

FACT SHEET

10th Annual Friends For Life Bike Rally As long as there's a reason...there's a ride.



Our cause Now in its tenth year, the Friends For Life Bike Rally is the second largest fundraiser benefiting an HIV/AIDS organization in Canada. Riders and crew aim to raise over \$1 million to benefit the Toronto People With AIDS Foundation (PWA) by embarking July 27th, 2008, on a six day, 600+ km biking adventure from Toronto to Montreal.

Origins

1998 It starts with a dare. Two friends challenge each other to take their commitment to supporting PWA to the next level by creating a cycling adventure from Toronto to Montreal.

2008 Population

400 Maximum number of riders
100 Volunteer crew members

Distance & Speed

600+ km Distance from Toronto to Montreal
101 km Average daily distance for riders
1,000 km Average distance riders train before departure
34 – 126 km Ranged distance of GTA training rides
2,007 km Combined distance of all GTA training rides
19 km/hr Average rider speed
780,000 Approximate tire rotations over six days

Organization

2 Full-time staff supporting the ride
16 Steering Committee membership
26 Number of team leaders supporting riders

Rider Development

28 Spring and summer training rides
41 Rider development clinics in 2007 (including bike maintenance, nutrition, fundraising, riding skills)
54 Individual bike-fit appointments donated

Funds for Life

\$815,000 Total raised for the foundation in 2007
\$3,197 Avg. amount raised in 2007 by each rider
\$23,108 Highest amount ever raised by a single rider

Wellness

7 Medical volunteers supporting the ride
20 Massage therapists supporting the ride
Over 600 Number of therapeutic treatments provided
2.6L Minimum daily amount of water riders require to prevent dehydration at 25C
192 Bags of ice used to prevent/minimize injuries
460 Metres of tensor bandages used in 2007

Safety

14 Support vans following riders
1,890 Litres of gasoline used for support vehicles
190 Outfit changes for costumed safety volunteers
161 Individual number of turns requiring route markings

Food

9,000 Number of individual meals required this year
3,000 Avg. calories burned daily by riders
3,600 Litres of bottled water consumed in 2007

3,600 Bottles of sports drinks consumed in 2007
1,582 Nutrition bars consumed in 2007
20 Volunteer food crew members this year
5 Full time catering staff preparing food this year

Movement & Rest

4,000 m² Avg. size of camp space footprint
300 Tents filling Bike Rally camp each evening
840 Full-size Rubbermaid™ storage bins traveling from Toronto to Montreal
55lb Avg. weight of each storage bin
44 Support trucks/vans moving storage bins, food, tents, tables, people, water, and other supplies

Sponsors

Presenting Sponsor Scotiabank Group

Sponsors Tibotec, BMS Virology / Bristol-Myers Squibb Canada, GlaxoSmithKline in partnership with Shire BioChem, Rubbermaid, VIA Rail Canada, Cycle Therapy, Movado

Media Partners Proud FM 103.9, NOW Magazine, fab Magazine, GayGuideToronto.com,

Team & Community Sponsors Scotiabank Group, Pfizer, Chartered Accountants of Ontario, Timothy's Rubbermaid, VIA Rail Canada, Ryerson University, Merck Frost, Kraft, e-Load

Agency Partners Scotiabank Group, GlaxoSmithKline in partnership with Shire BioChem, Tibotec, BMS Virology / Bristol-Myers Squibb, Gilead

HIV/AIDS in Toronto

26,461 Number of men, women, and children who have tested positive for HIV in Ontario, 1985 – 2005
25% Increase in positive diagnoses since 2000
66.4% Percentage of Ontario's positive HIV test results reported in Toronto
20% Percentage of HIV-positive Canadians that are women
27% Percentage of HIV-positive Canadians unaware they are infected
8,700 Estimated deaths attributed to HIV/AIDS related illnesses in Ontario since 1977

The Toronto People With AIDS Foundation

Our foundation is the **largest direct support service agency** of its kind for people living with HIV/AIDS in Toronto. Since 1987 PWA has been providing essential services to those **living** with HIV/AIDS – including men, women, and children.

PWA provides over 17 separate services for clients and the public, grouped in four program areas: **income support, food programs, treatment programs & health promotion programs**. These include a public speakers' bureau, a food bank program, medication assistance and numerous treatment resources.

The Friends For Life Bike Rally is PWA's primary fundraiser.

