



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

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

The Toronto People With AIDS Foundation's Annual Fundraisers

1st Year Rider Jersey Contest! - November 30, 2015



## Raise \$400 and receive last year's Jersey!!!

From December 1st until December 31st!

### ALL FIRST YEAR RIDERS...

First of all, welcome to PWA's Friends for Life Bike Rally! By registering to ride in 2016, you've chosen to embark on what we know will be an incredible journey. As the Fundraising Committee Co-Leads for Bike Rally 18, we are here to help as we work toward our common goal of raising as much money as we can for the Toronto People with AIDS Foundation.

To that end, today we're announcing a special

fundraising incentive designed exclusively for you, first year riders:

***EVERY ONE OF YOU WHO RAISES \$400.00 BETWEEN WORLD AIDS DAY/GIVING TUESDAY (DECEMBER 1<sup>ST</sup>) AND NEW YEAR'S EVE (DECEMBER 31<sup>ST</sup>) WILL RECEIVE A BIKE RALLY 17 (2015) DAY-1 CYCLING JERSEY.***

We hope this incentive will spur you to reach out to you family, friends, co-workers, associates, and anyone else within your circle of acquaintances during this season of fellowship and giving and ask them to support your remarkable commitment to PWA. Kick starting your fundraising early will create momentum



to encourage others to give, provide much-needed funds for PWA that they can use immediately, and help you achieve your fundraising goal sooner!

**World AIDS Day** is held on December 1<sup>st</sup> each year and is an opportunity for people worldwide to unite in the fight against HIV/AIDS, to show their support for people living with HIV, and to commemorate friends, family and loved ones who have died from HIV/AIDS. World AIDS Day was the first-ever global health day, held for the first time in 1988.

**GivingTuesday** is the kick off to the holiday giving season and serves as an antidote to the mass consumerism of Black Friday and Cyber Monday. It encourages giving and celebrates the spirit and commitment of all those who donate to and volunteer for meaningful charitable causes.

This year **World AIDS Day** and **GivingTuesday** take place on the same day, a day we think will be an auspicious one on which to start your **Bike Rally Fundraising**. If you need advice or assistance as you get going on this key part of your fantastic journey, drop us a line at [fundraising@bikerally.org](mailto:fundraising@bikerally.org) - we are here to help. And remember, if you reach the \$400.00 goal by the end of December, you'll have a shiny new Bike Rally jersey to wear for your first Training Ride next Spring.

Best of luck to all of you, and don't hesitate to contact us if we can be of assistance.

Dempsey Cruz  
Fundraising Committee Co-Lead

Ted Robinson  
Fundraising Committee Co-Lead

[Sign up >](#)

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](#)**

Toronto People With AIDS Foundation  
200 Gerrard St. E, 2nd floor  
Toronto ON M5A 2E6



416-506-1400 ext. 238  
[bikerally@bikerally.org](mailto:bikerally@bikerally.org)

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Try it FREE today.

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