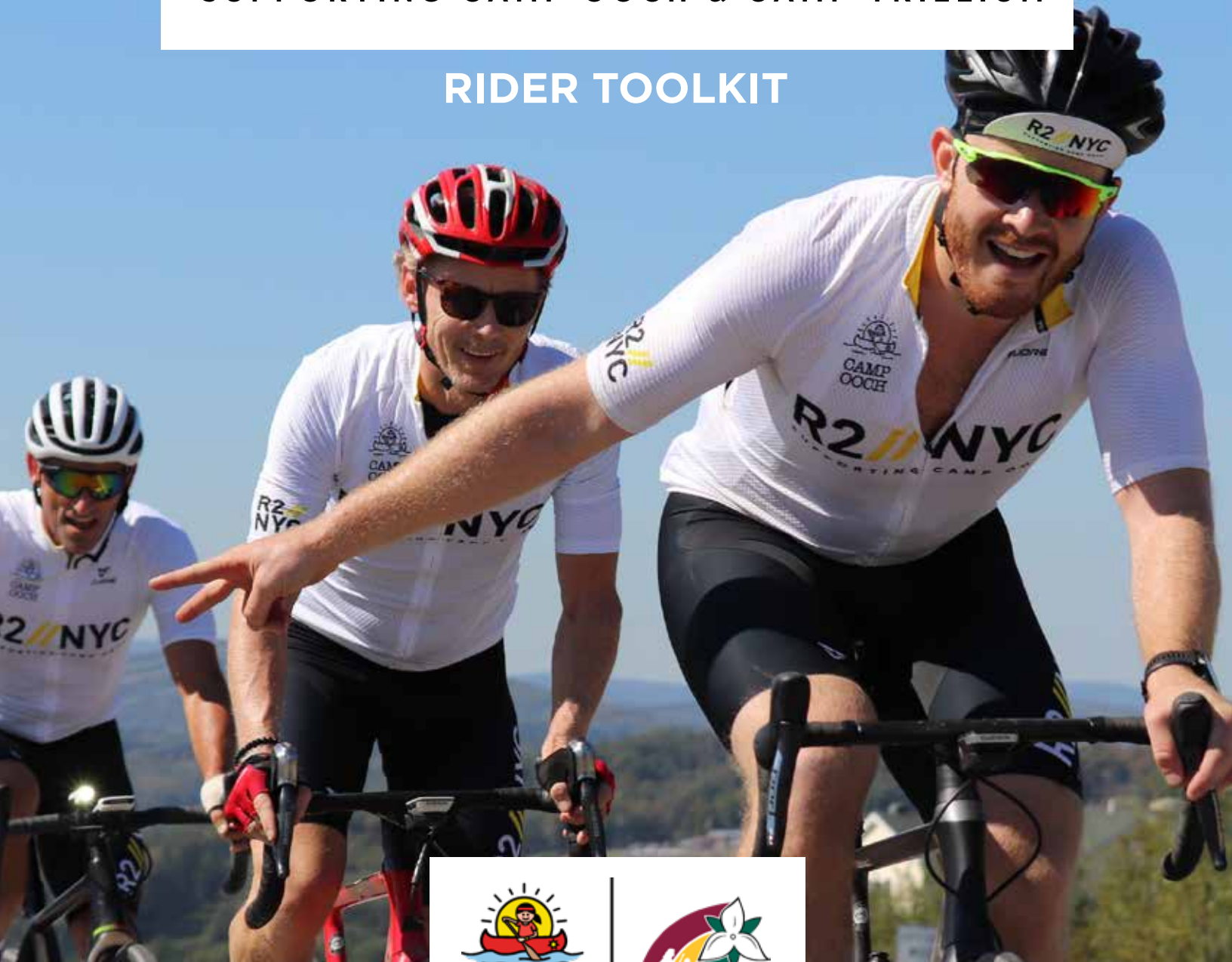


SEPTEMBER 25-27, 2020

R2//OOCH

SUPPORTING CAMP OCH & CAMP TRILLIUM

RIDER TOOLKIT



R2NYC.CA

Dear Rider,

Thank you for joining us for the first-ever R2//OOCH, an epic ride in support of Camp Ooch & Camp Trillium.

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

Second—because **the ride itself is big**. It's not the Alps or the Pyrenees, but don't be fooled—three consecutive days of riding with multiple route options (including one 240-km day) make for a big ride!

Finally, this ride is special—with a **big connection to Camp**. Not only will you learn more about our Campers and the challenges they face every day, but you will get to live at camp, sleep in our camp cabins, and get the full Camp Ooch & Camp Trillium experience. Think campfires, lake swimming, and more—bonding you and your fellow riders together in a life-changing experience.

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

Thank you for your support!

The R2//OOCH Team

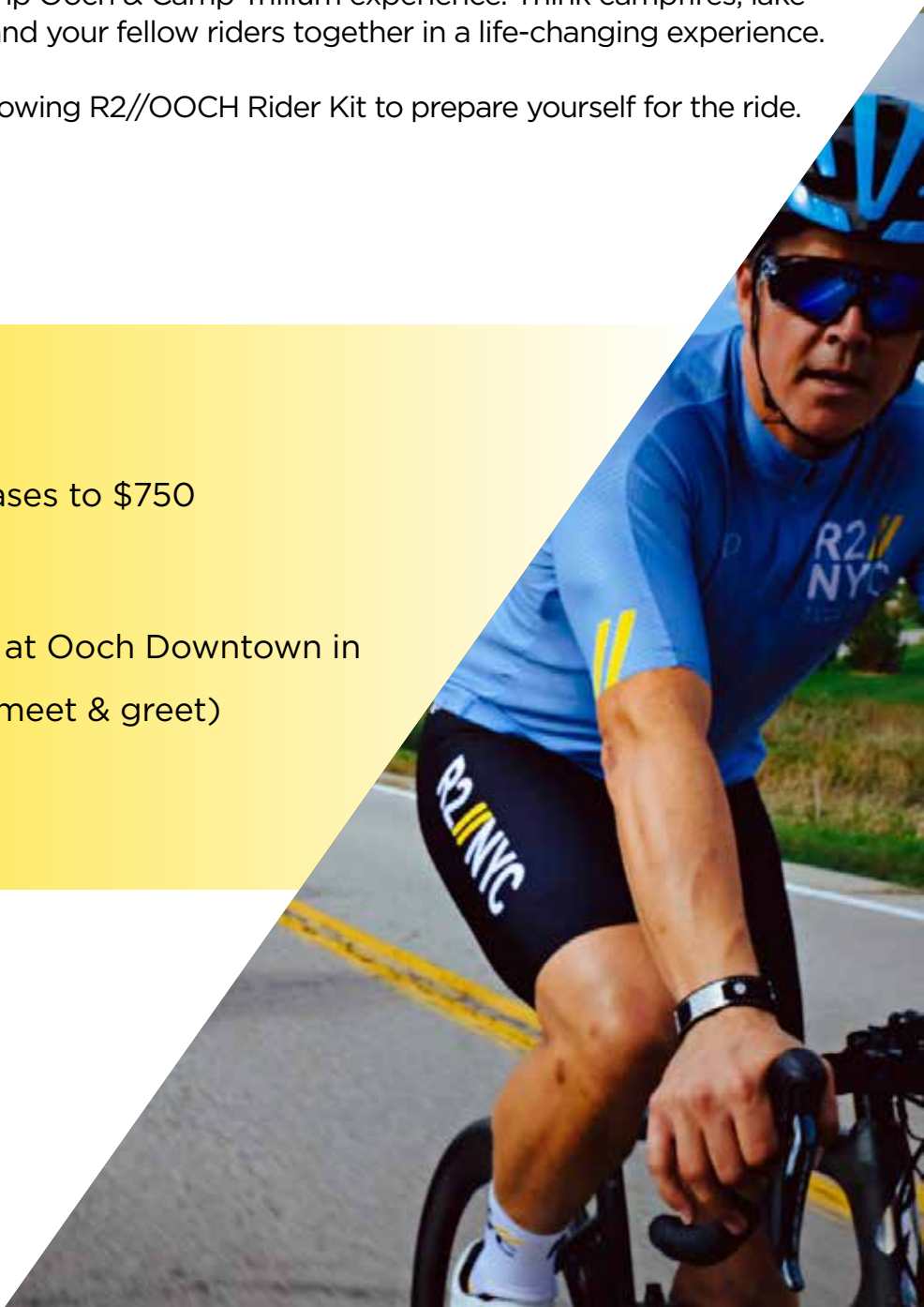
IMPORTANT DATES

June 1: Registration price increases to \$750

July 1: Registration closes

September 24: Rider reception at Ooch Downtown in Toronto (luggage drop off and meet & greet)

September 25-27: R2//OOCH



R2//OOCH—WE RIDE FOR KIDS & FAMILIES

R2//OOCH is a three-day supported ride that will take you through beautiful Muskoka, immersing you and your fellow riders in a full camp experience.

Riders will come together to raise critical funds for Camp Ooch & Camp Trillium, positively impacting the lives of kids and families affected by childhood cancer.

Friday, September 25 - Sunday, September 27, 2020

8-14 riders per team

100 rider spots available

Early bird registration fee (before May 30): \$600

Registration Fee (June 1 - July 1): \$750

Minimum fundraising amount: \$2,500

ROUTES (TO BE FINALIZED):

Day 1: Starting Route Options

- Option 1: Begin your ride at Ooch Downtown in Toronto and ride to Ooch Muskoka (approx. 240 km)
- Option 2: Get on a bus at Ooch Downtown, which will take you to the base of Lake Simcoe in Sutton, where you will join up with fellow riders already en route to Ooch Muskoka from Ooch Downtown (approx. 160 km)

Day 2: Ride through Muskoka

- Ride through beautiful Muskoka with your team (approx. 100 km)

Day 3: Ride from Ooch Muskoka to Barrie (approx. 180 km)

- Depart from Ooch Muskoka and ride to Barrie for a group celebration!

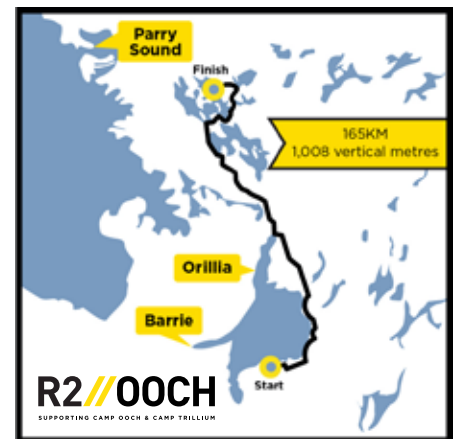
ONE EPIC IMPACT

Since 2018, over 50 brave riders have left Toronto on a Wednesday morning and, by Sunday afternoon, rolled across the George Washington Bridge into Times Square in New York City.

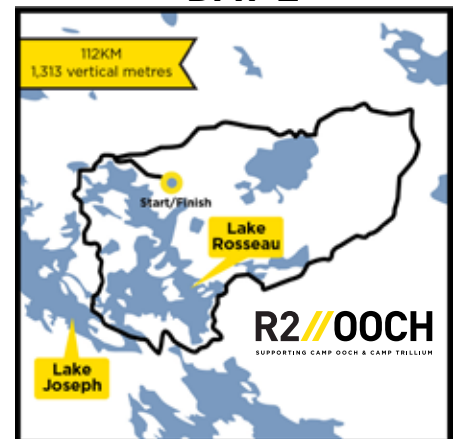
Our riders are bound by their love of cycling, and motivated by raising funds to give kids affected by childhood cancer the chance to just be kids. Collectively, **they have raised over \$455,000—enough to send 228 kids to Camp for one magical week.**

Due to COVID-19 and increased security measures surrounding international travel, unfortunately, we can't ride to New York this year, however R2//OOCH will create a new experience where riders can experience first-hand the magic of Ooch & Trillium, with a trek to beautiful cottage country. We are excited to return to New York in 2021!

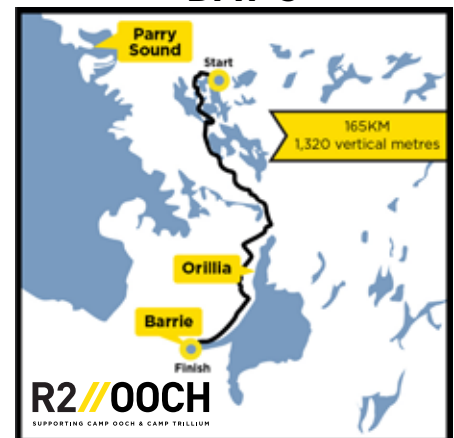
DAY 1



DAY 2



DAY 3



GIVING KIDS WITH CANCER WHAT THEY NEED—THE CHANCE TO BE KIDS!

A diagnosis of childhood cancer is a big, scary, sudden swerve in the road. It changes life in an instant.

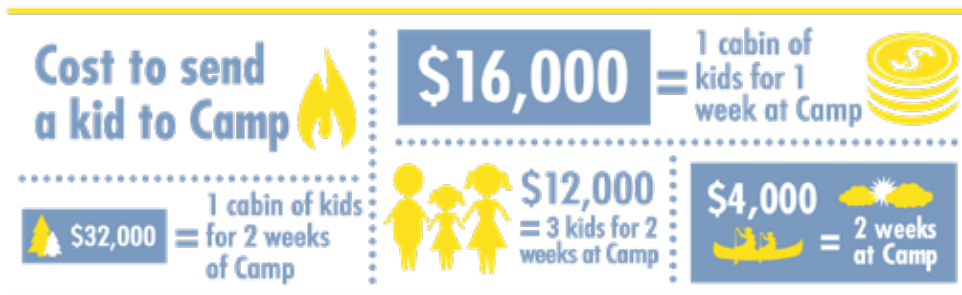
While more kids are surviving cancer, the journey to recovery is traumatic—for the child and every member of their family. It can feel like everything is about cancer. Simple joys like friendships, birthday parties, or sports teams are left behind in the need for medical appointments, hospital stays, and long absences from school.

For over 35 years, Camp Ooch & Camp Trillium have offered a different path—where the healing power of fun, friendship, and self-confidence are closer than the kids and families could ever imagine.

Safety is our number one camp priority. As a response to COVID-19, we have completely transformed all in-person camp programming into virtual camp!

Virtual programs are designed to reach kids and families wherever they are, keeping everyone at home and physically distanced from one another until it's safe to be together again. This includes our staff and volunteers, and is especially important as so many of our Campers are immune-compromised.

“When your child has cancer, there is so much you can’t control: his treatments, testing, or prognosis. The one thing I can influence is his happiness. Ooch is a trusted partner in making him happy. It’s so important to his recovery.” —Erin, Ooch parent



In-Hospital Programs

Camp Ooch & Camp Trillium bring the playful spirit of Camp to hospital settings. In-patient, out-patient, bedside, playroom, teen, and tot programs occur daily at paediatric oncology hospitals across Ontario.



Overnight Camp Programs

All the features one expects at overnight camp—swimming, waterskiing, rock climbing, campfires and more are available for kids and families no matter their level of ability. We are the only camp in Canada able to provide onsite IV chemotherapy and blood transfusions.



Community Programs

Families discover a community of people who share similar experiences through free, fun, camp-style programs that include the whole family.



HOW WE WILL SUPPORT YOU AND YOUR TEAM

BEFORE AND AFTER THE RIDE

- Transportation from Toronto to Simcoe for riders that choose the shorter route
- Transportation from Barrie to Ooch Downtown
- Transporting your bike home to Ooch Downtown
- Accommodations and meals at camp
- Organizing a celebration each evening at camp and a final post-ride BBQ in Barrie
- Sizing and distributing rider kits
- Coordinating optional training rides with your fellow riders
- Offering fundraising support

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
- Storing bikes
- Transportation of day packs and luggage
- Making weather-related decisions
- Managing expenses and paying for meals
- Sharing magical camp moments through storytelling and activities

OTHER NOTES

- To ensure the safety of our riders, swimming or use of watercraft will only be permitted for riders that have not consumed any alcohol or cannabis. This is in compliance with camp policy.
- Teams will share some services including First Aid, mechanical support, and photography/videography



OVERVIEW OF THE RIDER EXPERIENCE

DAY 1:

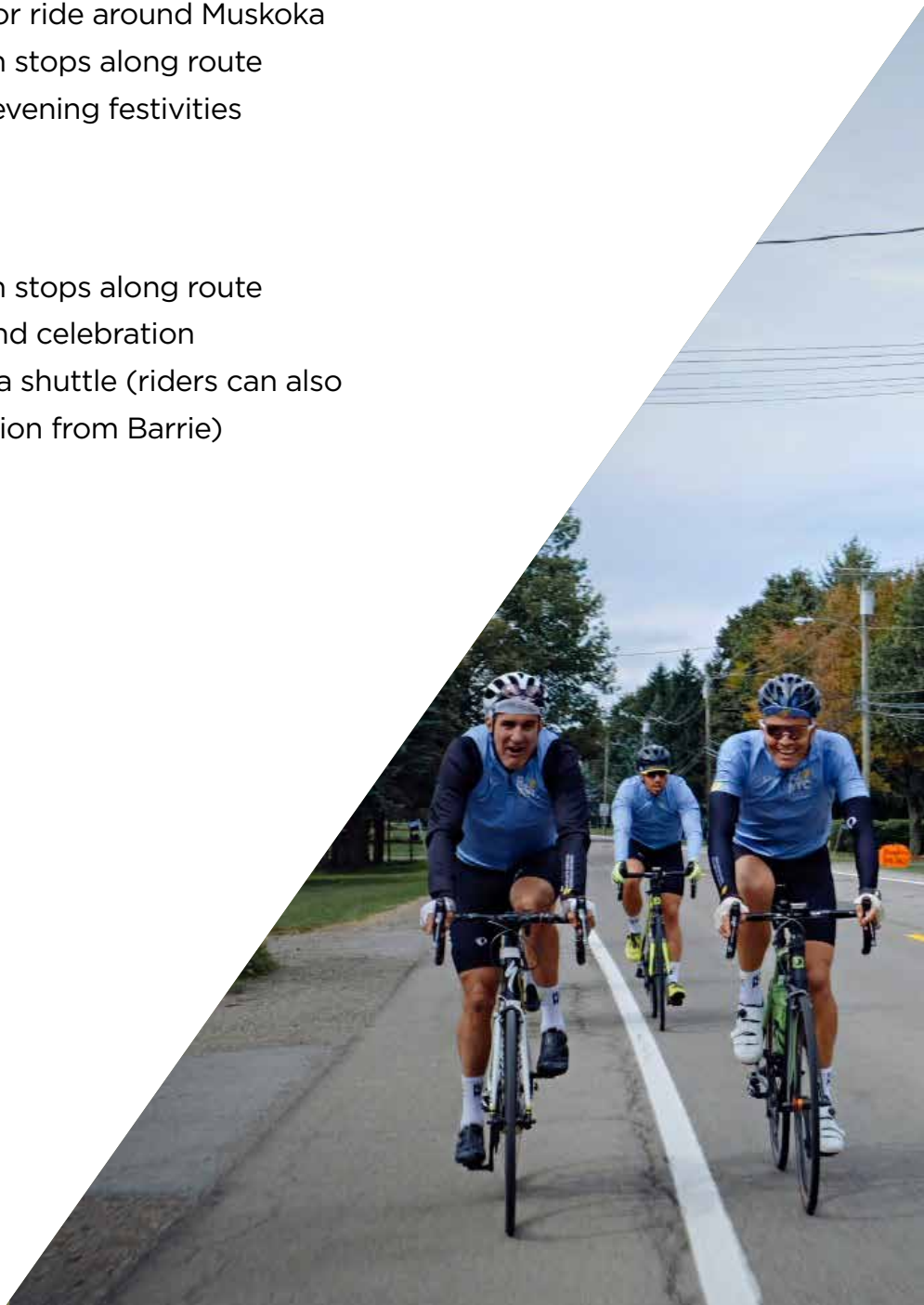
- Depart from Ooch Downtown (by bike or by pre-arranged shuttle bus)
- Shuttle bus and riders arrive in Simcoe. Riders on shuttle bus get on bikes to ride to Muskoka
- Lunch and hydration/nutrition stops along route
- Arrive at Ooch Muskoka for evening festivities

DAY 2:

- Depart from Ooch Muskoka for ride around Muskoka
- Lunch and hydration/nutrition stops along route
- Return to Ooch Muskoka for evening festivities

DAY 3:

- Depart from Ooch Muskoka
- Lunch and hydration/nutrition stops along route
- Arrive in Barrie for showers and celebration
- Return to Ooch Downtown via shuttle (riders can also arrange their own transportation from Barrie)



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 Gatts' Lodge
- Bike maintenance and cleaning (riders are responsible for cleaning their own bikes)

8:45–9:30AM

- Departure from Ooch Muskoka (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

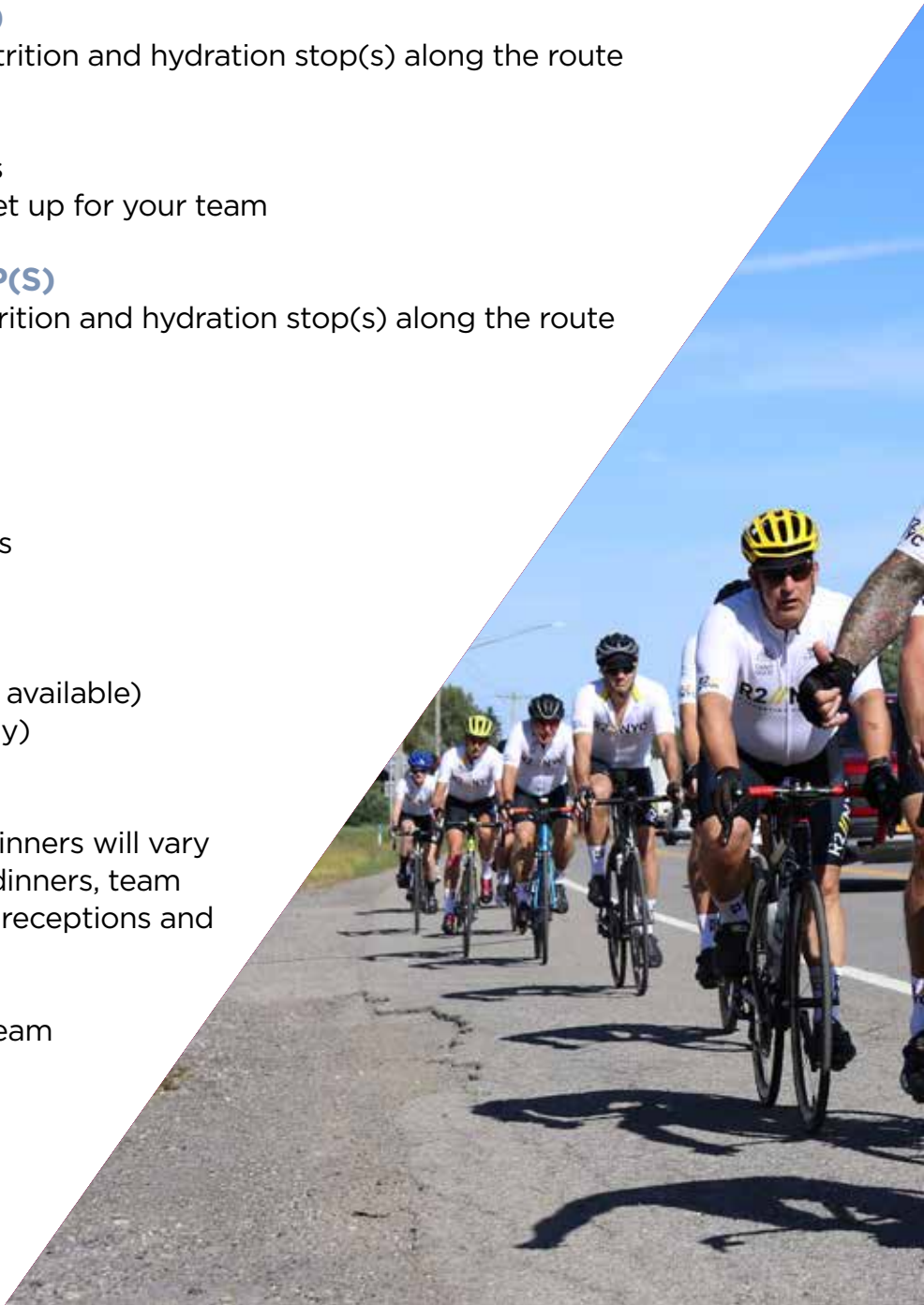
4:00–6:30PM

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

6:00–9:00PM

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

*Exact details and timing for each team to be determined



EVENT LOGISTICS

THE KIT

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

Rider kit will include:

- Short-sleeved jersey
- Bib shorts
- A set of arm warmers
- Vest
- 2 x pairs of socks
- Rider cap

Note: rider kit fittings will be available at Ooch Downtown (464 Bathurst St, Toronto) for a limited time this summer (pending safety direction from local health officials). Riders are expected to ride in the full kit each day, with the exception of a rain jacket and leg warmers if necessary during inclement weather.

Official 2020 rider kit to be released early summer.

Example of 2019 rider kit:



EVENT LOGISTICS

THE TEAMS

R2//OOCH will consist of **7-10 teams, each made up of 8-14 riders**. This small-group focus—rather than all participants 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 Barrie to Toronto

CAMP ACCOMMODATIONS

Riders will stay in the heart of Muskoka—at our overnight camp on a private lake near the town of Rosseau. Comfortable and newly renovated cabins will accommodate 2-8 riders per room and include access to shared bathrooms. All linens will be provided and riders will be able to take advantage of camp amenities including the lake for swimming. You may request your preferred roommate(s) during registration or by contacting r2nyc@ooch.org. Riders who do not indicate a preferred roommate(s) will be placed with roommate(s) by the R2// Ooch organizing team and their team captain.

EVENINGS AT CAMP

Upon arrival at camp, riders will have an opportunity to eat, go swimming, take camp tours, or relax in their rooms before dinner. Each ride day will conclude with a professionally catered campfire dinner in Gatts' Lodge—where you will partake in camp traditions that our campers know and love.

These dinners will bring riders together as they share their roses and thorns of the day, celebrate each other's' accomplishments, and learn more about the experience of a Camper. After dinner, we will host a campfire where riders can relax, enjoy a drink, socialize, and prep for the next day's ride.



EVENT LOGISTICS

POST-EVENT CELEBRATION

After we all arrive in Barrie at the end of the ride, we will celebrate together at a post-ride BBQ.

You are welcome to have your partner/family to join you for the post-ride reception and/or dinner, for an additional cost.

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

RETURN TO TORONTO

As the ride will conclude in Barrie, we will arrange a shuttle bus to bring riders and their bikes back to Ooch Downtown. Riders also have the option to make their own arrangements to be picked up in Barrie. All riders who do not want to take the shuttle bus are responsible for arranging their own transportation home. Bikes will be transported by truck back to Toronto and available for pick-up between September 28 - October 3.

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//OOCH will not provide any additional nutrition/hydration options beyond the specific list.

All camp accommodations are included in your R2//OOCH registration fee.

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

ADDITIONAL INFORMATION YOU WILL BE REQUIRED TO PROVIDE

Bike information

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//OOCH RIDER PACKING LIST

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

- Extra pair of shoes
- Base layers
- Rain jacket
- Shoe covers/booties
- Leg warmers
- 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
- 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. 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.

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//OOCH 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 rides in advance of R2//OOCH 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//OOCH and to support you in reaching your fundraising goal. These emails can sometimes be blocked by spam filters. Please ensure you add r2nyc@ooch.org to your safe sender list.

Social Media

Help spread the word by sharing information about your epic ride for kids affected by childhood cancer!

Tag [@ride2newyorkcity](https://www.instagram.com/ride2newyorkcity), [@campoochigeas](https://www.instagram.com/campoochigeas), and [@camptrillium](https://www.instagram.com/camptrillium) on Instagram and use the hashtags **#R2OOCH**, **#CampOoch**, and **#CampTrillium**. Remember not to use the backslash when hashtagging!



FAQ

WHY IS THERE NO R2//NYC THIS YEAR?

As a response to COVID-19 and the increased security protocols both in New York City and at our borders, we made the difficult decision to not return there. The exclusive R2//OOCH offers an epic ride that that will immerse you in the magic of camp.

I REGISTERED FOR R2//NYC BUT UNFORTUNATELY I CAN'T ATTEND R2//OOCH, HOW DO I PROCEED?

We are happy to offer a full registration fee refund for R2//NYC registered riders who cannot participate in R2//OOCH. Please email r2nyc@ooch.org to start the process.

IF THE COVID-19 PANDEMIC IS STILL ONGOING, WILL R2//OOCH OCCUR?

We will continue to monitor the information being provided by health authorities surrounding COVID-19 and will only proceed with R2//OOCH if it is safe for the riders and support teams to do so. A decision on whether we are able to proceed as planned will be made in early July and communicated to all registered riders. At that time, alternative options will also be communicated.

I REGISTERED FOR R2//NYC AND AM INTERESTED IN R2//OOCH, HOW SHOULD I PROCEED?

We are thrilled to welcome you to R2//OOCH! Please email r2nyc@ooch.org to learn about the next steps for your registration fee.

WILL R2//OOCH ALSO OCCUR IN 2021?

At this time, we are planning to move back to our traditional format and will be hosting R2//NYC in 2021. If you are interested in learning more about R2//NYC, please email r2nyc@ooch.org.

HOW CAN I GET INVOLVED IN R2//NYC IN 2021?

We are thrilled that you are interested in R2//NYC! Please email r2nyc@ooch.org and we would be happy to help you!



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.



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.



USE YOUR TALENTS AND SELL

Whether it's making bracelets or cookies, think of a hobby or interest and turn it into a product that can be sold.



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@ooch.org or at 1-888-464-6624 ext. 403 with any questions or needs.



WELCOME TO CAMP: THE BUTTON BRAID

At camp, 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 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.



THANK YOU!

Thank you to all our riders who help us make stories like Oscar's possible. Together, we will send more kids affected by childhood cancer to Camp Ooch & Camp Trillium. We are proud of you!

"A card written with 'Thank You' on it could never fully explain why our family is so grateful to you all.

Oscar has been off treatment for just over a year now. The scars that childhood cancer inflicts on the whole family are so deep and have so many layers.

As random people ask, "How did you get through four years of treatment?" I have noticed time and time again that the common thread is camp.

Camp Ooch is not just made up of individuals who pass through our lives it is made up of individuals that become part of our lives.

The cancer journey can be dark. Then there is camp; always a bright ray of sunshine. No matter how sick, how scared, how nervous or how isolated Oscar felt, camp gave him something to look forward to each day.

Your visits were often the only thing that got him through some days, and to be truthful seeing his face light up with a smile when you were around was often the only thing that got me through the day.

Time spent with camp was pretty much the only time Oscar was able to be a kid, not a kid with cancer.

Let's not forget Liam, our other son. No matter what, you always made him feel important. You always had a smile and a high five for him. You gave him something to do when he had to spend another day in the hospital being our last priority (hate to admit that). You allowed him to be Liam, not just the brother of Oscar (the kid with cancer).

I want you to know you are a very large part of what got us through those years. You brought sunshine."—Camper parent



“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//OOCH

SUPPORTING CAMP OUCH & 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.”



