

SEPTEMBER 19-23, 2023

# R2//NYC

WE RIDE FOR CAMPFIRE CIRCLE

## RIDER TOOLKIT



HEALING THROUGH HAPPINESS

R2NYC.CA

Dear Rider,

Thank you for joining us for the 2023 R2//NYC, an epic ride in support of Campfire Circle.

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 or serious illness 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 165 kilometres each and a daily average of 1,800 metres of climbing make for a big ride! **And the 2023 ride will feature a brand new route!**

The 2023 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

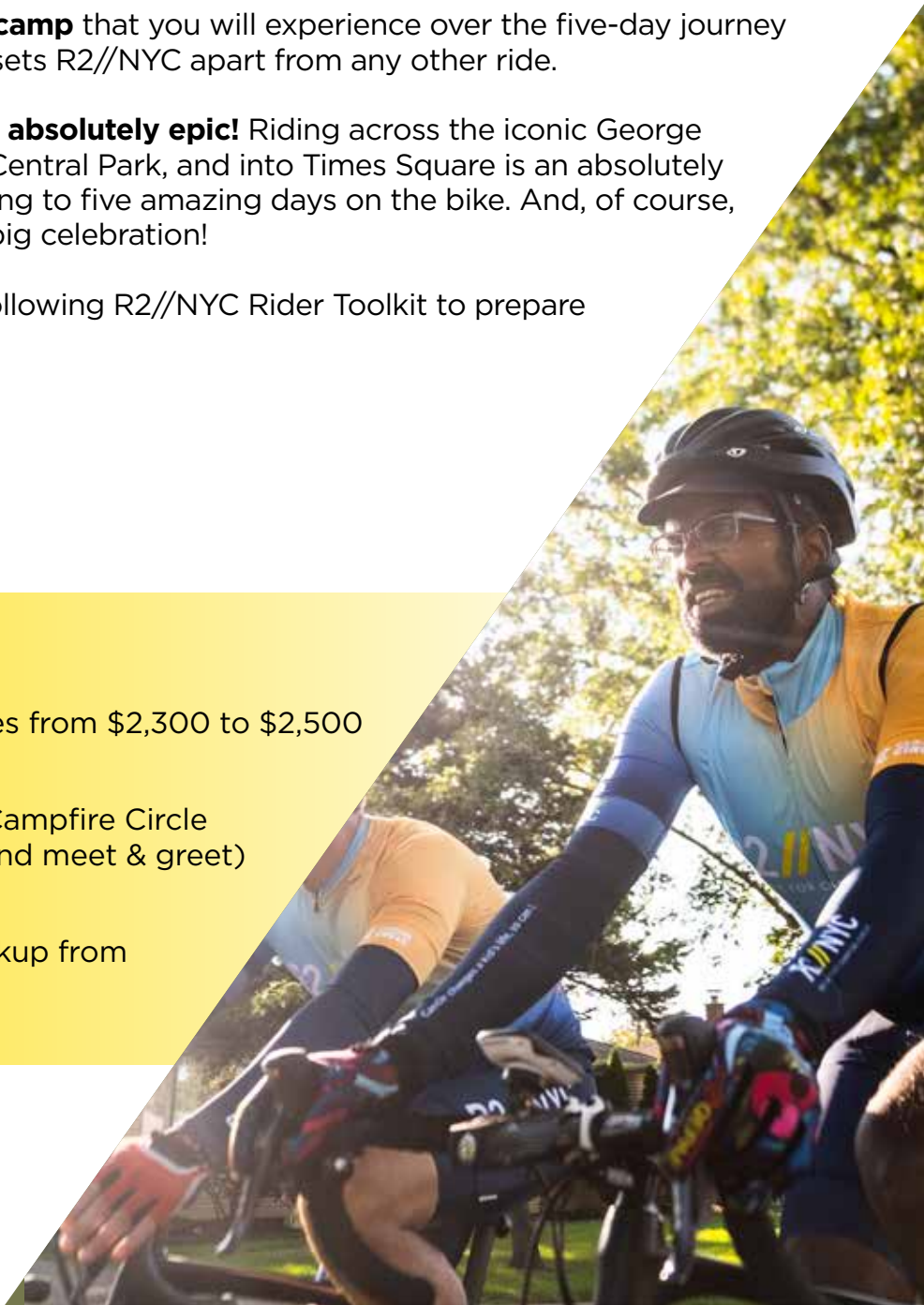
**April 13:** Registration price increases from \$2,300 to \$2,500

**July 10:** Registration closes

**September 18:** Rider reception at Campfire Circle  
Toronto Office (luggage drop-off and meet & greet)

**September 19-23:** R2//NYC 2023

**September 25-October 6:** 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 2023 ride will take an exciting new route to NYC.

**Tuesday, September 19 - Saturday, September 23, 2023**

**850KM+**

**4-6 teams of 10-14 riders per team**

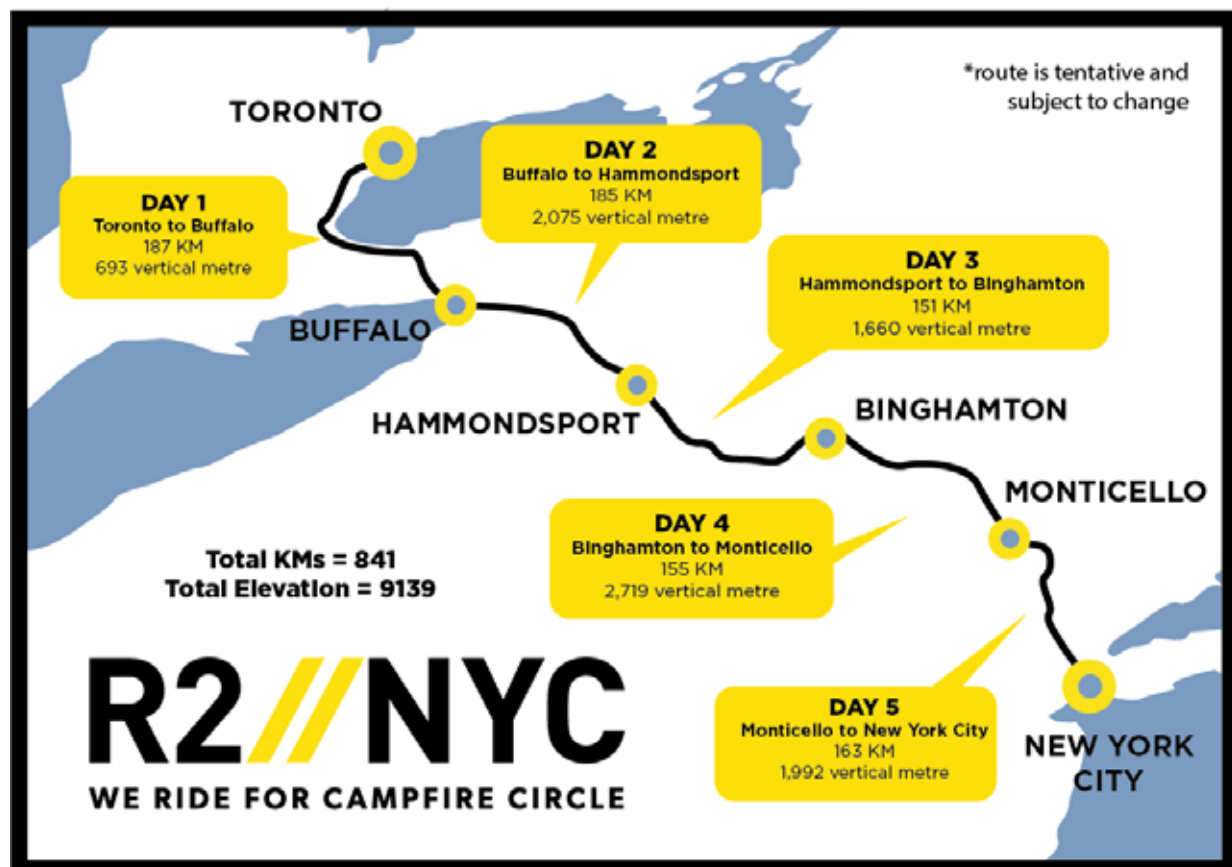
**60 rider spots available**

**Early bird registration fee (before April 13): \$2,300**

**Registration Fee (April 13 - 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 or serious illness, 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 or serious illness the chance to just be kids.



# ONE EPIC IMPACT

In 2022, this epic event returned after two years of the virtual R2//Tour Challenge. Riders were ready to get back on the road and make a massive impact for kids and boy, did they ever. Collectively, due to the dedication of 38 riders, we were able to raise over \$860,000 and provide over 340 weeks of camp programs to kids and families affect by childhood cancer.

WILL YOU  
MAKE THE  
**MAGIC**  
OF CAMP  
POSSIBLE?



**\$500**



1 DAY OF CAMP

**\$1500**



WEEKEND OF CAMP

**\$5000**



2 WEEKS  
OF CAMP

**\$150**



COMMUNITY  
PROGRAMS

**\$300**



IN-HOSPITAL  
PROGRAM

**\$2500**



1 WEEK  
OF CAMP





# HELP HEAL THROUGH HAPPINESS

More than a thousand kids were diagnosed with cancer during the pandemic. This summer, we welcomed back overnight camp with 50% of Campers in active treatment.

The need is greater now than ever in order for us to reach more kids and families.

We need your support to continue to operate our in-hospital programs, creating over 5,600+ experiences for children each year at SickKids, McMaster Children's Hospital and the Children's Hospital at London Health Sciences Centre.

We also use funds to provide community-based programming, such as weekend activities and summer day camps, for more than 300+ children and families in Toronto, Hamilton, London and Ottawa.

## THE MAGIC OF CAMP CHANGES LIVES. AND SO CAN YOU.

A diagnosis of childhood cancer or serious illness changes life in an instant. For kids and families, it suddenly revolves around medical appointments, hospital stays, and long absences from school. There is little room for simple joys like friendship, birthday parties, or sports.

You are helping Campfire Circle deliver camp-inspired programs that bring back joy and laughter. Our programs help kids build self-confidence and resiliency, improve their overall wellbeing, and provide opportunities for friendship and connection with others who share a similar journey.

You and your teammates are members of our circle, helping restore what's been lost to cancer or serious illness, 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



Overnight camps at Rainbow Lake and Muskoka provide week-long and weekend family camp, specialized one-week sessions for teens and bereaved siblings, and kids-only camp.

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



Local, accessible camp-style programs that include the whole family allow kids and families to discover a community of people who share similar experiences right where they live, including Toronto, Hamilton, London, and Ottawa. 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.





# A TYPICAL DAY ON THE RIDE

## 6:30-7:30AM

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

## 6:45-7:45AM

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

## 7:45-8:30AM

- 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
- 1x cycling cap

\* Cycling jacket will be made available for purchase for any interested riders

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

Official 2022 rider kit:





# EVENT LOGISTICS

## THE TEAMS

The 2023 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 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.

**COVID-19 GUIDELINES:** 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 2023.



# 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](mailto: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:

- Friday, September 22
- Saturday, September 23
- Sunday, September 24
- Monday, September 25

To arrange for a single room for NYC or for additional nights' accommodation, please contact [r2nyc@campfirecircle.org](mailto: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 2023 post-ride reception and celebration dinner rates will be confirmed this spring.

For reference, the 2022 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

**Riders are responsible for arranging for their flight, transportation to the airport/home.**

Bikes will be transported by truck back to Toronto and available for pick up September 25 - October 6.

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](mailto:r2nyc@campfirecircle.org).



# EVENT LOGISTICS

## ADDITIONAL INFORMATION YOU WILL BE REQUIRED TO PROVIDE IN ADVANCE:

### 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 19-23). 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.

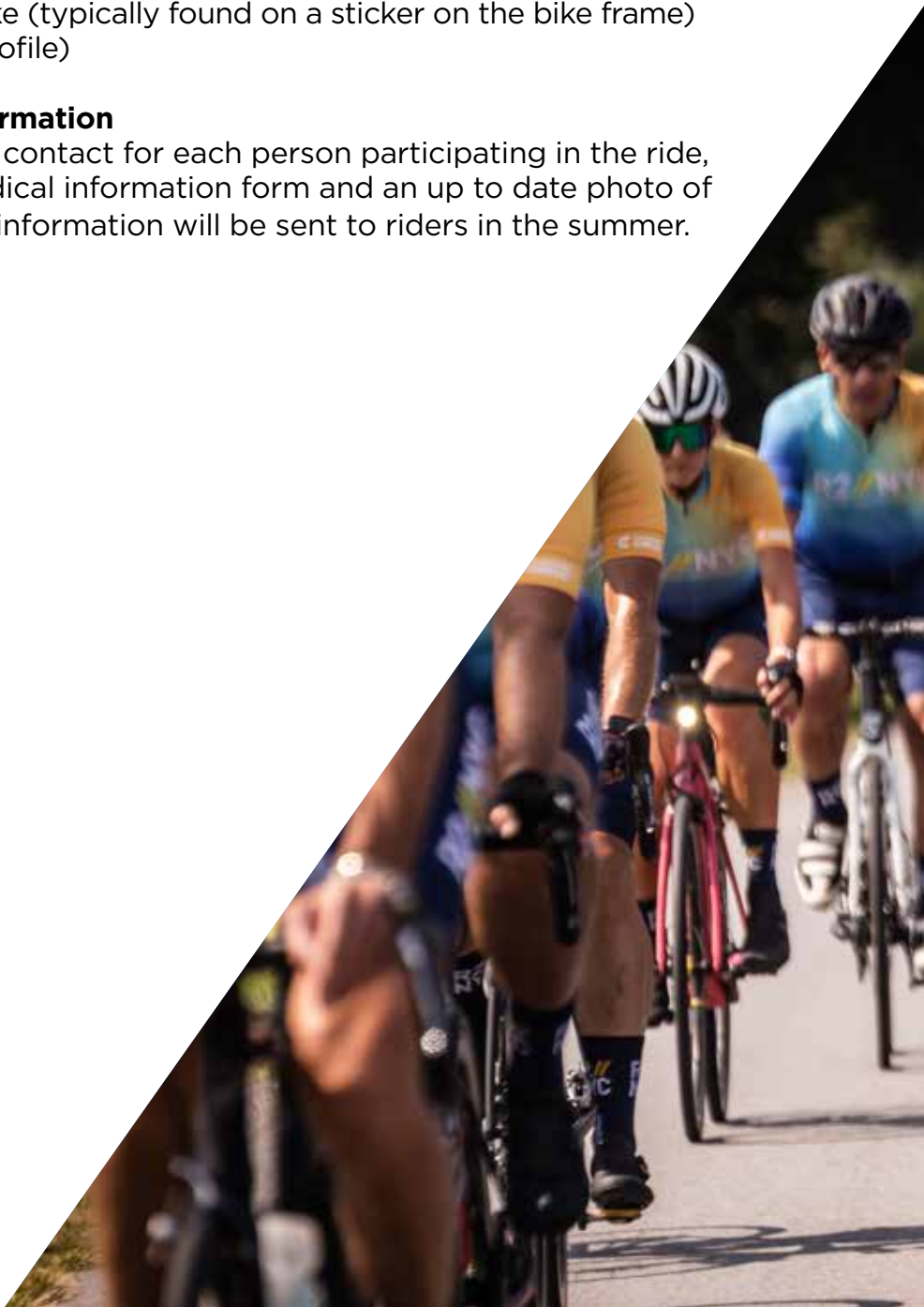
### Bike information

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 and an up to date photo of your passport. The request for this information will be sent to riders in the summer.





# EVENT LOGISTICS

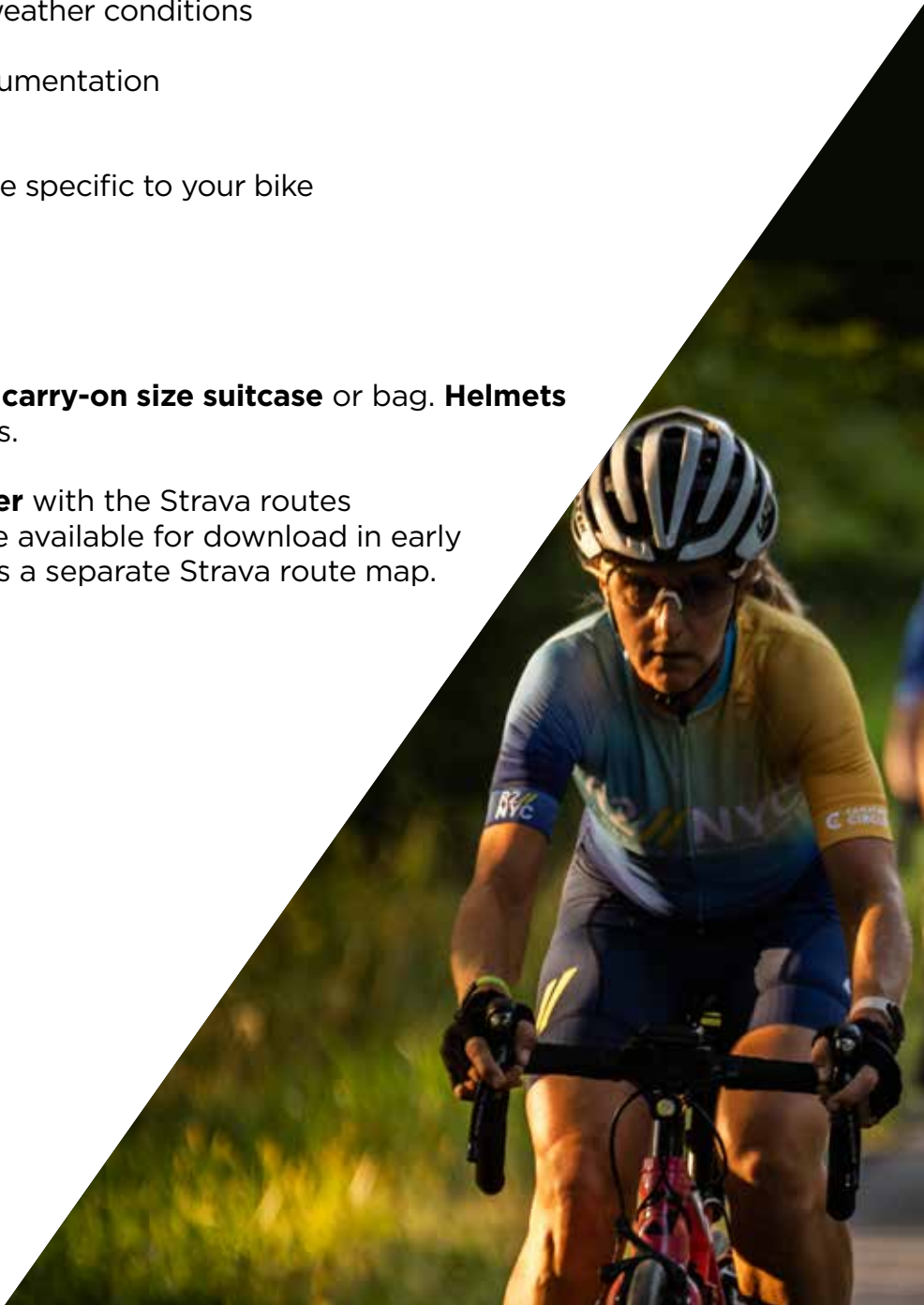
## R2//NYC RIDER PACKING LIST

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
- Bike mechanical parts that are specific to your bike
- Passport
- Chamois cream
- Sunglasses
- Chain Lubricant

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

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.

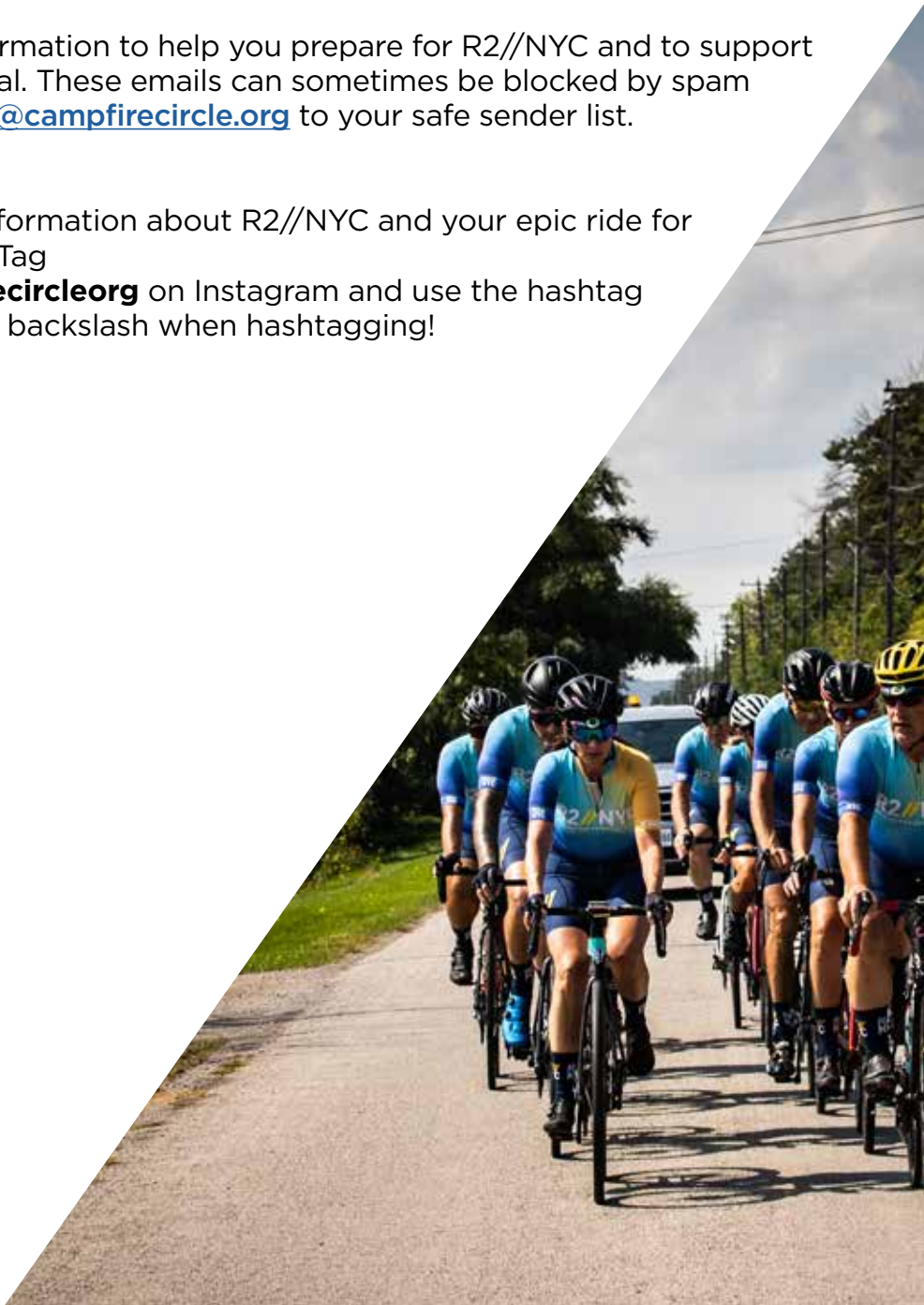
### Email

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](mailto: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** and **@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 or serious illness.



## 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.

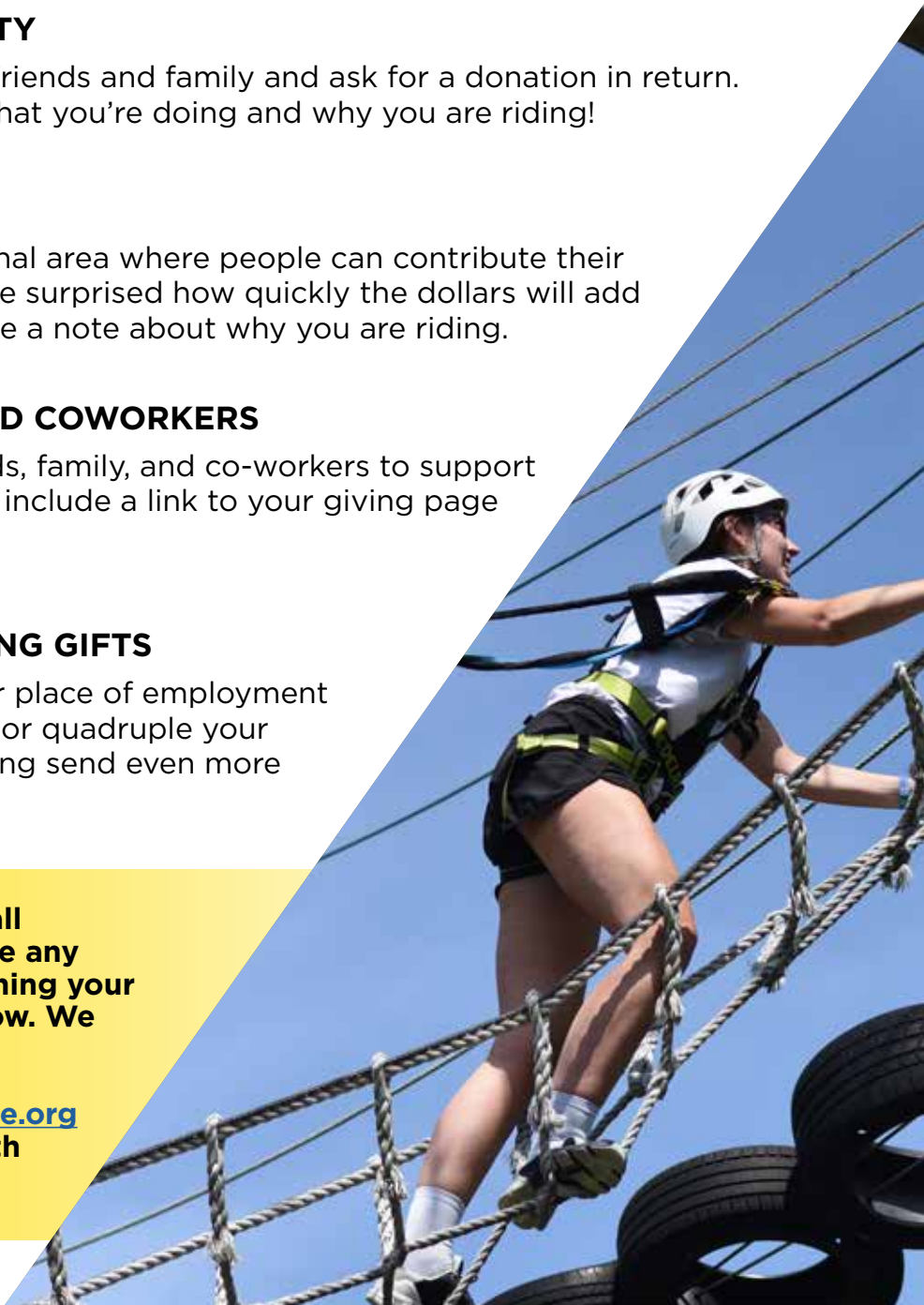


## CORPORATE MATCHING GIFTS

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](mailto: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!"**



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

# **R2//NYC**

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