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Northern  
Cancer Fund



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## **Caribou Charity Ride, presented by Fresh Air, Celebrates New Look and New Route Length**

Thunder Bay, ON – It's been taking place since the Fall of 2009, and in that time organizers of the Caribou Charity Ride, presented by Fresh Air have made it one of Northwestern Ontario's premiere cycling events. Knowing they wished to continue to host the event, they were also aware that it needed some changes to ensure its ongoing success.

This morning, the Ride committee unveiled a brand new look for the 2015 Caribou Charity Ride, presented by Fresh Air, that brings together the funky and fun vibe of the event, along with the look of the Northern Cancer Fund, where Ride proceeds are directed.

"We really wanted to take this Ride to the next level and keep it spinning," said Organizing Committee Member John Sims. "I think this new look shows the community we are dedicated to this event and we see the growth it can have. It was important to us that the new look follow some of the elements of the Northern Cancer Fund brand, because all the proceeds of this event have always supported our local cancer centre, and will continue to do so. Part of our mandate is to help our riders understand exactly how their donations are making a difference to cancer patients and families in our community."

Since 2009, the Caribou Charity Ride, presented by Fresh Air, has raised \$190,000, which has directly funded cancer care equipment in Thunder Bay, such as the newly-installed Cyclotron, Linear Accelerators (for radiation therapy), and chemotherapy chairs and equipment in 14 sites across the region.



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“The Ride’s contributions to our cancer program are significant,” said Andrea Docherty, Program Director, Regional Cancer Care Northwest. “We’re very grateful for the ongoing support of the committee, participants, and sponsors that make this Ride a priority and who recognize the importance of having exceptional cancer care equipment in Northwestern Ontario.”

Organizers were happy to announce that, this year, they’ve added a new, 75 km route option to the existing route options of 50 km and 100 km. “We’re really excited about the 75 km option,” said Sims. “It’s going to be a challenging ride for those who want to up their game from the 50 km route.”

Registration is now open for the 2015 event, which takes place on Sunday, September 13. All routes begin at the Best Western Nor’Wester Hotel and Conference Centre on Highway 61 and then take to the hills of the surrounding Oliver Paipoonge Township. Following the Ride, cyclists return to the hotel to enjoy a well-deserved post-ride lunch.

Those interested in signing up for this year’s Caribou Charity Ride, presented by Fresh Air, should visit [cariboucharityride.com](http://cariboucharityride.com). Registration is \$75 and includes a \$25 gift certificate to the Caribou Restaurant and Wine Bar if signed up prior to August 15.

“The Ride is very inclusive and I invite everyone, regardless of their cycling ability, to join us in September,” said Sims. “It’s a great way to meet some new friends, enjoy a beautiful bike ride through some of the most magnificent scenery in our area, and raise funds for our cancer centre.”

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