

Thank you for supporting the
Canadian Cancer Society
Cops for Cancer Tour de Rock



Arriving in Ladysmith, Monday, October 2nd, 2023

September 18, 2023

Dear Ladysmith Business Community Supporter:

On Monday, October 2nd, 2023 the Cops for Cancer Tour de Rock Team will be arriving in Ladysmith. This year Ladysmith is very fortunate to have a rider from the area join the Tour de Rock team.

The Tour de Rock is a two week bicycle journey where a team of police, paramedics, firefighters, media riders peddle 1,200 kilometers from the north end of Vancouver Island to Victoria with stops in 27 communities along the way. There has been fantastic support since the first ride in 1998, with over 27 million dollars raised on Vancouver Island for childhood cancer research.

ALL monies raised by the local committee is to support the Tour de Rock, and their goal to raise funds so that children suffering from cancer have an opportunity to go to Camp Good Times. This summer camp allows children and their family to have a couple of weeks of "normal" life without all the hospital and medical disruption they have to endure in their everyday lives.

Unfortunately, this year, our local volunteer committee has dwindled down to just 4 volunteers, but they believe hugely in what the Tour riders are doing for children. As mentioned above, the very successful "Red Serge Dinner" is still going to happen and we hope that you will be a part of it.

As part of the community fundraising efforts (for this year) we want to continue the "Adopt A Rider" event. This year it will happen at the Red Serge Dinner and rider sponsors will have their picture taken, with the rider they've 'adopted' with a sign identifying your business along with the riders name. The Ladysmith Chamber of Commerce has come on board, on this fundraiser, to help put Ladysmith back on the map as being one of the Tour de Rock best stopovers. Pictures with you (or delegate) and your adopted rider, holding the sign, will be taken and your business will get a copy of the picture to showcase in your business.

We hope that you would love to be part of this great support for children with cancer and the donation to the Cops for Cancer is only \$100.00. What that includes is your picture with your rider holding the sign showing your businesses support AND a ticket to the Red Serge Dinner. We realize it's really short short notice, but we hope that your support will help more and more children get over this terrible stage in their lives. It will also give them and their family and opportunity to get a wee bit of 'being normal and fun' time.

Thank you for your time and consideration of our request for your help and we look forward to your favorable response. If you require more information please feel free to contact me, Kara Olson, at 250-245-2277. Once again thank you!

It truly takes a community to fight cancer -- we do this together so that no family has to fight it alone.



The Ladysmith Tour de Rock volunteers wish to thank the Ladysmith Chamber of Commerce for their support, not just for the "Adopt A Rider" program but for their continued support of the Ladysmith community.

Sincerely and Take Care

Kara Olson

Ladysmith Tour de Rock committee 2023

"A person never stands so tall as when they kneel to help a child."

