



MEDIA ADVISORY/PHOTO OPPORTUNITY

TO ALL ASSIGNMENT EDITORS/HEALTH EDITORS

For immediate release

April 30, 2008

‘Typical Canadians’ launch cross-country tour in Victoria

Victoria, BC – On Friday, May 2, *The Typically Canadian Tribute Tour* will begin their grueling 8200 km bicycle ride across Canada at Mile 0 of the Trans-Canada Highway to pay tribute to community members and raise money for the fight against cancer. The Typically Canadian Group (TCG) is four young men (Kyle Braatz, Andrew Hopkins, Steve Coleman, and Alex Gray) who will dedicate the next three months to highlighting the stories of every-day Canadians and their families who have inspired others with their courageous response to dealing with cancer.

The 2008 Tribute Tour, presented by **Firefighters of Canada**, has set an overall goal of raising more than \$720 000 to be used for Canadian Cancer Society initiatives in each province the team visits.

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- Event:** **The Typically Canadian Tribute Tour – Victoria**
Join the tribute to local Canadians who make a difference through their inspiring lives and their battles with cancer. Victoria firefighters will help launch the tour with a fire truck convoy to rally Victoria residents together to honour Typical Canadians and raise money for the 2008 Typically Canadian Tribute Tour.
- Date:** Friday, May 2, 2008
- Time:** Event and interviews will be starting at 2:00 p.m.
Photo Opportunities throughout
- Location:** Mile 0 of the Trans-Canada Highway, at Douglas Street and Dallas Road.

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For more information, please contact: Al Braatz – Tour Coordinator – (613) 296-1417 (kbraatz@typicallycanadian.com) or Al Hoffman, Communications Coordinator at (905) 922-1354 (mediainquiries@typicallycanadian.com).

Website: www.typicallycanadian.com

Who are you riding with?