

JUNE 26, 2021 - JULY 18, 2021

# R2//TOUR CHALLENGE

SUPPORTING CAMP OCH & CAMP TRILLIUM

## CONTEST RULES



R2NYC.CA

Dear Rider,

Thank you for your interest in R2//TOURCHALLENGE, a virtual ride in support of Camp Ooch & Camp Trillium.

The 2020 R2//TOURCHALLENGE virtual event took riders to new heights, collectively climbing over 25,000 meters, riding over 34,000 kilometres and raising over \$60,000 for kids and families affected by childhood cancer.

This year's virtual ride will reach new heights as we anticipate seeing riders go further, climb higher, and raise more money than ever before! During the past year, the pandemic has left kids and families affected by childhood cancer more isolated than ever before. Ooch & Trillium adapted to provide interactive virtual programs, and continue in-person programs at kids' bedsides. Efforts are now underway to restore in-person programs. No matter what, Ooch & Trillium will be there for kids and families thanks to the support from the R2 riders. Will you join us?

The R2//TOURCHALLENGE is open to riders of all skill levels, abilities and is completely free to join. Register today at [r2nyc.ca](https://r2nyc.ca) and create your personalized rider profile. In addition to signing up, all riders must register with Strava and join the R2TOURCHALLENGE\_2021 club.

Will you take on the challenge?

Your R2//TOURCHALLENGE Team

## IMPORTANT DATES

**June 26 - July 18:** Challenge period

**July 18 at 11:59 p.m EST:** Registration closes

**July 19:** Winners announced



# WE RIDE FOR KIDS & FAMILIES

## THE CHALLENGE:

R2//TOURCHALLENGE is modelled after the Tour de France (TDF). Riders will challenge themselves throughout the TDF timeframe (June 26 - July 18, 2021) 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

## DAILY JERSEY WINNERS

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 in the 2021 R2//TOURCHALLENGE to maximize your TDF experience and compete for a chance to win custom Rapha cycling gear along with free entries into the 2022 R2//NYC ride. Registration is free and the challenge runs in conjunction with the Tour de France, starting on June 26 and ending on July 18. Visit [r2nyc.ca](https://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 gear. Visit [r2nyc.ca](https://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 custom Rapha gear, as well as credits towards the registration fee for the 2022 R2//NYC event.

Here is how the prizes work:

- All riders must raise a minimum of \$500 by 11:59 p.m. on July 18, 2021 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 Rapha prize and can choose from either a jersey or a vest and arm warmers. If a rider wins another daily challenge, they will receive a \$100 credit towards the 2022 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 2022 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 2022 R2//NYC fee.



## FUNDRAISING REWARD

Want the Rapha gear but worried about being a Daily Jersey Winner? Riders that raise a minimum of \$1,500 by July 18, 2020 at 11:59 p.m. EST will receive their choice of either the Rapha jersey or the vest and arm warmers.

All Rapha prizes will be sent to the rider after the completion of the event.

*All Rapha prizes will be in the design shown above. The yellow, green, and polka-dot jerseys are symbolic to align with the Tour de France and are not physical prizes.*



## JOINING THE CHALLENGE IS EASY! JUST FOLLOW THESE STEPS:

**Step 1:** Register for free at [r2nyc.ca](https://r2nyc.ca) by July 18

**Step 2:** Join the R2TOURCHALLENGE\_2021 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 **between registration opening (April 28, 2021) and the end of the challenge period (July 18, 2021, 11:59pm EST)** will count towards the challenge. Kilometres ridden and metres climbed will only count throughout the challenge period **(June 26 - July 18, 2021)**.

## ONE EPIC IMPACT

In 2018 and 2019, over 50 brave riders 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 \$500,000—enough to send 250 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 virtual event opportunity, where riders can still create a spirit of friendly competition, take on a new challenge, and continue to help us deliver in-hospital, virtual, community and overnight camp experiences to kids all over Ontario. We are hopeful to return to New York in 2022!



# THE NEED FOR CAMP HAS NEVER BEEN GREATER

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

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

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

Since the pandemic arrived, we've reached 1,500+ kids and their families, providing thousands of enriching experiences in-person at hospitals, or virtually in homes across Ontario, at no cost to them. We're planning a return to in-person programs in 2021 under the expert guidance of our medical team.

*"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. You are a trusted partner in making him happy. It's so important to his recovery."*

—Camper parent



**IN-HOSPITAL PROGRAMS** keep the spark of childhood alive every day in paediatric cancer centres with creative and playful camp-inspired programs, offered year round.



**OVERNIGHT CAMP** is offered in all four seasons. Here, kids and family members of all ages are immersed in nature and build memories that last a lifetime.



**COMMUNITY PROGRAMS** across Ontario offer families' fun, camp-inspired programs closer to home, connecting them with a community that shares a common cancer journey.



**VIRTUAL PROGRAMS** combine the best elements of all programs, but are delivered safely online.



# 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

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. Information on the Strava group can be found at [r2nyc.ca](https://r2nyc.ca). Please ensure that your Strava profile is public in order for us to track your rides.

### 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](mailto: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 **#R2TOURCHALLENGE**, **#CampOoch**, and **#CampTrillium**. Remember not to use the backslash when hashtagging!



# FAQ

## 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 July 18, 2021 at 11:59 p.m. EST.

## ARE THERE PRIZES ASSOCIATED WITH THIS EVENT?

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

## HOW CAN I GET INVOLVED IN R2//NYC IN 2022?

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

## WILL THERE BE OTHER EVENTS IN SUPPORT OF CAMP OUCH & CAMP TRILLIUM IN 2022?

As you may have heard, we had hoped to plan a cycling event in the Muskoka region, called R2//CAMP. Due to our schedule for a return to in-person programs this fall and the ongoing public health measures restricting gatherings, this event is being replaced by R2 Day Camp! Our vision is to invite all riders to visit Ooch Muskoka for a destination event, in the form of an afternoon BBQ to be combined with camp activities. This event remains dependent on public health guidelines relating to COVID-19 and gathering limits, with riders responsible for their transportation to and from the camp. We will continue to keep all interested riders up to date as plans evolve.



# 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](mailto: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.**

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 us 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!”**



# R2 // TOUR CHALLENGE

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



