



Typically Canadian Group (TCG)

The Typically Canadian Tribute Tour

Presented by Firefighters of Canada

Fast Facts

THE TOUR

- The Typically Canadian Tribute Tour is a Trans-Canada ride
- The ride extends 8200 km from Port Renfrew, British Columbia to St. John's, Newfoundland
- At each of the 72 stops enroute, the Tribute Tour will highlight the lives and stories of local Typical Canadians who have battled cancer and recognize Yellow Jersey Honourees
- The Yellow Jersey Campaign will recognize Canadians who go above and beyond in the fight against cancer
- Proceeds from the Tribute Tour will support provincial initiatives within the Canadian Cancer Society
- The Tribute Tour is 85 days in length beginning on May 2, 2008 and concluding July 26, 2008
- Each day of the Tribute Tour will mark approximately 115 kilometres travelled
- Team Typically Canadian Group will be using GPS tracking along their route allowing supporters to follow the ride online.

THE TEAM

- The Typically Canadian Team consists of four riders who will be cycling from coast to coast
- Kyle Braatz, Typically Canadian Group President, Age 23, London, Ontario, Telfer School of Management, University of Ottawa
- Andrew Hopkins, Age 24, London, Ontario, University of Western Ontario
- Alex Gray, Age 24, Cornwall, Ontario, Telfer School of Management, University of Ottawa
- Steve Coleman, Age 23, Whitby, Ontario, Telfer School of Management, University of Ottawa

THE MESSAGE

- The Tribute Tour's goal is to motivate Canadians, from coast to coast, to get involved in the cancer community, by paying tribute to the inspiring lives of Typical Canadians who have battled cancer and Yellow Jersey Honourees
- The Typically Canadian Group Team will ride with the memories and stories of all Typical Canadians
- The Tribute Tour will connect Canadians from coast to coast
- The Tribute Tour's financial goal is to raise \$720,000 for the Canadian Cancer Society through individual and corporate donations and event support.

Team Typically Canadian Group will publish a daily blog with photos.

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Who are you riding with?