



12 HOUR TEAM CYCLING EVENT
 RAISING FUNDS FOR CHILDHOOD CANCER RESEARCH
HELD AT SYDNEY'S ICONIC
 MOTORSPORT PARK, EASTERN CREEK

*THIS EVENT WILL BE THE ULTIMATE TEST
 OF PHYSICAL ENDURANCE,
 MENTAL TOUGHNESS AND TEAM STRATEGY.*

Teams of six will take on the 4.5km Brabham Circuit, completing as many kms as possible within 12 hours. In true MotoGP style, the pitlane will be fully equipped with everything you need to get you through.

By enduring one day of physical challenge (and maybe a little pain along the way) you will be raising vital funds to help Children's Cancer Institute Australia (CCIA) improve the prognosis for kids with cancer, kids who experience too many days fighting the challenges this brings. Whether you're a weekday commuter or a weekend cyclist this event is for you.

To secure your team a place in this event, complete the attached expression of interest form or alternatively online at www.endureforacure.gofundraise.com.au

*CYCLING FOR 12 HOURS,
 SURE IT SOUNDS CHALLENGING,
 BUT SO IS EVERY DAY FOR A CHILD
 GOING THROUGH CHEMO*



MOTORSPORT PARK EASTERN CREEK

EVENT DETAILS

- WHEN:** Friday 4th April 2014
- TIME:** 7:00am – 7:00pm
- WHERE:** Sydney Motor Sport Park - Eastern Creek
- DISTANCE:** How many KMs can you do in 12 hours?
- WHY:** So that, together, we can cure kids cancer

EVENT COST

- RIDER FEE:** \$150.00
 (Early bird registrations will receive a free event t-shirt)
- TEAM SIZE:** 6
- FUNDRAISING TARGET:** \$6,000 per team



CHILDREN'S CANCER
 INSTITUTE AUSTRALIA

COULD YOU ENDURE 12 HOURS?

ABOUT CHILDREN'S CANCER INSTITUTE AUSTRALIA

Children's Cancer Institute Australia (CCIA) was founded more than three decades ago by two passionate fathers. They each had a child diagnosed with leukaemia and knew not enough was being done to fight this deadly disease. At that time, of the hundreds of children diagnosed with cancer barely half were being cured with the treatments available.

CCIA is the only independent medical research institute focused on finding cures and improving treatments for childhood cancer in Australia. Our work is even more important because childhood cancer has different causes to adult cancer and occurs in different forms to adult cancers. In addition, large pharmaceutical companies focus their research on drug discoveries for the larger adult cancer market with no investment in research of childhood cancers.

Today CCIA is internationally recognised as a leader in childhood cancer research, in particular as a global leader in "translational research" which means our discoveries at the bench are taken to the bedside of paediatric oncology units as quickly as possible.

But even though there have been great advances in survival rates, there are still too many children suffering with this terrible disease, with your help we really can change that – **we don't need a miracle, just the funds to make it happen.**

OUR FUNDRAISING GOALS

Hearing the words "your child has cancer" is something no parent should ever have to hear. With your commitment, Endure for a Cure 12 hour bike ride aims to raise funds to expand CCIA's research into finding cures and improving treatments for children with cancer.

I will never forget the moment when the doctor walked in the room and said Luciano had neuroblastoma. The only things I remember in his explanation were the words "tumour" and "cancer". I was told his chances of survival were 50%



We are still waiting for the five-year mark when Tilly will be classified as cured. Every day I wake up and I can't wait for it to come, and it is still two years away."



HOW YOUR FUNDRAISING HELPS:

Every single dollar raised will make a significant difference by helping to fund our life saving research, examples of the difference your funds will make:

\$130 _____
will cover the cost of testing one child's risk of relapse with leukaemia so their treatment can be tailored accordingly.

\$500 _____
will provide six months' supply of antibody to detect abnormal proteins in tumours to help us discover potential new drugs.

\$2,600 _____
will cover all costs in the development of the initial Minimal Residual Disease (MRD) test for one child with acute lymphoblastic leukemia.

\$10,000 _____
will provide a high powered microscope to visualise the effects of drug treatment on cancer cells.



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HOW TO FUNDRAISE

The full website will go live for registrations in mid-September, once you have registered to participate in the 2014 Endure for a Cure, a fundraising page will automatically be set up for you using the Gofundraise platform. You will then receive an email with your unique URL and all that's left to do is send an email to all your family, friends & colleagues to ask for support.

For those of you who are new to online fundraising, online fundraising enables you to communicate directly with your social network and promote your participation in Endure for a Cure.

It really is that simple! Donations are processed through a secure payment gateway and receipts are automatically emailed to donors. Children's Cancer Institute Australia then receives funds from GoFundraise directly.

ON YOUR FUNDRAISING PAGE YOU CAN:

- Upload photos, video, start a blog even connect to Facebook
- Email your friends, family, and colleagues to ask for their support
- People can make secure payments and leave messages of support
- Donations are tallied and displayed on your page for everyone to see.

EXPRESSION OF INTEREST FORM

To secure your team a spot in the 2014 Endure for a Cure, please complete the below fields and return together with your payment details to **bdoney@ccia.org.au** or **CCIA C/- Briony Doney PO Box 81, Randwick NSW 2031**

FULL NAME _____

MOBILE _____ EMAIL _____

TEAM NAME _____ TEAM CAPTAIN _____

PAYMENT OPTIONS

A deposit of \$300 is required to secure your team a place in the 2014 Endure of a Cure. These funds will be held and refunded upon full registration and payment of team rider fees or it can be put towards the costs of a team kit.

CREDIT CARD:

Card Holder Name: _____ Card Number: _____

Expiry: _____ / _____ CW: _____ Card Type: VISA Mastercard

Amount: **\$300.00** Signature: _____ Date: _____

ELECTRONIC FUNDS TRANSFER:

Account Name: **Children's Cancer Institute Australia**

BSB: **332-051** Account No: **553008053** Amount: **\$300.00**

Reference Code (your team name): _____

Signature: _____ Date: _____

CHEQUE:

Please make your cheque for the amount of \$300.00 to **Children's Cancer Institute Australia** and send to: *Briony Doney, CCIA, PO Box 81 Randwick NSW 2031* together with this form.



CHILDREN'S CANCER
INSTITUTE AUSTRALIA

COULD YOU ENDURE **12 HOURS?**