

AUGUST 29, 2020 - SEPTEMBER 20, 2020

R2//TOUR CHALLENGE

SUPPORTING CAMP OCH & CAMP TRILLIUM

CONTEST RULES



R2NYC.CA

Dear Rider,

Thank you for joining us for the first-ever R2//TOURCHALLENGE, a virtual ride in support of Camp Ooch & Camp Trillium.

As a response to the COVID-19 pandemic and to ensure the safety of all riders, this new virtual event will replace the traditional R2//NYC—a five-day epic ride from Toronto to New York City. Don't worry: we hope to ride together to NYC in 2021!

The R2//TOURCHALLENGE will take you on your own adventure to push your limits and reach a new personal best. You will be challenged to ride further and climb higher than ever before, all while raising funds to support kids and families affected by childhood cancer.

In a year where kids and families affected by childhood cancer have faced even deeper isolation than normal, Ooch & Trillium have adapted to provide daily interactive virtual programs and Camp-in-a-Box kits delivered to homes and hospitals all over Ontario. Even in a pandemic, we're there for our Campers. Will you join us?

We ask that you read through the following R2//TOURCHALLENGE guidelines to prepare yourself for your ride.

Thank you for your support!

The R2//TOURCHALLENGE Team

IMPORTANT DATES

August 28 at 11:59 p.m. EST: Registration closes

August 29 – September 20: Challenge period

September 21: Winner announcements



WE RIDE FOR KIDS AND FAMILIES

THE CHALLENGE:

R2//TOURCHALLENGE is modelled after the Tour de France (TDF). Riders will challenge themselves throughout the TDF timeframe (August 29, 2020 – September 20, 2020) to ride more kilometres, climb more metres and raise more funds for kids and families affected by childhood cancer than ever before.

Similar to the Tour de France, everything will be tracked using a points system. Riders will be allotted daily points as follows:

- One point per kilometre ridden
- 0.25 of a point per vertical metre
- One point per dollar fundraised

There are also two summit finish bonus days, where participants can earn double bonus points for their climbing efforts. Instead of 0.25 points on these two select bonus days, you will earn 0.50 points for every vertical meter climbed. The two summit finish days are:

Sunday, September 13, 2020 - Grand Colombier Summit Finish

Saturday, September 19, 2020 - La Planche de Belles Filles Summit Finish

There are two rest days (Monday, September 7 and Monday, September 14) where kilometres will not be added to your daily points. However, you can still receive points for dollars raised on these days.

Jerseys

Each day, a rider will be recognized as the Daily Jersey Winner in one of the below categories:

- **YELLOW JERSEY:** Awarded daily to the rider with the most cumulative total points as per the previous day of the tour, combining fundraising, vertical metres climbed, and distance ridden
- **GREEN JERSEY:** Awarded daily to the rider with the most kilometres ridden on the previous day of the tour
- **POLKA DOT JERSEY:** Awarded daily to the rider with the most vertical metres climbed on the previous day of the tour



All riders will receive an email each day announcing the Daily Jersey Winners.

At the end of the challenge period, an overall winner in each jersey category will be crowned.

WANT TO HELP SPREAD THE WORD?

Use the social posts below to get your network involved in the challenge.

Facebook and Instagram: Join me on the R2//TOURCHALLENGE to maximize your TDF experience and compete for a chance to win one of 66 custom Rapha jerseys along with free entries into the 2021 R2//NYC ride. Registration is free and the challenge runs in conjunction with the Tour De France, starting on August 29 and ending on September 20. Visit www.r2nyc.ca to register! #R2TOURCHALLENGE

Twitter: Join me for the R2//TOURCHALLENGE—a virtual event modelled after the Tour de France—and raise money to help kids with cancer. Registration is free and prizes include custom Rapha jerseys. Visit r2nyc.ca to learn more and register.



PRIZES

In addition to being named the Daily Jersey Winner via email, each daily winner can qualify for a physical Rapha jersey—as well as credits towards the registration fee for the 2021 R2//NYC event.

Here is how the prizes work:

- All riders must raise a minimum of \$500 by September 20, 2020 to receive prizes. Riders who do not raise the minimum amount will still be named the Daily Jersey Winner, but will not receive the physical prizes.
- Daily Jersey Winners will be able to win a maximum of one physical Rapha jersey. If a rider wins another daily challenge, they will receive a \$100 credit towards the 2021 R2//NYC registration fee (up to a maximum of 5 credits—a \$500 value)
- Overall Challenge Prizes:
 - **YELLOW JERSEY:** The rider that accumulates the most points by the end of the challenge in the yellow jersey category will win free entry into the 2021 R2//NYC event
 - **GREEN & POLKA DOT JERSEYS:** The rider that accumulates the most points by the end of the challenge in the green and polka dot jersey categories will win a \$500 discount off of their 2021 R2//NYC fee



FUNDRAISING REWARD

Want the jersey but worried about being a Daily Jersey Winner? Riders that raise a minimum of \$1,500 by September 20, 2020 at 11:59 p.m. EST will receive the custom 2020 Rapha R2//TOURCHALLENGE jersey—even if they are already a Daily Jersey Winner.

The R2//TOURCHALLENGE jersey will be sent to the rider after the completion of the event.



JOINING THE CHALLENGE IS EASY! JUST FOLLOW THESE STEPS:

Step 1: Register for free at r2nyc.ca before August 28, 2020 at 11:59 p.m. EST.

Step 2: Join the R2TOURCHALLENGE_2020 Strava Group.

Step 3: Start raising funds to support kids and families affected by childhood cancer.

Step 4: During the challenge period, hit the roads and start clocking your kilometres ridden and metres climbed.

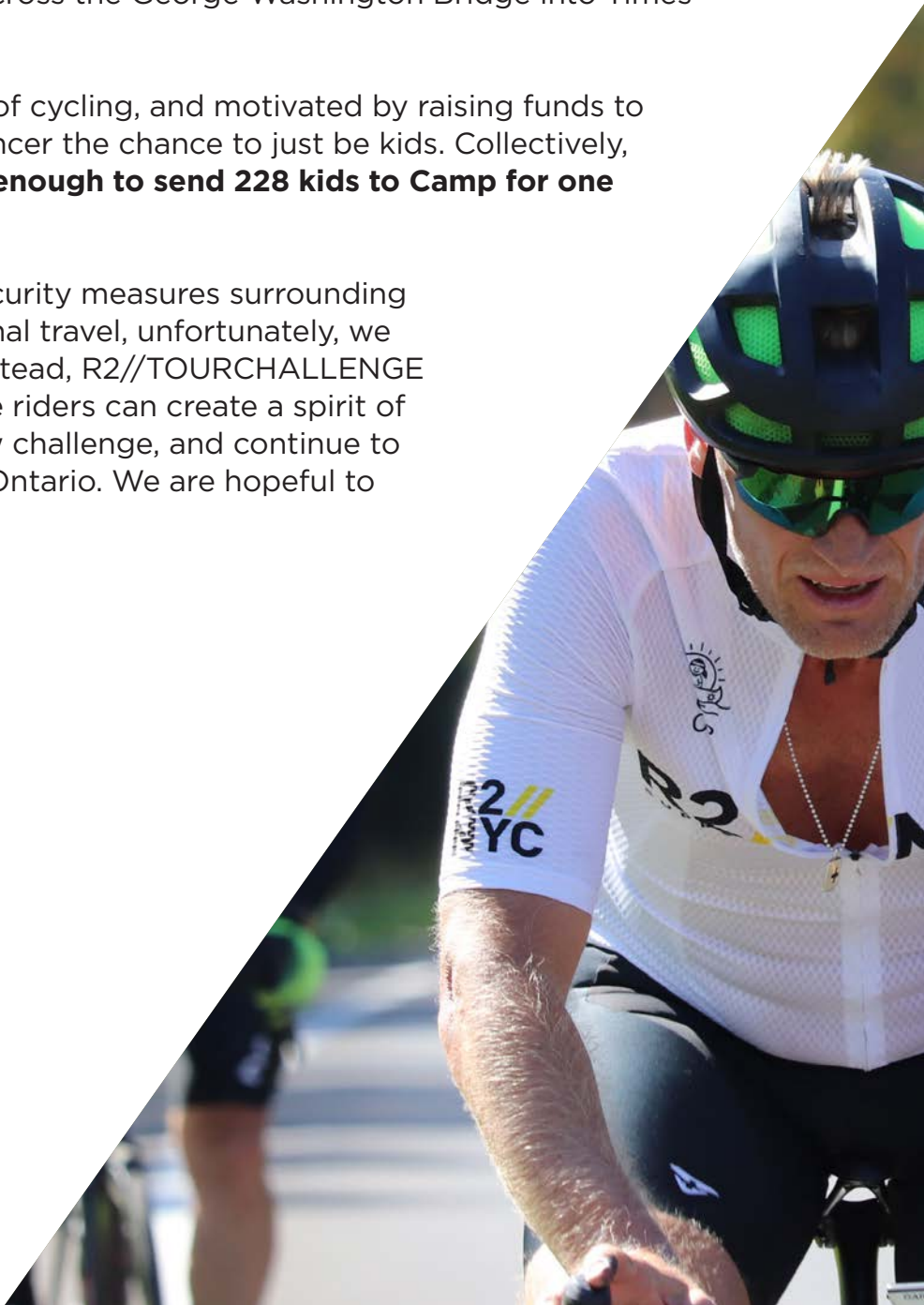
Note: All funds raised regardless of timing will count towards the challenge. Kilometres ridden and metres climbed will only count throughout the challenge period.

ONE EPIC IMPACT

Each year 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 gathering in groups and international travel, unfortunately, we can't ride to New York this year. Instead, R2//TOURCHALLENGE represents a new experience where riders can create a spirit of friendly competition, take on a new challenge, and continue to bring virtual camp to kids all over Ontario. We are hopeful to return to New York in 2021!



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.

VIRTUAL CAMP IS HERE!

COVID can't stop fun, friendship, and community—and it can't stop camp! This summer, interactive virtual programs have been keeping kids and families affected by childhood cancer connected every day. From magic shows and science experiments to trips through the solar system and dance contests, our virtual camps keep the magic going and keep us together—wherever we are!

“Camp is the best thing to happen to our family. You have helped us heal in ways we couldn't have imagined.” —Grateful 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. While our overnight camp may be temporarily suspended due to COVID-19, we are preparing and will be ready to welcome kids back when it is safe to do so.



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

- Creation of a Strava club for the R2//TOURCHALLENGE event
- Management of event leaderboards and sharing of Daily Jersey Winners based on information uploaded into Strava by the rider
- One-on-one fundraising support from an Ooch & Trillium representative
- Coordinating optional social-distanced training rides with your fellow riders
- Route suggestions based on location and rider comfort level
- Sharing of virtual camp updates and Camper stories via email

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//TOURCHALLENGE riders. We will be sharing a link to the R2//TOURCHALLENGE Strava group and instructions in advance of the challenge period.

Email

All riders will receive daily emails to announce the Daily Jersey Winners as well as share additional information to support your rides and help you reach 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**, **@campoochigeas**, and **@camptrillium** on Instagram and use the hashtags **#R2TOURCHALLENGE**, **#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 to NYC in 2020. R2//TOURCHALLENGE offers a safe way to challenge yourself in a virtual event modelled after the Tour de France.

IS THERE A REGISTRATION FEE FOR R2//TOURCHALLENGE?

No. R2//TOURCHALLENGE is free for all participants. In order to receive the daily prizes, riders must fundraise a minimum of \$500 by September 20, 2020 at 11:59 pm EST.

I REGISTERED FOR R2//OOCH; CAN I PARTICIPATE IN R2//TOURCHALLENGE?

Absolutely! Please contact us at r2nyc@ooch.org to learn more about the options for your R2//OOCH registration.

I REGISTERED FOR R2//OOCH BUT I AM NOT INTERESTED IN R2//TOURCHALLENGE—HOW DO I PROCEED?

No problem. Please email r2nyc@ooch.org to learn more about the options for your R2//OOCH registration.

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

Yes! R2//TOURCHALLENGE is designed to be completed safely during the pandemic. We encourage all riders to follow the guidelines set out by your local health authorities while participating in the event.

ARE THERE PRIZES ASSOCIATED WITH THIS EVENT?

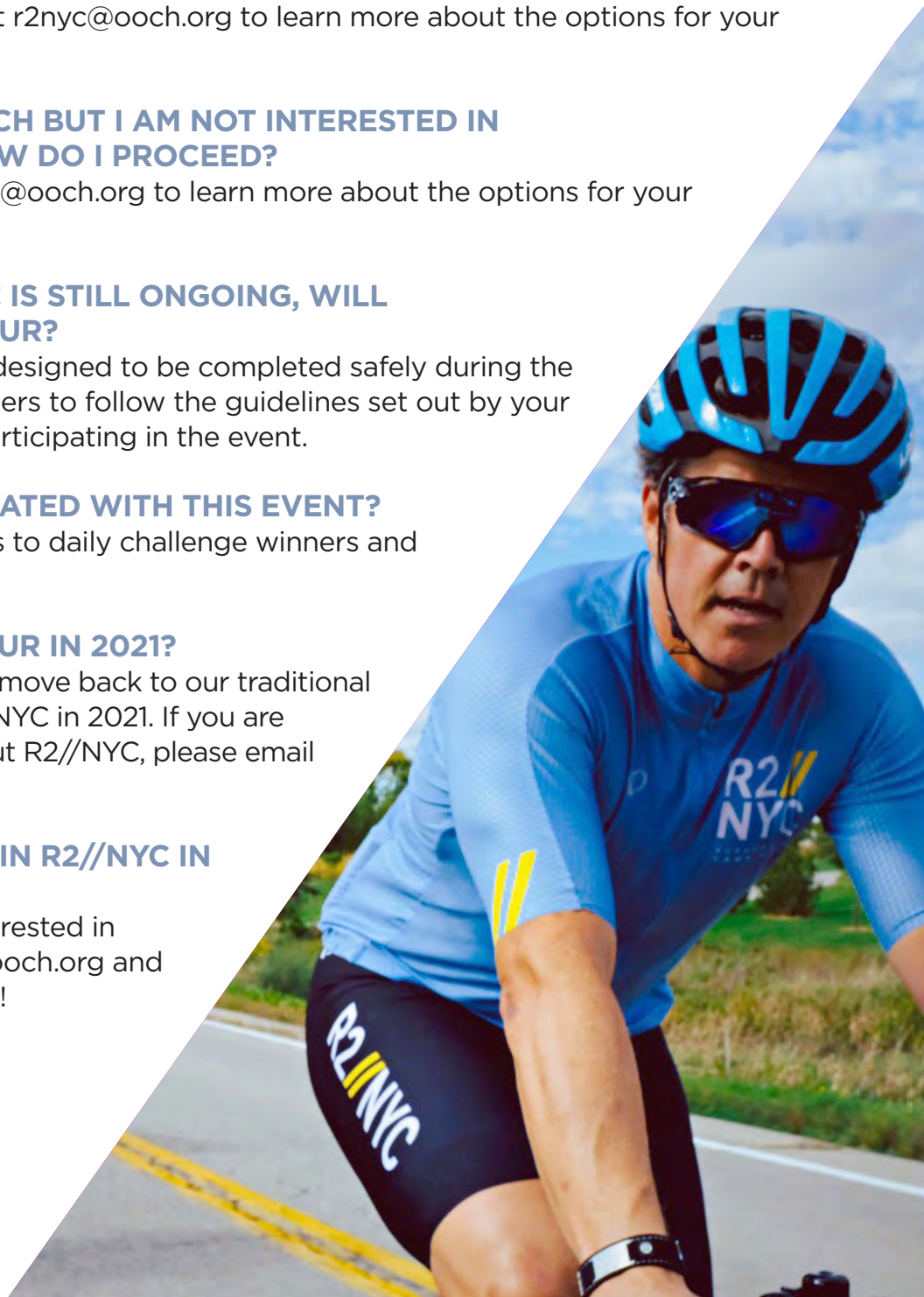
Yes! This event will award prizes to daily challenge winners and fundraisers.

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//TOURCHALLENGE 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//TOURCHALLENGE fundraising efforts in lieu of giving gifts.



FRIENDS, FAMILY, AND COWORKERS

Reach out to your friends, family, and co-workers to support your ride. Remember to include a link to your fundraising 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.



THANK YOU: OSCAR'S STORY

Thank you to all our riders who help us make stories like Oscar's possible. Together, we will bring the magic of camp to more kids affected by childhood cancer. 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 & Camp Trillium 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 big smile 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.”**



**“Camp is a way to
connect with other
families who shared
similar experiences
to us and we are
forever grateful for
the support, love,
and friendship that
have come from
these programs.”**

**“It is so fun to see the
creativity and passion
these camps bring
out. COVID can’t
keep them down!
Thanks to Camp Ooch
& Camp Trillium for
reminding us what
fun looks like!”**



**“Virtual camp is
just like camp at
the hospital on the
oncology floor—
but there are even
more people!”**

R2//TOUR CHALLENGE

SUPPORTING CAMP OUCH & CAMP TRILLIUM



