

VANCOUVER ISLAND WESTCOAST MOTORCYCLE RIDE TO LIVE

SUNDAY, SEPTEMBER 12, 2021
WWW.VIRIDETOLIVE.COM



PRIZING OPPORTUNITY

About the Ride

Since 2010, the Westcoast Motorcycle Ride to Live has brought thousands of riders from across the Island together for one common purpose; to raise awareness and funds for prostate cancer.

Our riders make up a group of people who have lost someone to prostate cancer, who have received a diagnosis themselves, or who have survived it. The Westcoast Motorcycle Ride to Live is committed to holding this event each year to honour everyone who has been impacted by this disease. Funds raised through this event directly support programs and services offered through Island Prostate Centre; serving men and families facing prostate cancer, right here on Vancouver Island.

The Westcoast Motorcycle Ride to Live on Vancouver Island has adapted to proceed in a new and safe format since the COVID-19 pandemic began in 2020. Instead of bringing riders together for opening / closing ceremonies, riders are encouraged to head out individually on event day and complete a beautiful route we have planned, stretching across scenic Vancouver Island.

Why Prostate Cancer?

- 1 in 9 men will be diagnosed in their lifetime
- Cancer is the number one threat to men
- It is treatable if caught early - **Early detection is the key!**

Prize Donation: *How can you help?*

Donating a prize to the Westcoast Motorcycle Ride to Live helps us to attract participants and celebrate the individuals who raise funds for Island Prostate Centre. Prize donations are used in a multitude of ways. They can be used to reward individuals who raise additional funds for Island Prostate Centre. They are also used for prize draws which generate extra excitement during closing ceremonies as well as raise additional funds for Island Prostate Centre.

How will we help you?

Your prize donation will be used to increase participation and fundraising. This is done using social media posts and advertisements that will mention and tag your company. We will ensure that our participants appreciate you and your involvement just as much as we do!

Questions? Contact Island Prostate Centre
P: 250-388-0214 | E: coordinator@islandprostatecentre.com

