



Heart&Stroke
RIDE
for
HEART
 MAY 31, 2015



PARAMEDIC CHALLENGE CREATE YOUR TEAM TODAY.

On May 31, gear up with your fellow paramedic professionals for the 2015 Becel Heart&Stroke Ride for Heart. Your team will raise funds to support resuscitation efforts in your community as well as life-saving research that creates more survivors. It's also a unique opportunity to ride traffic-free along Toronto's DVP and Gardiner Expressway.



WHY RIDE?

The Heart and Stroke Foundation wants to help all Canadians enjoy healthy lives — free from heart disease and stroke. So far, 6,975 AED's have been placed in Ontario, and we need your help to reach our goal of placing 13,000 in Ontario.

EXCLUSIVE BENEFITS FOR OUR PARAMEDIC TEAMS

- 100% of funds you raise will support resuscitation programs in your local community
- Exclusive Louis Garneau cycling jersey
- Catered breakfast and lunch
- Free registration
- Choice of route and start times

ANOTHER REASON TO SIGN UP!

ZOLL, presenting sponsor of the Paramedic Challenge, will provide a \$1,000 donation to each team whose members reach the minimum fundraising requirement of \$1,000 per team member.

Cycle traffic-free along the Gardiner Expressway and Don Valley Parkway and experience the ride of a lifetime!
Together we ride to create more survivors.

Sign up today! Call Natalie Russell at **647-943-3212** or email **nrussell@hsf.on.ca**

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HEART &
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INCREDIBLE FUNDRAISING SUPPORT

From start to finish, team captains and riders will be well supported in their fundraising journey:

- One-on-one support for team captains
- Newsletters for captains and team members letting you know what is new, and providing you with steps for success
- Tools and promotions to help you recruit riders and make riding easy and fun



“This was the first year that Lambton County EMS has participated in the Ride for Heart and we were overwhelmed by the donations from co-workers, management, local industry, family and the community. As a first time team captain I was offered support with questions I had concerning fundraising, Ride day logistics and post-Ride details. The Ride day was extremely well organized, the Don Valley Parkway was amazing to ride and I can’t wait to do this again next year with a larger team and an even bigger fundraising goal!”

— Jay Cudney, Captain of Lambton County EMS team

“The goal of the Niagara EMS Pedal Angels is to make Niagara Region the most ‘Heart Safe’ region in the province — one community at a time. Together we can make our community a safer place to live, work, play and visit. We would like to thank the Heart and Stroke Foundation for establishing the framework that has allowed us to identify and respond to the needs within our communities.”

— Danny Kerr, Captain of Niagara EMS Pedal Angels team



96%
OF RIDERS RATE THE
EVENT DAY EXPERIENCE
AS EXCELLENT

Now is the time to join paramedics from across Ontario as we ride together to create more survivors!

The Paramedic Challenge has raised a remarkable **\$400,000** since its inception, which has led to the placement of more than **140 AEDs** in communities across Ontario.

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