

RIDE GUIDE 2019

Saturday 26 &
Sunday 27 October




cancer
200
RIDE FOR RESEARCH

cancer200.org.au

WELCOME

Hello fellow rider,

Welcome to the MACA Cancer 200.

A big shout out to all our veterans returning for a second, third or even eighth ride. It's good to have you back. And warm greetings to our first time riders. I'm so happy to welcome you to the friendliest ride in the southern hemisphere.

The Ride gets under your skin. Those of us who have done it before look forward to it every year. It's truly life-changing.

As Director of the Perkins I am deeply humbled and most appreciative of your incredible fundraising efforts. Thanks to you, this is the biggest fundraising bike ride in Australia. All funds raised stay right here in WA to help find kinder and more effective treatments and breakthrough discoveries to treat and beat cancer.

I want to make special mention of our phenomenal major sponsor, MACA. This organisation's commitment to the Ride has been crucial in supporting and growing the event. With MACA backing us, and with you by our side, we can do so much more to rid the world of the cancers that rob us of our loved ones.

You are beating cancer, thank you!

See you on the ride,



Professor Peter Leedman

Director, Doctor, Researcher, 8 x Rider



YOUR RIDE GUIDE

This MACA Cancer 200 Ride Guide includes lots of useful information to get you ready for your ride. Inside this handy booklet you'll find:

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MORE RESOURCES

Perkins training rides

Held in the lead up to the event, in different locations, the training rides give you a chance to catch up with teammates, meet new faces, and train to increase your fitness for the big ride.

Fundraising masterclasses

Hear from fellow riders who've successfully reached their targets in record time. This is a chance to share ideas and learn from each other.

Preparation workshops

Let the experts teach you how to get ready for the MACA Cancer 200.

Information sessions

We can come to your workplace or community group and hold an information session to help you grow your team and learn more about what you can expect from the ride.

WHY I RIDE



“This is my inspiration for riding – her name is Carol.

My friend Carol is the reason I ride. She was diagnosed with breast cancer in 2014. A double-mastectomy and countless research trials later, she's still with us.

Without those trials, I'm not sure she'd be here. It's giving her a chance – and giving researchers a chance to see through their research.

Without the money we raise, that research could **just have to stop.**

Thanks to you, they can direct funds towards that research to see where it can lead – a breakthrough, a success story, or be able to rule something out. Maybe it will even be something that helps my beautiful friend Carol.

She's been able to see her son get married, her daughter graduate. And she continues to inspire all of us who ride in our team.

We ride so that she will be here to see the next milestone in her kids' lives. And so that she will be there as my friend for the rest of my life.

Thank you for joining me, and, hopefully, Carol – on the ride this year. I can't wait to see you out there in October, and if you do see me or Carol, please say hi.”

Leanne

TRAINING AND PREPARATION ADVICE



Get on the bike

You may already be a keen cyclist, or this may be the very first time you've been brave enough to don the lycra (it's not compulsory)! Wherever you start from, use a slow but steady approach and aim to gradually increase your intensity and distance in the lead up to the ride.



Saddle up

The correct set up of your bike and the position you are in when you ride can have a major bearing on your riding comfort and efficiency. Ask your local bike shop to help you set up your bike in the correct position for you.



Listen to your body

During your training, rest days are just as necessary as the days when you push yourself. Your muscles need time to regenerate and repair. If you have pain, consider seeing a medical professional before continuing your training regime.



Mix it up

Alternate your cycling with other exercise such as swimming, weights training, yoga, Pilates, or HITT workouts. It's a great way to strengthen your whole body. Dogs are also great personal trainers!



Stretch

Stretching before and after your exercise is important in helping your body gain strength and recover with each training session.



Watch your mailbox

Keep an eye out – a training guide will be coming your way soon, as well as an invitation to Ride preparation sessions.

10 WAYS TO RAISE \$2500

We've canvassed some of our previous riders to ask for ways you can reach your fundraising goals.

Here are their ten top tips to reach \$2,500.



1. **DONATE TO YOURSELF**

Self-donations prompt others to give. It's a fact!



2. **GET PERSONAL**

We have all been touched by cancer in some way. Share your personal reasons for riding on your online Ride page.



3. **ASK FOR HELP**

Reach out to your friends, family, colleagues and networks and ask them to support you.



4. **HOST A MOVIE NIGHT**

Pick a classic, put up a screen in the backyard - instant outdoor cinema!



5. **HOST A QUIZ NIGHT**

Everyone loves a quiz night and it can help you reach your fundraising total very quickly.



6. **HOLD A RAFFLE**

Get a prize donated and ask your colleagues and friends to buy tickets.



7. **SET UP A BAD HABITS JAR**

You'd be surprised just how quickly it will fill up!



8. **BAKE UP A STORM**

Hold a cake stall (or two!) at work. Remember to advertise in advance.



9. **FEED YOUR FRIENDS**

Provide lunch or high tea for friends or colleagues in exchange for a donation.



10. **FREE DRESS DAY**

Ask your colleagues to make a donation to wear whatever you like to work. We take no responsibility for poor fashion choices!

THE PERKINS



The Harry Perkins Institute of Medical Research is not just a building.

It's a belief. A belief that when you put world-class scientists and researchers together in a world-class facility, amazing things happen.

Since 1998, the Perkins has focused on helping the community in which we live while solving global health problems. It's where a close-knit team of more than 200 researchers share ideas and discoveries to defeat the major diseases that impact our community and rob us of our loved ones.

We passionately believe that outstanding medical research right here in Perth, powered by incredible supporters like you, can accelerate medical breakthroughs globally.

11 of the 21 labs at the Perkins are dedicated to discovering kinder treatments and definitive answers to the cancers that rob us of our loved ones.

Our labs are funded by people just like you. We all need to be committed to helping fund better outcomes for cancer sufferers and by supporting more research together we can plan for a cancer-free future.



HARRY PERKINS INSTITUTE
OF MEDICAL RESEARCH

perkins.org.au



Meet Rider and Woodside Fellow Professor Ruth Ganss

There is no doubt cancer has become an alarming epidemic in our community, which is why researchers like Ruth Ganss remain dedicated to helping find better outcomes for cancer sufferers.

Her work into the normalisation of cancer blood vessels is showing promising results, leading to the more effective targeting of tumours in cancers like brain, lung and pancreas.



Meet Rider and Perkins Director Professor Peter Leedman

The Laboratory for Cancer Medicine team, headed up by Peter Leedman is driving a program of research that aims to discover new ways of treating cancer.

The initial focus was on hormone dependent cancers, such as breast and prostate, but in recent years has expanded to include other cancers which may be associated with a poor prognosis - liver, colon, melanoma and head and neck.



Meet Perkins Laboratory Head Professor Alastair Forrest

Professor Forrest's research focuses on using cutting-edge genomic techniques, in particular next generation DNA sequencing and computational approaches (bioinformatics) to understand how cells work at a system level.

By dividing a cancer cell into its parts, we can begin to create a cellular atlas of tumours to assist in developing deeply personalised and precision treatments.

YOUR EVENT WEEKEND GUIDE

What can you expect from the friendliest ride in WA?

A weekend on the open road, shared stories, cheering crowds, awesome camaraderie, an evening of celebrations, a few tears and a bit of cycling!

EVENT WEEK

With the excitement (or butterflies) building, event week will include picking up your event pack, which includes your personalised bike plates. You can also drop your bike off at the start line the night before the ride, or you can just roll on in with it on Saturday morning.

START

After a powerful opening ceremony that celebrates those we love and have lost, we hit the road, heading off in waves. It's an early start, we'll confirm exact times a few months before the big day.

Look out for the Yellow Flags, each flag represents a cancer survivor. We are honoured to ride alongside them.

ON THE ROAD

Rest stops

Along the route there are numerous rest stops around every 20km. Here you can refuel with free food and drinks, have a little rest, take a toilet break or access medical support if you need it.

Mobile bike mechanics

There will be bike mechanics along the route should you get a flat. They will be able to assist you with minor repairs. They carry puncture kits, but we recommend bringing along your own spare inner tube.

ON THE ROAD

Sweep vehicle

There are sweep vehicles along the route to ensure you get to camp in Mandurah and back to Perth safely. They can offer assistance if you have a problem, or take you to the nearest rest stop if needed.

Crew

The MACA Cancer 200 would not happen without the hundreds of volunteers who form the Event Crew. They will be there to help you out from start to finish, and along the way. They'll be the ones cheering you on – make sure you cheer them back!

First aid

There will be first aid staff available throughout the event. We're all about keeping you safe and stress free.

OVERNIGHT CAMP

Day 1 ends at the Weekend Camp in Mandurah. At camp you'll find food (including dinner), entertainment, showers, toilets and your accommodation. Your tent will be provided and set up for you, but don't forget your sleeping bag!

As daylight breaks you can grab a hearty breakfast before hitting the road back to Perth.

FINISH

After an incredible two days, you get to ride back into Perth and cross that finish line at Optus Stadium. What an achievement!

Everyone is welcome, there will be plenty of activities and entertainment. So get the family or crew there to watch you as you ride across the finish line, arms in the air and smile on your dial!

You've cycled 200km in 2 days and raised \$2,500 to fund vital cancer research. **This is beating cancer!**

THANK YOU TO OUR INCREDIBLE SPONSORS

TITLE SPONSOR



EVENT PARTNER



APPAREL PARTNER

Pedal Mafia

Let's stay in touch

T 08 6151 0762
E ride@perkins.org.au
cancer200.org.au



@cancer200ride