



Take Part in the Ride of a Lifetime ...and Hop on in Hope!

Burnaby, BC (August 3, 2010) – A group of very dedicated White Rock Firefighters, known as Shore2Shore, are currently getting ready for the trip of a lifetime, all to raise money for Variety - The Children's Charity. On September 8th, the Shore2Shore team will begin a 2 week trek that will see them bike all the way across Canada, from Halifax, Nova Scotia to White Rock, BC. They have been preparing for the journey for the last year, with a goal to raise \$100,000 for the charity. Shore2Shore has been raising funds by holding a number of community events as well as through online donations. Now there is another way for supporters to get involved – Hop on in Hope! The Shore2Shore team is looking for other cyclists to ride the last leg of the trek with them, a 140km ride from Hope to White Rock.

The Hope to White Rock ride will be on the final day of riding, Tuesday, September 21st. Start time will be 10am and is expected to finish by 4pm. A BBQ celebration in White Rock waits all the cyclists, friends, family and other members of the community. Participants should be experienced cyclists and able to maintain a pace of 25 km an hour. There will be brief stops every hour as well as a police escort the entire way to ensure the safety of all riders.

There are several options to get involved and join the ride. All levels of donors starting at \$1,000, will receive a custom jersey and the opportunity to ride with the team. Donors of \$2,500 and up qualify for the following women's or men's road bike: \$2,500 – **Allez X3/Dolce X3**, \$5,000 – **Allez Sport/Dolce Sport V**, \$7,500 – **Ruby Elite/Roubaix C2**, \$10,000 – **Amira Comp /Tarmac**, \$50,000+ – **Amira/Tarmac SL3 DA**.

Interested cyclists must register by September 6th by contacting Tara Kurtz, Variety Special Events Coordinator at 604.320.0505 or tara.kurtz@variety.bc.ca. All proceeds go directly to Variety – The Children's Charity. Visit www.variety.bc.ca for more information. The ride from Hope is supported by Specialized and Peninsula Cycles in White Rock.

Variety - The Children's Charity raises funds and distributes grants throughout British Columbia to inspire hope, enrich lives and build a better future for children who have special needs. Since 1965, Variety has raised over \$155 million for children and families in the province.

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Variety – The Children's Charity

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