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The Toronto People With AIDS Foundation's Annual Fundraisers

**1 DAY • 108 KM**  
**TORONTO TO**  
**PORT HOPE**  
July 24, 2016

**6 DAYS • 600 KM**  
**TORONTO TO**  
**MONTREAL**  
July 24 - 29, 2016



**F4LBR18 News - July 14, 2016**



## The Final Fundraising Push

In the final week before Departure Day take a moment to think about the tremendous fundraising effort you have made to get to this point and what you can still do in the next few days.



A little extra effort this week will make a big difference in this year's Bike Rally.

- Who haven't you asked, and who can you ask again?
- Are you using social media creatively and often? If Facebook is saturated, have you tried LinkedIn, Pinterest, or Instagram?
- Can you quickly organize a bake sale, a garage sale, or a car wash?
- Have you looked into gift matching at work?
- Could you ask someone in your network to share your link with their network?
- Have you thanked your donors in a special way - with a photo, a phone call, or a handwritten note?

The Bike Rally community is a mighty one and when we all pull together in our fundraising, we can accomplish great things! Let's make this final week of fundraising an historic one.

## Put the "FUN" in Fundraising

### Reach Top Fundraiser status

A few more Participants have reached Top Fundraiser status in the past week and there are many of you that are very close!

6-Day Riders who raise over \$6,000 and Crew who raise over \$1,000 will become a Top Fundraisers for the 2016 Bike Rally and receive an amazing Top Fundraiser 2016 Jersey to wear on Day 4 of the Bike Rally.



Use these last remaining weeks to push your fundraising to the max! We're aiming for this year to be another record-breaking year for the most number of Top Fundraisers.

## Get Bike Rally Ready

### Bike Rally's got talent

You've got talent - here's your chance to show it off. Come as a group or come alone. The "famous" talent show is back - this year on Day 2 of the Bike Rally.



Before getting on stage though, you'll have to register. Space is limited so act quickly! The deadline to sign-up is Tuesday, July 19.

Send us your name and performer/group name along with an email and/or a phone number that you'll have with you during the week of the Rally. If your talent involves music, you must provide your music on a USB stick or smart phone.

Get ready to enjoy your five minutes of fame!

[Sign up today >](#)

### Social Media during the Bike Rally

Help increase the Bike Rally's presence in the lead-up and during the week of the Ride on Facebook, Twitter, and Instagram.



- Follow us on Facebook (the [official Facebook page](#) and the [Participant-created Facebook group](#))
- Follow us on [Twitter](#) and [Instagram](#)
- Use the **#F4LBR** hashtag in your posts, tweets, and selfies so others can find them easily
- Take pictures during training rides, fundraising events, and team socials and post them with the **#F4LBR** hashtag

All posts that use the #F4LBR hashtag will be aggregated on [Storify](#) and will join the hundreds of other posts from other Participants - making for a nice collection of stories and experiences to share across the internet!

## New to the Bike Rally? Tips for Success

### Daily Cogs

Beginning next week, the Bike Rally Daily Cogs will begin. These short bulletins are issued each evening and provide highlights of that day on the Bike Rally as well as important information about the next day's activities.

Be sure to read the Daily Cogs each evening. If you're going offline for the week and don't plan on checking your email, not to worry. Any important updates will be given during morning and evening announcements!

### Cool Down week

After the last of the Training Rides this weekend, we recommend you do not do any hard riding during the week before Departure Day. Allow your body to rest in preparation for the work ahead.

Resting does NOT mean lying on the couch. A couple of 30-90 minutes rides at high cadence at low effort will help keep your legs loose!

## Bike Rally Bits and Bobs

### Light up the Night

## A packing reminder!

Let your inner spark shine by lighting the night.

When you're packing for your week adventure, don't forget to pack glow in the dark tape, glow sticks and other decorations to decorate your tent or put up an art installation at camp on Day 5. Just make sure you use safe lighting and be mindful of fire hazards. (Open fires are not part of the decoration.)



Prizes for the three most creative art decos will be awarded during morning announcements on Day 6.

## Mark your calendar!

Bookmark the [Bike Rally Calendar](#) to keep up-to-date with the events leading up to Bike Rally 18.

- Just one weekend of Training Rides left!
- Saturday, July 23: Packing Day - Monsignor Fraser College, Isabella Campus, 146 Isabella Street, Toronto
- Sunday, July 24: Departure Day - Allan Gardens, Carlton and Sherbourne Streets, Toronto

## PWA Fast Fact

Did you know? ... PWA was the first AIDS Service Organization to offer financial assistance to supplement medical and complementary therapy costs.

**Bike Rally Statistics** (July 13, 2016)

**1-Day Riders:** 39; **6-Day Riders:** 174; **Crew:** 86;

**Raised:** \$669,000

[Register >](#)

[Pledge >](#)

On July 24, 2016, more than 400 Riders and Crew will embark on either a 1-day, 108 km journey from Toronto to Port Hope or a 6-day, 600 km journey from Toronto to Montréal, both in support of people living with HIV/AIDS. PWA's Friends For Life Bike Rally is the sustaining fundraiser of the

Toronto People With AIDS Foundation. The experience of the Bike Rally promises to have a profound impact on the lives of every participant.



[PWA's Friends For Life Bike Rally](#)

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Try it FREE today.

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