

RIDE GUIDE

WELCOME
TO THE RIDE
2020!



maca cancer**200**
2020 CHALLENGE

Sat 10 & Sun 11 October 2020

cancer200.org.au



8 YEARS AND COUNTING

THANK YOU!

Welcome to the MACA Cancer 200 Challenge!

What can I say? It's been a tough year.

Last year we shook up the Ride. We rebranded, moved the starting line to Optus Stadium and made a commitment to you, our amazing riders, to make your experience lifechanging.

This year, I would like nothing more than to be lining up beside you all – shoulder to shoulder – but it simply isn't possible this year. Instead, we are providing a safe alternative that will still see us on the roads together but with social distancing.

Each year, I'm blown away with the deep emotional connection you have for the event. Last year, at the end of the first day, a rider I hadn't yet met came up to me and gave me a big (sweaty) hug and said I'm so proud to be part of the Perkins family. That's what the Ride has become. A big, friendly family reunion of people with a shared history. People who have been touched by cancer and are committed to doing something profound to beat it.

Next year's Ride is our tenth and the consensus from our previous riders was we must complete 200km in 2020 so we can push on and celebrate together in 2021. And I agree!

I want to make special mention of our phenomenal title sponsor, MACA. Over time, MACA has raised over \$10M for the Ride. 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.

Welcome to the family and see you on the ride!

Professor Peter Leedman

Director, Doctor, Researcher, 9x Rider



2012



2013



2014



2015



2016



2017



2018



2019

AND THE BEST IS
YET TO COME...

LET'S DO THIS.
WELCOME TO
YEAR 9, RIDERS!

WHY I'M RIDING

DAWN RUSSELL

“Raise your right hand if you or someone you know has had a brush with cancer.”



I'd never really given cancer, and cancer treatment specifically, much thought. I had absolutely no concept of how debilitating, challenging and extremely unpleasant cancer treatment is... until I was diagnosed.

Reading about cancer treatment in magazines... hearing about cancer treatment from friends who'd been through it - nothing, absolutely nothing, prepared me for experiencing cancer treatment myself.

We **can't know** what it's like, until we **feel** what it's like. It's a feeling I never want to experience again. It's a feeling I wish I could save everyone from ever having to experience. And that's why I keep joining the Ride each year.

200km of a bit of pain and discomfort is NOTHING compared to the journey called “cancer treatment.” I ride to improve treatment for cancer patients - to make that journey less painful.

Dawn Russell

Dawn has ridden in 2012, 2013, 2015, 2016, 2017, 2018 and 2019

KANE BLACKBURN



“We all ride to ensure medical research can go on uninterrupted so that people like you and me can have the best chance of survival.”

My story started on a sunny Saturday morning when my GP called and said I needed to get to Emergency as soon as possible. I was only 26, at that age you never expect that sort of call.

I ended up being diagnosed with a serious blood cancer with a 30% survival rate.

The treatment was tough. I was in isolation for six weeks. In my hospital room was a bed, tv and an exercise bike. Getting on that bike became my daily challenge. Little did I know it would lead me to this event.

My treatment used newer drugs that were more effective with fewer side effects than before. The treatment would have been very different only five years earlier. Still then it was the toughest couple of months of my life.

And that is why I ride - to ensure medical research can go on uninterrupted so that people like you and me have the best chance of survival.

Kane Blackburn

Kane has ridden in 2015, 2016, 2018 and 2019

To hear more stories from heroes like Kane and Dawn visit cancer200.org.au

STARTING YOUR FUNDRAISING

Setting a stretch fundraising goal might seem daunting but it's easy once you've set up your fundraising page and used these tips and tools.



Top tip: Update your fundraising page to earn achievement badges!

MEET THE TEAM

Steve Currie



Hey I'm Steve, I will be your point of contact if you need anything leading up to and during the Challenge. I am really excited to be part of the team here at the Harry Perkins Institute of Medical Research and look forward to supporting you over the coming months.

Marilyn Mooney



Hi I'm Marilyn, throughout your Ride journey, I will be staying in touch to get you ready for the big weekend. I'll be at the end of the phone any time you need some help.

FUNDRAISING TIPS

Give people a suggestion on how much to donate

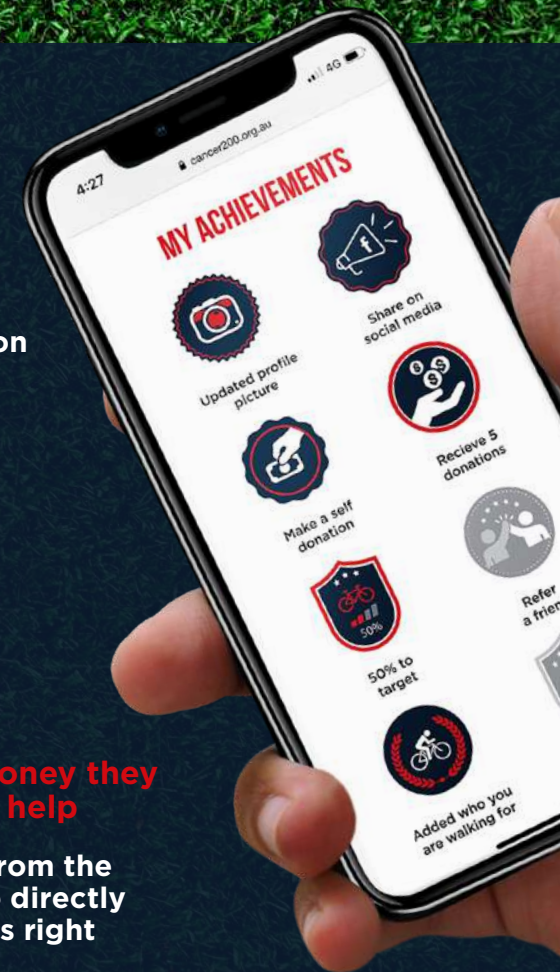
Those who list a specific donation amount raise on average 184% more than those who don't.

Tell your friends why you're passionate about taking part

Those who do tell people why they're fundraising raise 121% more donations than those who don't.

Explain to people what the money they donate will do and how it will help

At the Perkins, all funds raised from the MACA Cancer 200 Challenge go directly to supporting cancer researchers right here in WA.



REACHING YOUR FUNDRAISING GOAL

We canvassed some of our previous riders to ask for ways in which they met their personal fundraising goals. Here are some of their tips.

Feed your friends

Provide lunch or high tea for friends or colleagues in exchange for a donation. Remember to social distance.

Movie Night

Pick a classic, put up a screen in the backyard – instant outdoor cinema! Remember to social distance.



Self Donate

Donate to yourself and prompt others.

Hold a Raffle

Get a prize donated and ask your coworkers, friends and family to buy tickets.

Host a virtual quiz night

Gather your friends and family online to test their knowledge.

You can find more fundraising tips and resources at cancer200.org.au



WHAT TO EXPECT



Opening Ceremony

Yes we will be having an opening ceremony but it will be via Facebook.

Elbow Bumps

Please wave, elbow bump or nod to all Cancer 200 riders on the road.



Volunteers

Volunteers will be helping out before the ride and cheering on the day.

Other Riders

It's not a race, and your fellow riders love a chat – get into it. But at a safe distance.



Finish Your Ride

Our hope is that we can somehow come together safely after the ride. Watch this space.

AND MORE...

YOUR IMPACT

These amazing research teams and life-changing cancer projects were funded by the 2019 Ride.

CANCER DRUG DELIVERY PROJECT



Research Assistant Professor Juliana Hamzah researches new modes of cancer drug delivery to treat the cancer cells more quickly. Developing an agent that breaks down tough scar tissue that forms around liver, pancreatic and some breast cancers to allow patients' immune cells to access the tumour and kill the cancer cells more effectively.

SPECIALISED LAB EQUIPMENT

Replacement of vital equipment that is no longer viable and funds for big ticket items that will support multiple cancer labs and their research.

RESEARCH SUPPORT PACKAGES

Supporting researchers output by providing lab essentials, maintenance and covering the cost of keeping the labs operational so researchers can continue their lifesaving work without interruption.



YOUR HARD WORK FUNDS OUR HARD WORK

PANCREATIC AND BRAIN CANCER RESEARCH PROJECT



Woodside Fellow, **Professor Ruth Ganss** and her team research new pancreatic and brain cancer treatments. Developing drugs to bypass knotted blood vessels around tumours so treatment can be administered more easily and repurposing that drug to stop cancer spreading.

SINGLE-CELL SEQUENCING PROJECT



Professor Alistair Forrest researches the genomics of cancer tumours using a single-cell sequencing machine that can process the hardest to treat cancer tumours - including liver, brain, lung, melanoma and pancreatic - in just 12 minutes!

TRANSLATIONAL CANCER RESEARCH PROJECT



Honour Roll Fellow, **Dr Louise Winteringham** and her team test the latest cancer immunotherapy discoveries. This team bridges the gap between discovery and clinical trials.

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.

YOUR RIDE PACK

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advances
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cancer200
2020 CHALLENGE

Over 145,000
new cases of
cancer each year
in Australia

DONATE HERE
TO SUPPORT WA
CANCER RESEARCH

cancer200
2020 CHALLENGE



**FIGHT
CANCER**

cancer200
2020 CHALLENGE

1 in 2
Australians
will be diagnosed
with cancer by
the age of 85

cancer200
2020 CHALLENGE



STICKER

Place somewhere
to remind you
why your riding.

MONEY BOX

Place around
your workplace to
encourage donations.

BUNTING

Display proudly at
your fundraising events.



DONATE POSTER

To promote your
fundraising activities,
ask for donations or
recruit team members.

POSTCARDS

Send to your friends and
family to let them know
what you are riding for.

WRISTBAND

Scan or tap the QR Code and
your supporters will be directed
to your Ride fundraising page.

We've included a number of **goodies** in
this pack that you can use to fundraise.

For additional resources such as Perkins training rides
and other fundraising incentives visit cancer200.org.au

Honour Roll

2020

The Honour Roll is an exclusive group of riders committed to raising \$4,000 or more for cancer research. In 2019 the inaugural Honour Roll was formed. Funds raised supported the Cancer 200 Honour Roll Fellow, the remarkable Dr Louise Winteringham.

SPOTLIGHT



Steven Neilsen

Years Ridden: 2019

"In 2019 my best friend of 30 years was diagnosed with stage 4 prostate cancer. I can't walk in his shoes or fight his battle, but I can challenge myself to ride 200km and raise vital funds for cancer research.

I ride alongside other Honour Roll members to commit to the research of Dr Louise Winteringham in the hope that the Perkins can help ensure other families never have to receive the same horrible news."



Jenny & Steve Williams

Years Ridden: 2013 - 2019

"We first heard about the Ride following Steve's operation and treatment for prostate cancer, nine years ago. Two days after Steve's radiation finished, we participated in our first Ride. This event is challenging, inspirational, epic and life-changing. We ride to support Steve as he continues treatment, to remember those we have lost and those continuing the fight.

Quite simply put, there would be no cancer breakthroughs without medical research and there would be no medical research at the Perkins without fundraising. By riding in the MACA Cancer 200, we are directly supporting WA researchers at the Perkins and fast tracking lifesaving treatments into the community where they are needed most. We can guarantee you will have the most memorable, enjoyable and amazing weekend. And you'll feel so proud to be a part of the Perkins family.

We are founding members of the Honour Roll. And what an honour to be part of the greatest, most successful fundraising cycling event in Australia. This has inspired us to raise more so that the great work at the Perkins may continue. Hope to see you at the Ride this year."



All of the money that is raised through the Honour Roll directly benefits my research at the Perkins to make new discoveries for cancer research.

Dr Louise Winteringham

YOUR EVENT WEEKEND

What can you expect from the friendliest ride in WA? A weekend on the open road, shared stories, cheering loved ones, awesome camaraderie, 1000 people united to end cancer, 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, meeting the team and getting in those last few training kms.



RIDE START

The opening ceremony is always powerful. It celebrates those we loved and have lost and acknowledges those who have won their battle or are still fighting - our **Yellow Flag** riders. This year we will be together via Facebook.



ON THE ROAD

This year, you get to set the pace. You can chose to do your 200km over the month of October or you can ride over the official event weekend. This is a personal challenge, not a race. So please exercise good judgement and stay safe.



TRACKING

You can log your kms on your Ride Challenge page via Strava. You can also log your route. Please include your training rides - it all counts towards your total.



JERSEYS

This year, you can purchase a MACA Cancer 200 Challenge limited edition jersey from the website. Wear it with pride as you clock your kms for cancer.

Honour Rollers will get their official jersey when they reach the fundraising target.



FINISH LINE

Please consider making the Perkins your official finish line. We hope to be there to greet all riders who swing by as part of their 200km. Regardless of where you finish, we are just so grateful for your commitment to WA cancer research.





**THANK YOU
TO OUR INCREDIBLE
TITLE SPONSOR**



maca

EVENT PARTNER



Woodside

APPAREL PARTNER

Pedal Mafia

Let's stay in touch

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