

Your 2021 RIDE GUIDE



Welcome to **THE RIDE**

I'm so proud to officially kick off your 2021 Ride journey.

Anyone who knows me, knows how much this event means to me. Not just because I get to ride alongside you for two days of comradery and commitment to ridding the world of cancer – but because you've supported so many WA cancer researchers over the years.

To those who've ridden in the past and are back for more – thank you. And for all of you joining us for the first time, what a year you've picked to join the family!

It's the Ride's 10th birthday. In the last ten years, the Ride has raised over \$40M for WA cancer research. It's the most successful fundraising bike ride in Australia. And that is down to you.

I want to acknowledge our long-term title partner, MACA. This company's commitment to WA community causes is inspiring. MACA, along with Woodside, are our honoured partners in this Ride and we hope to have them by our side for a long time to come.

Good luck with the training and fundraising and I'll see you on the road!



Professor Peter Leedman AO
Perkins Director, Doctor,
Researcher, Donor & 10-year rider



TEN YEARS & Counting



**THIS IS DEDICATED TO THE FIGHTERS AND THE
FALLEN FROM YOUR MACA CANCER 200 FAMILY.**

*Nothing prepares you for those two words:
"It's cancer."*

Nothing to say – so much to ask.

Nothing good to tell loved ones, friends and colleagues.

Everything stops and then races, paces ahead.

But we are here.

We've been here for over a decade.

And we're not going anywhere.

We are stronger than before, more ready for the fight.

And we will not stop until cancer is history.

This time, it's cancer's turn to be afraid.

Because we've got this.

And we've got you.



WHY I Ride

There are thousands of stories of why you ride. Here are four.



BRIAN RULYANCICH
6-YEAR RIDER

"This ride has become my life. I can't imagine not being involved in helping to raise awareness, generate funds and find answers to treat cancer."

2019 was supposed to be my last ride. But I couldn't resist heading down to the Perkins in 2020 to see the Challenge Riders rolling in.

As I welcomed riders in, I realised that I hadn't quite finished with this event and that I had retired too early. With the love and support of all my family, I will continue to ride for as long as I am able. And why not? I've only just turned 70!"

"The work the Perkins do is so important and impactful. Without fundraising they couldn't do what they do."

For many years, I rode because I liked the event and wanted to help the Perkins. And then my darling Mum was diagnosed with liver and lung cancer and my world tipped off its axis.

This ride was now deeply personal. So I ride in memory of Mum now. And I ride because I love the sense of family and the safe space the ride community provides. The honour of having riders share their very personal and emotional stories is humbling. And most importantly, I ride to make a difference!"



FELICITY SEARL
10-YEAR RIDER

"In August 2018, a knock on my door would change the course of my life. It was the moment I learnt that my father was diagnosed with Stage 4 Non-Small Cell Lung Cancer. He passed away 45 days later."

I found some solace in not dwelling on what we had lost — but focusing on what I gained from having him in my life. My dad was a hard worker, and it's his drive and determination that inspires me to return to the Ride year after year. The MACA Cancer 200 gives me the chance to do something. Every year, I become part of something much bigger than myself. Something that both challenges me physically and inspires thousands to raise vital funds towards the next cancer breakthrough."



KYLE BYRNE
10-YEAR RIDER



LEANNE NOVATSCOU
7-YEAR RIDER

"Carol's my inspiration. There's no other way to put it. I ride to honour her memory."

My dear friend Carol was first diagnosed with breast cancer in 2014. A double-mastectomy and countless research trials later, she hung in there as long as she possibly could. Longer than any of us believed imaginable. She passed away last year. I miss her so much.

Carol always believed in research. She believed that taking part in clinical trials gave her a fighting chance and kept her with us for more precious moments. So, on the tenth anniversary of the Ride, I am on the bike again. And riding alongside me, pushing me along, will be the spirit of my lovely friend Carol."

Reaching your FUNDRAISING GOAL

Here are some tried and tested tips for reaching your fundraising goals.

TIP 1 BAKE SALE

Make some tasty sweet or savoury treats and sell for a gold coin donation at work.



TIP 2 BUNNINGS SAUSAGE SIZZLE

We all love a sausage sizzle so make sure you contact your local Bunnings and ask them how to host one of the best fundraisers around.



TIP 3 FANCY DRESS

Get everyone to dress up, award prizes and collect donations.



MEET STEVE

Steve is your point of contact if you need anything leading up to and during the Ride. He writes most of the emails and is the friendly voice at the end of the phone when you call for advice. He also looks after Team Captains and Event Partners.



TIP 4 GARAGE SALE

Do some spring cleaning and make some money at the same time. Your trash could be somebody else's treasure.

TIP 5 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.

TIP 6 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.

For my family

TIP 7 USE YOUR QR CODE

Make sure you use the QR code resources included in your pack such as your money box, posters and wristband for donations on the go!



You can find more fundraising tips by visiting cancer200.org.au

YOUR Impact

These incredible researchers and their teams will benefit from your generosity.



Honour Roll Fellow
Dr Louise Winteringham

Liver cancer is one of the fastest growing cancers on the planet. Along with her role as head of the translational cancer research department – that is focused on testing and advancing the latest cancer discoveries in the lab – Louise manages a consortium of over 50 liver cancer researchers.

Cancer Drug Delivery Project
Assistant Professor Juliana Hamzah

Juliana researches new modes of cancer drug delivery to treat the cancer cells more quickly. She is 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.



Research Support

Supporting researchers by providing lab essentials, maintenance, staff and covering the cost of keeping cancer labs operational so work can go on without interruption.



Single-Cell Sequencing Project
Deputy Director Prof. Alistair Forrest

Alistair researches the genomics of cancer tumours using a single-cell sequencer that can process the hardest to treat cancer tumours – including liver, brain, lung, melanoma and pancreatic. In less than a day this process reveals every individual part of the tumour in microscopic details.

Breast and Brain Cancer
Associate Prof. Pilar Blancafort

Pilar holds half of the patent for the discovery that honeybee venom can kill breast cancer cells in the lab and is continuing to refine this research. She is also working on a brain cancer project focused on turning off genes designed to repair cancer cells.



Melanoma Research team
Professor Jonas Nilsson

Jonas and his relocated Swedish team focus on altering immune cells outside a patient's body so the enhanced cells can be reintroduced in large numbers to help fight the cancer cells.

Specialised Lab Equipment

Replacement of vital equipment and purchasing of the latest technology to support multiple cancer labs and their research.

Your RIDE PACK

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



BUMPER STICKER

To put on the back of your car.



MONEY BOX

Place around your workplace to encourage donations.

INFO FLYER

Learn how to use your new donation wristband.



POSTCARDS

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



POSTERS

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



WRISTBAND

Wear and ask for donations on the go.



BUNTING

Display at your fundraising events.



HONOUR ROLL FLYER

Learn about the benefits of being an Honour Roll member.



Your POWER BOOSTERS

Here are just a few of the things we've created to boost your training and fundraising.

EMAILS

Your Ride Guide Steve will be with you throughout your journey. Look out for his emails and SMS. They not only include tips and hints, research and ride stories, but also ways in which you can boost your fundraising and win amazing prizes.



DOLLAR MATCH DAYS

Want to double your donations in the blink of an eye? Look out for Ride Dollar Match Days – generously supported by the Ride's amazing partners. On these days (until the matching donation runs out) all donations to a certain value are doubled. That's right, your \$50 donation becomes \$100 just like that.



PERSONAL WRISTBAND

Every participant is sent a waterproof wristband with a personalised QR code. So next time a friend says, "I'd love to donate but I only have a credit card", put out your wrist and you instantly become a walking ATM.



SOCIAL POSTS

Many riders say one of the best things they've done is to join our Facebook Ride Community page. Here you will get the latest updates on the Ride and you can speak directly with other Riders (we're a friendly bunch!) to get the inside scoop on everything from how to fundraise to what to wear to how to avoid the snorers at camp.



HONOUR ROLL

The Honour Roll was established in 2019 to recognise and reward those riders who go above and beyond for the cause. Each member of the Honour Roll pledges to raise \$4,000 or above – many members raise a lot more!

Honour Roll members have our deepest thanks and respect. Many of you have been with us since the club started and we are proud to welcome you back year after year.

Honour Roll perks include:

- Limited edition **Honour Roll jersey**
- Branded Honour Roll **promotional tools**
- **Kilometre of the Ride** named in your honour
- **VIP valet** baggage service
- **Priority massage** at camp
- **VIP post-event** celebration
- **Recognition** at the Perkins and camp



To become an Honour Roll member, visit cancer200.org.au/honour-roll



RIDE Traditions

The MACA Cancer 200 has some long-standing traditions that set it apart. Check them out.

NOT A RACE

This event is not timed. There are no awards for coming in first. We believe it's about the journey not the destination. So, take your time and get to know your amazing fellow Riders.

OPENING CEREMONY

We always start proceedings with a speech from our Ride Ambassador and a moment's silence for those we have loved and lost.

YELLOW FLAGS

Look out for Riders with yellow flags. They sport these flags to indicate that they have battled cancer – sometimes on more than one occasion. Our Yellow Flaggers are the first to kick off the ride. We are proud to have them by our sides and honour their fight.

LUNCH, DINNER AND SNACKS ARE ON US

We supply snacks and lunch along the route. In fact, there are pit stops every 20km or so. Here you can stock up on water, snacks and more substantial food. There's also lots of porta-loos along the route.



CLAIM YOUR KM

All Honour Roll riders are gifted a kilometre of the Ride. Look out for yours along the route. Feel free (if it's safe) to clip off to take a pic.



SATURDAY NIGHT CELEBRATIONS

Saturday night is always a great time to meet your mates and make a few new ones. Official celebrations always include stories, acknowledgments of long-term riders and prizes. It also tends to end on the dance floor.

MEDALS

Each Rider receives a commemorative medal for their efforts. This year also celebrates our 10th Anniversary Ride.

HELP ON HAND

200km is a long way, and your muscles will be feeling it after crossing the finish line. Not only will we have something cold for you to cheers with but there will be massage therapists on hand to ease the aches. We also have St John on call for any mishaps.

OPTUS START, PERKINS FINISH

This is a new tradition but one we are very excited about. The Ride will start at Optus Stadium and end at the Harry Perkins Institute of Medical Research so you can meet the researchers and see firsthand where your donations are going!



THANK YOU
from the Perkins!

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