: CAMPFIRE CIRCLE will continue to monitor the COVID-19 vaccination and testing requirements in order to enter the USA and will communicate the plan for any advanced testing requirements closer to September 2022.



EVENT LOGISTICS

HOTEL ACCOMMODATIONS

When we say we are going to be riding on roads less travelled, we mean remote roads winding through small towns. As such, there are some areas with limited hotel accommodations. We have booked the best possible hotels available at each overnight stop.

Specific hotels will be confirmed with all riders in early September. Depending on numbers, the various teams and support crews may be divided between two hotels. Your team will always stay in the same hotel together.

Please note that all **rooms are double occupancy**. You may request your preferred roommate during registration or by contacting r2nyc@campfirecircle.org. Riders who do not indicate a preferred roommate will be placed with a roommate by the R2//NYC organizing team and their team captain.

Single rooms can be requested, but cannot be guaranteed and are based on availability. Any rider requesting single occupancy will be responsible for covering the additional expense.

R2//NYC has arranged for a limited number of preferred room rates for riders wishing to have a partner/friend(s) join them in NYC for the end of the ride. Preferred room rates are available for:

- Saturday, September 17
- Sunday, September 18
- Monday, September 19
- Tuesday, September 20

To arrange for a single room for NYC or for additional nights' accommodation, please contact r2nyc@campfirecircle.org as soon as possible.

NYC POST-RIDE CELEBRATION

After we all arrive in NYC, we will celebrate together at a post-ride reception and dinner. We understand that some riders may have partners/family coming to meet them in NYC.

You are welcome to have your partner join you for the post-ride reception and/or dinner, for an additional cost. Note, the cost is all-inclusive (includes all drinks, food, taxes, and gratuities in CAD). The 2020 post-ride reception and celebration dinner rates will be confirmed this spring.

For reference, the 2019 rates were:

- NYC Post-Ride Reception — \$100 CAD
- NYC Celebration Dinner — \$200 CAD

Riders will receive an email with more information for guests in the summer.

EVENT LOGISTICS

RETURN TO TORONTO

NEW FOR 2022: Riders are responsible for arranging for their flight, transportation to the airport/home, and any COVID-19 testing that is required to re-enter Canada.

Bikes will be transported by truck back to Toronto and available for pick up September 20–30.

Riders are responsible for arranging their own transportation to the airport in New York and home from the airport once back in the GTA.

WHAT YOU GET / WHAT'S INCLUDED?

All aspects of the ride are looked after; your focus should be on the ride, enjoying the experience, and ensuring you are eating properly and staying hydrated. The support team will be with you every step of the way to help.

Breakfast, lunch, and dinner—as well as nutrition and hydration stops—will be provided. **Should you have any specific nutrition/hydration preferences, please bring them with you.** A specific list of nutrition/hydration options will be provided to riders in the summer. R2//NYC will not provide any additional nutrition/hydration options beyond the specific list.

Please note that any specialty wine or additional alcoholic beverages throughout the ride are at the expense of the rider.

All hotel accommodations with double occupancy are included in the R2//NYC registration fee.

Please send any questions regarding rooming or dietary restrictions to r2nyc@campfirecircle.org.



EVENT LOGISTICS

ADDITIONAL INFORMATION YOU WILL BE REQUIRED TO PROVIDE IN ADVANCE

COVID-19 Vaccination

All riders and support crew will be required to show proof of an up-to-date COVID-19 vaccination status before departure on R2//NYC.

Travel/U.S. Medical insurance

Riders will be required to provide proof of U.S. medical insurance coverage for the duration of the ride (September 14-18). This is a mandatory requirement in order to participate in the ride.

If you do not already have travel insurance, you can often purchase this type of insurance through your bank or insurance company for a small fee.

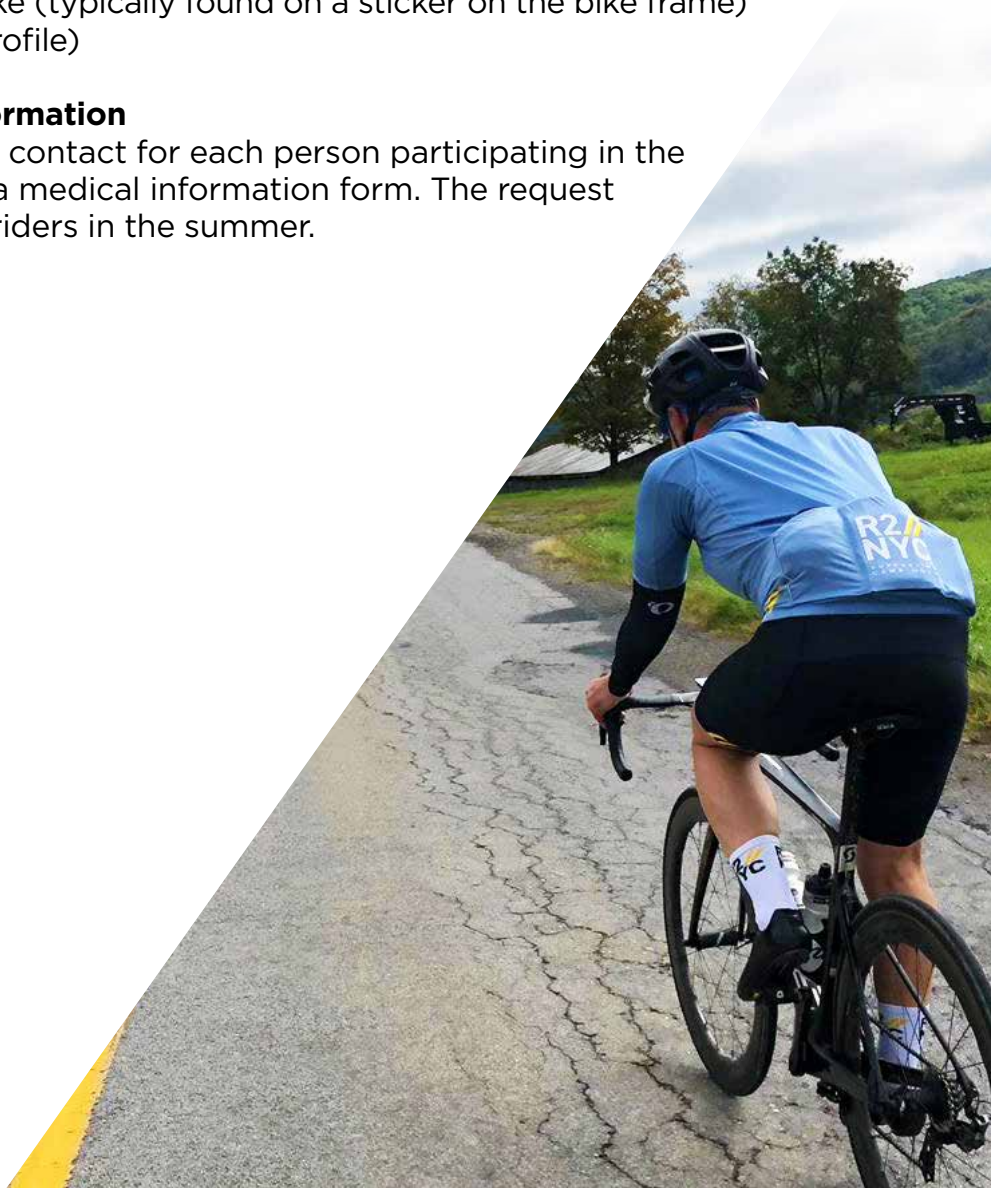
Bike information

In order to ensure a smooth border crossing for your bike into the USA and return back to Canada, we will require the following:

- The make and model of your bike
- The serial number of your bike (typically found on a sticker on the bike frame)
- A photo of your bike (side profile)

Emergency contact & medical information

We require at least one emergency contact for each person participating in the ride, along with the completion of a medical information form. The request for this information will be sent to riders in the summer.



EVENT LOGISTICS

R2//NYC RIDER PACKING LIST

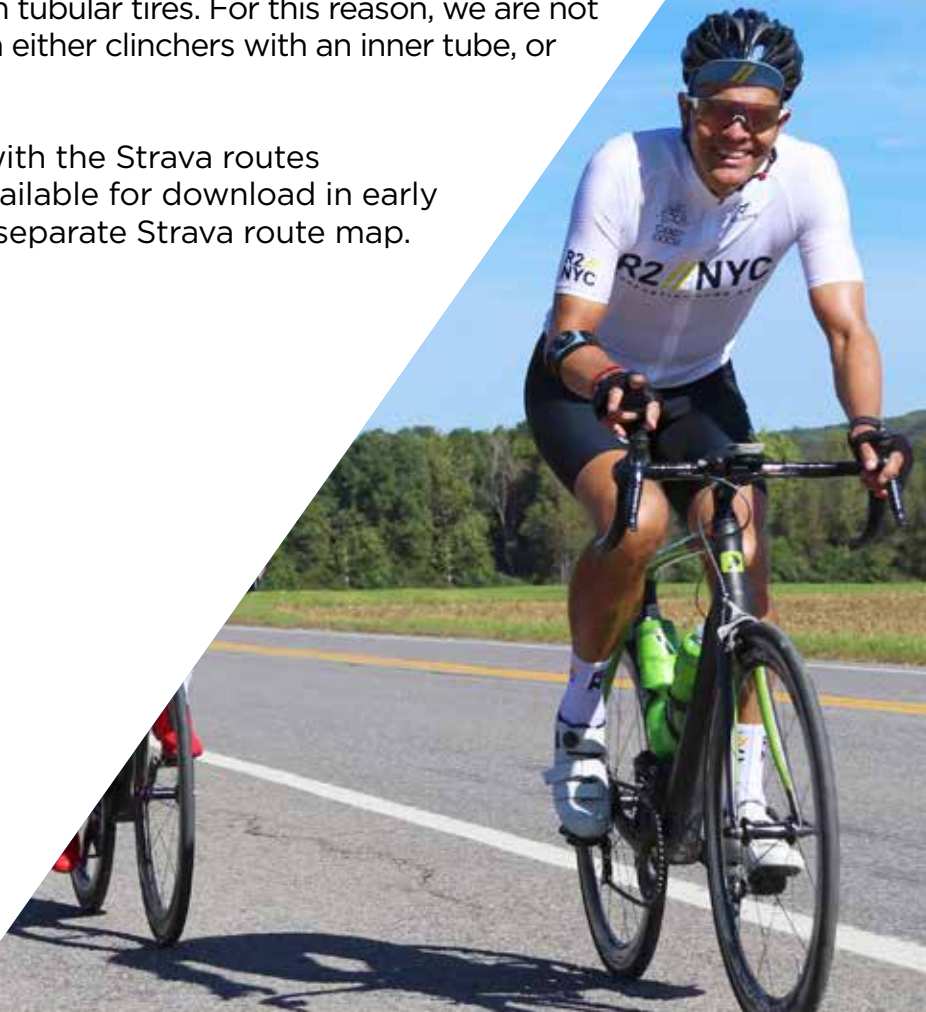
In addition to your issued R2//NYC kit, we suggest you bring the following ride specific items:

- Extra pair of shoes
- Additional socks
- Base layers
- Leg warmers
- Arm warmers
- Shoe covers/booties
- A day pack for all your extra essentials (for access throughout each day)
- Any specific nutrition/hydration brands that you prefer
- Warm layer to wear during lunch/break and post ride
- Various gloves for different weather conditions
- Casual evening attire
- Travel medical insurance documentation
- Camera
- Phone/charger

Please make best efforts to bring a **carry-on size suitcase** or bag. **Helmets are mandatory** for riders at all times.

Some riders have experienced issues with tubular tires. For this reason, we are not able to support these tires. Please ride on either clinchers with an inner tube, or tubeless. **No tubular tires.**

All riders must have a **bike computer** with the Strava routes downloaded. The final routes will be available for download in early September. Each day of the ride has a separate Strava route map.



EVENT LOGISTICS

TECHNOLOGY ON THE RIDE

We will use a variety of apps to support a safe and fun ride. These include:

Strava

The use of Strava is mandatory for all R2//NYC riders; we have created routes for each day and they should be loaded to your bike computer or GPS device prior to the ride.

WhatsApp

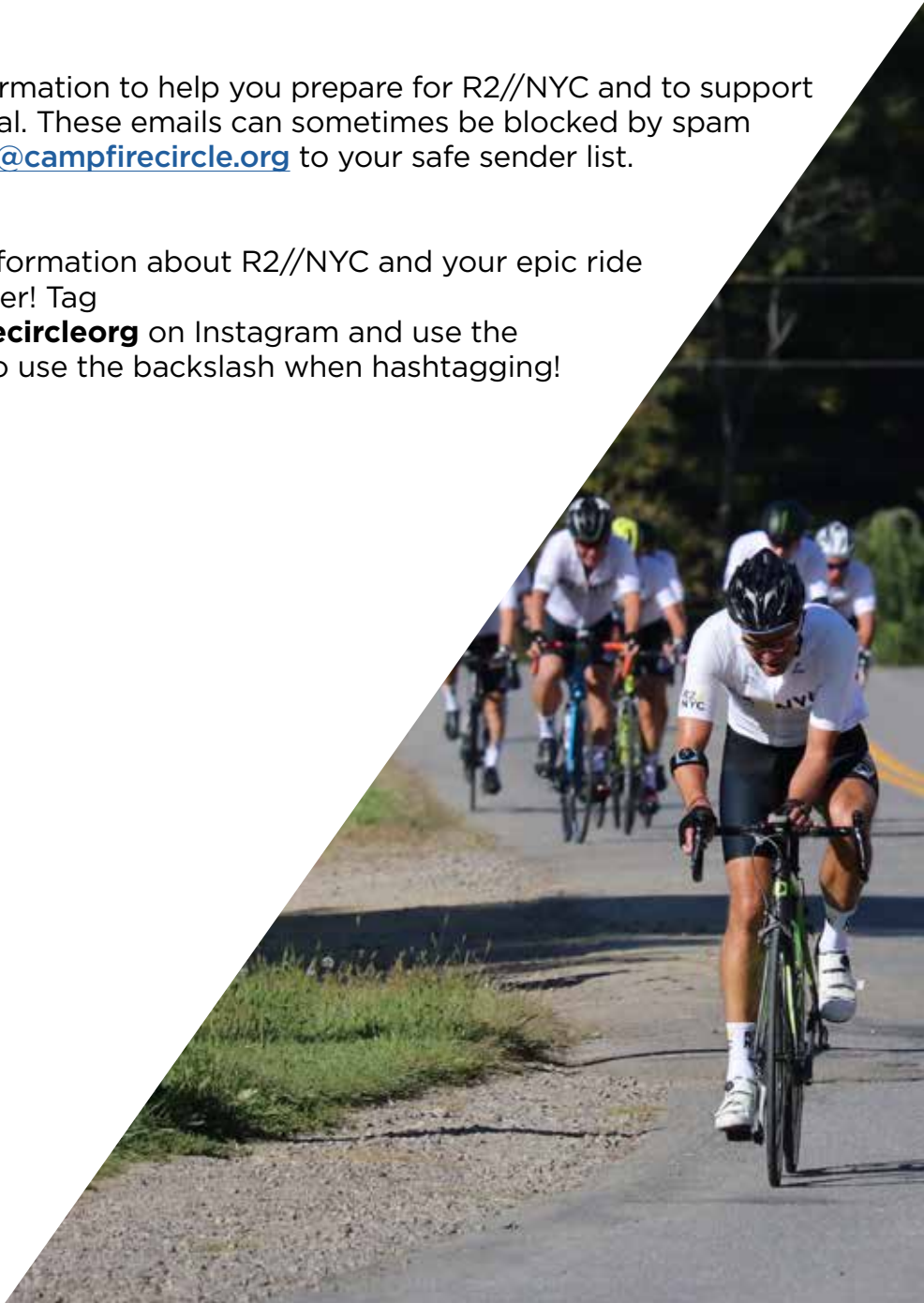
Starting in the summer, we will create a WhatsApp chat group for each team and another with all riders. These groups will be used to share information on training riders in advance of R2//NYC and is a good place to pose any questions you have about the ride. We will use WhatsApp throughout the ride to keep everyone informed with any important information or changes.

Email

All riders will receive additional information to help you prepare for R2//NYC and to support you in reaching your fundraising goal. These emails can sometimes be blocked by spam filters. Please ensure you add r2nyc@campfirecircle.org to your safe sender list.

Social Media

Help spread the word by sharing information about R2//NYC and your epic ride for kids affected by childhood cancer! Tag [@ride2newyorkcity](https://www.instagram.com/ride2newyorkcity) and [@campfirecircleorg](https://www.instagram.com/campfirecircleorg) on Instagram and use the hashtag **#R2NYC**. Remember not to use the backslash when hashtagging!



REACH YOUR R2//NYC FUNDRAISING GOALS

Invite your friends, family, and colleagues to participate and contribute! Here are some great fundraising ideas to get started.



PERSONALIZE YOUR FUNDRAISING PAGE

Your supporters want to see why you ride for kids and families affected by childhood cancer!



BIRTHDAYS/SPECIAL OCCASIONS

Encourage friends and family to donate to your R2//NYC fundraising efforts in lieu of giving gifts.



HOST A DINNER PARTY

Host a dinner party for friends and family and ask for a donation in return. At your party, explain what you're doing and why you are riding!



SPARE CHANGE JAR

Set up a jar in a communal area where people can contribute their loose change. You will be surprised how quickly the dollars will add up! Remember to include a note about why you are riding.



FRIENDS, FAMILY, AND COWORKERS

Reach out to your friends, family, and co-workers to support your ride. Remember to include a link to your giving page and share why you ride.



CORPORATE MATCHING GIFTS

Matching gifts from your place of employment can often double, triple, or quadruple your team's fundraising, helping send even more kids to Camp.

We are here to support you with all your fundraising needs. If you have any questions or concerns about reaching your fundraising goal, please let us know. We are here to help!

Contact us at r2nyc@campfirecircle.org or at 1-888-464-6624 ext. 403 with any questions or needs.



WELCOME TO CAMP: THE BUTTON BRAID

At **CAMPFIRE CIRCLE**, the button braid adorned with bling is a symbol of **courage, community, friendship, and fun**. From picking the fabric to deciding the length and colour combination, the button braid celebrates the uniqueness and creativity of each Camper.

Showcasing each individual's story of triumph, celebration, courage and challenge, the braid may feature personal arts and crafts creations, special awards from mentors and friends, and milestone achievements.

Each piece of bling reflects each person's story as one of a kind and special. Often found on Campers' button braids are Steps in the Right Direction—colourful foot-shaped stickers. Each day at camp, Campers present Steps in the Right Direction to their friends, cabin mates, and counsellors. This is the way Campers recognize each other for the successes, special moments, and qualities that make each of them unique.

Welcome to our community! We are happy to share these camp traditions with you and are excited to give you your own braid.



“Thanks for letting me be myself.”



“People outside can be really cruel but Camp is a safe place, a place I love to be!”



“Thanks for giving me a place to laugh and be silly!”

R2 // NYC

**WE RIDE FOR CAMPFIRE CIRCLE
(FORMERLY CAMP OCH & CAMP TRILLIUM)**



“Camp is a really incredible place, everyone here has a connection that words can’t describe. It’s my home-away-from home.”

Cidel
Asset Management

We are proud to support a cause that makes such a huge impact.

“

Camp was probably the first place where I didn't feel so different anymore. I was surrounded by people just like me having a great time and laughing, and it made me feel comfortable enough to just be myself and not the 'kid with cancer'.

”



cidel.com
+1 416 925 5504

