



NEWS RELEASE

TO ALL ASSIGNMENT EDITORS/HEALTH EDITORS

For release after 1:00 pm PST on May 2, 2008
May 2, 2008

‘Typical Canadians’ unite for cancer cure ride

Victoria, BC – Their ride will take perseverance, courage, and a whole lot of heart – and so does battling cancer. Beginning today at Mile 0 of the Trans-Canada Highway on Vancouver Island, four young men will set out on an extraordinary, 85-day journey as they cycle 8200 km across Canada to raise money for cancer care lodges and cancer research. Funds raised in each province will be allocated to local Cancer Societies.

The Typically Canadian Group; Alex Gray, Kyle Braatz, Andrew Hopkins and Steve Coleman, share a zest for life and a passion for community service. Their goal for the Tribute Tour, with the help of fellow *Typical Canadians* nation-wide, is to raise more than \$720,000 for cancer programs while also highlighting the inspirational stories of remarkable Canadians who have been affected by the disease.

Typically Canadian Group president, Kyle Braatz, lost his Grandfather to cancer almost three years ago. “My Grand-dad’s life and fight with cancer inspired me significantly and I know I’m not alone,” says Braatz. “There are thousands of Typical Canadians who in their fight against cancer are inspiring their friends and family. By undertaking the Tribute Tour, we will honour them and inspire others with their example.”

Team Typically Canadian will face unpredictable weather, merciless terrain and endure extreme physical stress. The ride, which includes 72 stops, extends from Port Renfrew, British Columbia to St. John’s, Newfoundland. At each stop the team will share the stories of local courageous families faced with cancer.

Team member, Andrew Hopkins, whose grandparents both succumbed to cancer before he was born, says the loss has left a permanent imprint on his family. He notes, “I was cheated by that disease and will never know how much they would have enriched my life. For that reason my ride across Canada is dedicated to them.”

Typically Canadian Group is aligned with the **Firefighters of Canada** and the **Canadian Cancer Society**. Funds raised through the *Community Tribute Tours* and online donations will be distributed to a Canadian Cancer Society initiative within each province along the tour.

To learn more about the Tribute Tour, submit an inspiring story, or to make a donation please visit the **Typically Canadian Group** website at <http://www.typicallycanadian.com>.

-30-

For information contact: Al Braatz, Tour Coordinator at (613) 230-5413 (kbraatz@typicallycanadian.com) or Al Hoffman, Communications Coordinator at (905) 922-1354 (mediainquiries@typicallycanadian.com).

Who are you riding with?