



Canadian
Cancer
Society



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Cops for Cancer 2018

Tour de Coast

Presented by the Canadian Cancer Society





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Canadian Cancer Society – Who We Are

The Canadian Cancer Society is committed to eradicating cancer and improving the lives of people living with cancer. The Society has more impact against more cancers in more communities than any other cancer charity. The impact comes from leading cancer prevention initiatives, funding outstanding cancer research and delivering trusted information and compassionate support.

With a network of thousands of volunteers, a presence in locations across the province along with 24 hour access to cancer.ca. The activities of the Canadian Cancer Society are funded almost entirely by courageous giving from community fundraising, planned giving, major gifts, events and other revenue development initiatives.

Prevention

Did you know that almost half of all cancers can be prevented through healthy living and knowledge? The Society uses education, health promotion, community action and advocacy to implement change.

Research

Research saves lives. The Canadian Cancer Society is the largest national charitable funder of cancer research in Canada. Investments in outstanding research on all cancers have led to improvements in the diagnosis and detection of cancer; better, less harmful treatments and improved quality of life during and after treatment; life-saving clinical trials and important prevention strategies.

Support

The Canadian Cancer Society is available to help anyone facing cancer and their caregivers. A range of programs help people to get informed, feel supported and be empowered. Camp Goodtimes, which is funded by the Cops for Cancer campaign is one of the acclaimed support programs we boast to support those living with cancer.



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The Best Investment in the Cancer Cause

The Canadian Cancer Society benefits from an excellent reputation amongst the Canadian public. This is clearly demonstrated as it scores the highest, in spontaneous notoriety, amongst all organizations linked to cancer.

The Canadian Cancer Society is the largest charitable organization dedicated to the fight against cancer in Canada

The Canadian Cancer Society employs professionals and works in close collaboration with the scientific community and health professionals in order to develop and maintain its programs and services dedicated to research, prevention and support. This is why the Canadian Cancer Society benefits from a strong credibility with the general public as well as with leaders in the medical and scientific communities.

The Canadian Cancer Society is a valued reference within the medical and scientific community

Since 1947, the Canadian Cancer Society's Research Organization has administered, through a highly regarded peer review process, over one billion dollars to fund cancer research. In addition, the Canadian Cancer Encyclopedia and cancer-related statistics published by the Canadian Cancer Society and the Public health Agency of Canada are reference tools for both the scientific and journalistic community.

The Canadian Cancer Society is the most commonly mentioned health charity that first comes to mind among Canadians

When asked to think about health charities, a nation-wide survey of over 4,000 Canadians indicated that the Canadian Cancer Society was the top health charity to come to mind among Canadians.



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Cops for Cancer

Living with cancer is never easy. When kids are faced with cancer, it is even more difficult. While there has been progress in treating childhood cancers, approximately 1,450 children and teens in Canada will be diagnosed with cancer this year and unfortunately 160 will not survive.

2017 was a particularly exciting year as we celebrated **Cops for Cancer's 20th anniversary in BC** and reached a significant milestone of **over \$40 million raised**. As we head into the 2018 Tour, we are energized and ready to make an even bigger impact for children facing a cancer diagnosis.

What is Cops for Cancer?

Cops for Cancer cycling tours are community-based events that take place in Northern BC, Greater Vancouver, Fraser Valley and Vancouver Island. Teams of cyclists will make their way through British Columbia, stopping in select communities where riders participate in various fundraising events and speaking engagements. With the backing of more than **60 BC communities and 1000s of volunteers, organizers hope to raise over 2.6 million dollars for the Canadian Cancer Society in 2018**.



Community



This year, **Tour de Coast is set to fundraise over \$500,000 and will cover 800km with over 40 law enforcement and emergency services riders** during September 19-27, 2018. It will involve over 110 school, business and community stops in the following cities: Vancouver, Burnaby, Coquitlam, Maple Ridge, New Westminster, North Vancouver, Pitt Meadows, Port Coquitlam, Port Moody, Richmond, West Vancouver, Squamish, Whistler, Pemberton and the Sunshine Coast.

Where the money goes

Cops for Cancer fights childhood cancers by providing funding to three areas of our mission:

- [Pediatric cancer research](#)
- **Support for children**
- [Camp Goodtimes](#)

