

CANCER200.ORG.AU

#CANCER200RIDE

# YOUR 2024 RIDE GUIDE

SAT 12 & SUN 13 OCTOBER 2024



HARRY PERKINS INSTITUTE  
OF MEDICAL RESEARCH



**CANCER200**

RIDE FOR THE PERKINS

# WELCOME TO THE RIDE!



From a humble beginning, the MACA Cancer 200 Ride has grown to become Australia's friendliest cycling event. And 2024 marks an exciting new era. With a refreshed look and introduction of three Ride values: "Unite, Celebrate and Conquer".

We unite to take action, we celebrate as a community and we ride to conquer cancer.

You'll experience these values in your empowering journey to battle against cancer. But you will not be alone. On October 12 and 13, 2000 riders will unite with the same goal.

Last year's Ride set a record. Raising \$8.88M for cancer research at the Perkins – supporting breakthroughs with global impact. Your backing ensures this vital work goes on – no matter what.

As you conquer 200km, you give Perkins researchers the best chance to beat cancer. By discovering kinder treatments for those we love affected by this disease.

The Ride is a physical challenge. But it is also a celebration of your journey, strength and the comradery you feel.

Whether you ride for a loved one or to beat cancer, you'll form bonds with fellow riders who share the same goal. As you attend the Opening Ceremony, the Saturday Night Celebration and the WesTrac Welcome Back, you'll make new friends as part of this vibrant community.

Thank you for your passion and dedication. We're profoundly grateful you've become part of the Perkins family.

Let's Ride!

**Professor Peter Leedman AO**  
Perkins Director, Doctor, Researcher, Donor & Rider



## A LOOK AT THE RIDE

Prepare for the MACA Cancer 200 with a look at what's instore. The Ride is not a race, but an unforgettable shared journey. Beginning and ending at Optus Stadium, you'll join a community riding towards a cancer-free future.

### MACA OPENING CEREMONY

We begin the Ride with a heartfelt Opening Ceremony. A Ride ambassador and others will give you encouraging words before you ride out. We also honour those we cherish and remember those we've lost with a minute silence.

### NORTHERN STAR PIT STOPS

200km is a long way to ride but we've got your breaks covered at the Northern Star Pit Stops. Get hydrated, munch on a snack, or take a toilet break before heading on. After working up a big appetite, we also have all your delicious meals sorted.

### MANDURAH VILLAGE

Supported by KAIS Hire, Mandurah Village is your home away from home. A place to unwind with your fellow riders, recharge with a massage, enjoy delicious food and drinks at the Handle Bar before getting some shut eye in your provided tent. Along with the Thies VIT Bar and the Austin volunteer village it's a buzzing community.

### SATURDAY NIGHT CELEBRATION

Come together at camp on Saturday night for dinner with your fellow riders and celebrate the weekend and what you have achieved. You'll hear from other inspirational riders and maybe see a few surprises too! Afterwards if the muscles aren't too sore, have a boogie before lights out.

### WESTRAC WELCOME BACK

As you come across the finish line, we'll be cheering you in! Once you've received your commemorative medal make your way to the WesTrac Welcome Back at the Camfield to celebrate with your loved ones and ride mates.

### A HELPING HAND

Your safety is our top priority. Along with safety officers, bike technicians, Perkins staff and volunteers will be present on route and at camp over the weekend to help with any questions or issues that may arise. You can always call us too on **0488 773 822**.

# YOUR FUNDRAISING JOURNEY

The Perkins team are here to support you throughout your fundraising journey. You can also collect a swag of rewards and be in the running for great incentives for your efforts!

## REWARDS

In the lead up to the Ride, you will collect badges for completing tasks. Each badge unlocks a reward that will contribute to your Ride pack and help you complete your 200km journey in comfort and style. Start collecting the following:



SUNSCREEN



BUFF



BANDAIDS



TWO-NIGHT GETAWAY



A NEW BIKE



TOWEL



OFFICIAL RIDE JERSEY



HONOUR ROLL JERSEY



A PERSONAL DOLLAR MATCH



BIKE ACCESSORIES



HARRY'S HEROES JERSEY



DIAMOND JERSEY



+ PLENTY MORE SURPRISES ALONG THE WAY!



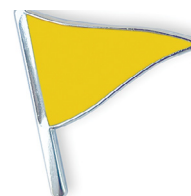
+ A VARIETY OF VIP PRIVILEGES AND EXPERIENCES AT CAMP!

## INCENTIVES

There are heaps of incentives on offer too! Keep an eye on your inbox or via socials to learn how you could win some of the following prizes. And many of these have more than one chance to win, so make sure to follow the Ride on socials!



## YELLOW FLAGGERS



The MACA Cancer 200 Ride acknowledges the courageous journey of a very special group of riders who proudly bear vibrant yellow flags on their bikes.

These remarkable riders serve as an inspiring beacon of hope, embodying the strength needed to confront the adversities of cancer. Yellow flag riders have faced cancer head-on, either in the past or currently. Despite those challenges, we celebrate their resilience and dedication in raising funds to give Perkins researchers the best chance at finding the next cancer breakthrough.

As is tradition, the Ride begins with yellow flaggers leading the cycling pack out of Optus Stadium. You'll see these formidable riders throughout the weekend en route and at Mandurah camp wearing yellow flag pins.

If you have been personally affected by cancer or continue to fight against cancer and would like to be recognised for your personal journey as a yellow flag rider, reach out to the Perkins team for more information.



## YOUR GUIDE STEVE

Steve is your Ride Guide and point of contact if you need anything in the lead up to the big event. He'll be sending you most of your emails throughout the journey. He also looks after Team Captains and Event Partners.

# KEEPING YOU SAFE

As you gear up for an epic 200km adventure, safety is the key! You'll be sharing the road with other riders and vehicles as you cruise through diverse landscapes. It's crucial to play it safe for yourselves, your teammates, and the public. Here are actions we can all take to keep each other safe.

## SUPPORT ALL ALONG THE RIDE

The Ride is supported by dedicated volunteers and Perkins staff. Wearing identifiable shirts, you'll see them at every point of the route. Shout out to team members if you need help.

Also please follow any instructions given to you by Perkins staff during Ride weekend.

## FIRST AID

First Aid assistance will be available at Optus Stadium, on all route stops and Mandurah camp. If you can't locate help, let a volunteer or Perkins staff know and they will promptly assist.



## DIRECTIONAL SIGNAGE

Directional signage will be visible en route to help you get where you need to go. Please follow the signage. Volunteers will also be positioned at key points to let you know where to go.

## PHONE NUMBER

Save this number on your phone **0488 773 822**. This number will connect you to the Perkins team on event weekend if you need us. For emergencies call **000**.

## SAFETY BRIEFING NIGHTS

It is highly recommended that all riders, especially team captains attend the Safety Briefing Nights that will be held closer to the event. These nights will provide invaluable and practical information about Ride weekend, bike safety, road rules and considerations and injury prevention. You'll also have the opportunity to ask questions from the Ride team and partners.

**Make sure you are receiving the Ride emails to stay informed.**

## BE RESPECTFUL

It's crucial that riders and support crews respect the road rules and other road users.

## SERVICE YOUR BIKE

Regular bike servicing is the unsung hero of hassle-free rides – it's like giving your two-wheeled companion a health check-up. Servicing your bike will help guarantee a worry-free journey, ensuring you're always in the driver's seat of safety and performance.

## BE PREPARED

Scan the QR to download vital fact sheets on:

- Bike safety
- Road rules
- Safety checklist
- Riding safely in a team
- Best practice for support crews.



## WHY I RIDE



### NIC WILSON

When I told my GP that I was passing blood on the toilet during a check-up I really thought nothing of it. I led a healthy and active lifestyle. I am young so why should I be concerned? You can imagine how devastated I was to be told the sobering news, "You have bowel cancer".

What followed were tears, sleepless nights and surgery that removed 25% of my bowel. Following that, I underwent eight rounds of gruelling chemotherapy. My life as I knew it came to a grinding halt. But with the loving support of my wife Megan, family and friends, I was determined to survive.

Bowel cancer was not going to stop me from riding in the MACA Cancer 200 with my Westpac team mates. In fact, my participation is more important than ever.

### "IT BRINGS OUT THE BEST IN PEOPLE."

It's a weekend I look forward to because it brings out the best in people who are all raising vital funds for cancer research. From the camaraderie, the buzz of Mandurah village and the emotional watershed you feel as you come across the finish line on Sunday to cheers from friends and family. Last year I even completed the Ride a few days after my seventh round of chemo. Cancer was not going to stop me.

I want to do all I can to raise awareness for this incredibly unfair disease. I will be riding every single year that I am physically able to.

### SAM ROWE

I completed my first ride in 2022 at the age of 34, the same age my best friend Tahu was when he passed away from glioblastoma. He was a loving husband, dad to two wonderful boys and my mate. His diagnosis shook me to my core and completely changed my perspective on life. I ride for him because I truly believe the Perkins have the capability to make at least one form of cancer non-lethal in my lifetime.

### LYNDA GUY

I've seen first-hand how devastating cancer is because my stepdad Paddy died five years ago from stomach cancer and we still feel the loss today. Even when his treatments failed, Paddy faced his terminal diagnosis with optimism, even sparing my mother the anguish of being present at his passing. So even when my team complains about the difficulty of a 200km ride, we persevere. Because we're determined to help progress research towards the next cancer breakthrough.

### MICHAEL WATTERS

When my young daughter was receiving treatment at PMH for leukemia I took note of a poster for the MACA Cancer 200 hanging on the wall. I knew I wanted to be do my bit at giving back so that others wouldn't go through what my family had. Today, thankfully my daughter is now a healthy teenager and I continue to ride because of the wonderful community and the hope that a breakthrough can be found that will cure cancer.



# BECOME A TOP FUNDRAISER

Elevate your impact by pledging to join the Honour Roll, Harry's Heroes or Diamond Club. As a top fundraiser, you're not only driving change but will also enjoy exclusive benefits that recognise your outstanding commitment to cancer research.



## HONOUR ROLL I PLEDGE TO RAISE \$4,000

By pledging to join the Honour Roll, you commit to fundraise \$4,000 and will receive assistance from the Perkins to surpass your targets.

You will also receive specially tailored perks before, during and after the Ride weekend including:

- Limited edition Honour Roll jersey
- VIP concierge service for bags
- Honour Roll collateral
- Your name at the Field of Hope and up in lights
- VIP massage and podiatry on Ride weekend
- Two tickets to the VIP post-event function
- Free entry for 2025.



## HARRY'S HEROES I PLEDGE TO RAISE \$10,000

Harry's Heroes recognises the immense efforts of riders who raise over \$10,000. When you join this exclusive tier, you receive all the perks of Honour Roll as well as these special extra rewards:

- Limited edition Harry's Heroes jersey
- Exclusive member's lapel pin
- Your name on the Harry's Heroes web page and collateral
- A limited edition hoodie
- Invite to exclusive post event function for you and a friend.



## DIAMOND CLUB I PLEDGE TO RAISE \$15,000

The Diamond Club is made up of the Ride's most outstanding fundraisers. You pledge to raise \$15,000 and join the ranks of this exclusive group. Not only will Diamond riders receive all Honour Roll and Harry's Heroes rewards, but your immense efforts will also be acknowledge with:

- Founding member enamel pin
- A custom-designed Diamond Club jersey
- Dedicated clubhouse at Mandurah camp
- Personalised windbreaker.

# CRUSH YOUR FUNDRAISING GOALS

Leave your fundraising goals in the dust with these tried and tested tips to reach your fundraising potential!



## STAY ENGAGED

Make sure you are receiving emails and texts. Your personal Ride Guide, Steve, will reach out with top training tips, fundraising hints and must-know news. Steve will also keep you up-to-date on Perkins news and incentives including prizes and important updates. Lots of information is also shared on the Ride socials. Make sure you are following them to keep yourself in the loop.



## IT ALL STARTS WITH YOU!

Your most valuable fundraising tool is you! Let your family, friends and colleagues know that you are taking part in the MACA Cancer 200 Ride and you may be surprised at the support you'll receive.

Remember to personalise your dashboard and share the link with your network. Send emails, SMS or post on socials telling others why raising money for cancer research is so important to you.

Then, lead the way and self-donate. Riders who do, end up raising more. Also, your supporters are inclined to match your self donation or even exceed it!

When you receive donations, remember to thank your supporters straight away. Publicly thanking your donors on social media is also a great way to show your appreciation of their generosity and will also inspire others to donate.



## DOLLAR MATCH DAYS

Maximise your donations by watching out for Dollar Match days generously provided by the Ride's wonderful partners MACA, Woodside Energy and Thiess. You can double your donations until the matching donation runs out. Stay tuned to your inbox for details on when a Dollar Match will happen.

## PERSONAL QR CODE

Turn yourself into a walking ATM and make fundraising a breeze by helping your supporters donate by directing them to QR codes on your money box and posters.



# TOP FUNDRAISING TIPS

Here are the dollar dynamo directives from some of the most experienced Riders.

**"I TRY TO PUBLICLY THANK EACH INDIVIDUAL SPONSOR VIA A POST ON FACEBOOK. I ALSO REGULARLY POST ABOUT MY PROGRESS. I THINK THAT IF PEOPLE ARE SUPPORTING MY RIDE, THEY WANT TO EXPERIENCE THE JOURNEY."**

**Darren Smith**  
Team Imdex

**"REACH OUT TO BUSINESSES. TALK TO PEOPLE, MANAGERS AND WHOEVER YOU CAN FIND. DON'T SAY YOUR FUNDRAISING, SAY YOU'RE LOOKING FOR SUPPORT TO FIND A CURE FOR CANCER."**

**Sam Rowe**  
Solo Rider

**"HAVE A FUN IDEA FOR A FUNDRAISING EVENT FOR PEOPLE TO SUPPORT, WHERE YOU CAN GIVE A LITTLE SOMETHING BACK, A BIT OF A BANG FOR THEIR BUCK!"**

**Clare Skender**  
Team Fiti50

**"GET IN EARLY, REACH OUT TO YOUR CONTACTS, WORK, FRIENDS AND FAMILY. USE THE TEMPLATES THAT THE RIDE TEAM PROVIDE TO WORD EMAILS APPROPRIATELY. DON'T BE AFRAID TO ASK FOR HELP."**

**Nicky Copper**  
Team Ride My Wheel

**"WORKPLACE RAFFLES AND CUPCAKE FOOD DAYS ARE GOOD TO GET THE WORK PLACE INVOLVED."**

**David Pingault**  
Team MACA

**"REMEMBER EVERYBODY HAS BEEN TOUCHED BY THIS DISEASE AND NO MATTER HOW SMALL OR BIG THE SUPPORT BE GRATEFUL FOR EVERY \$1 RAISED TO GO TOWARDS DEFEATING CANCER."**

**Trevor Lake**  
Team Fiti50

# YOUR IMPACT

Your participation in the MACA Cancer 200 is making a difference. The funds you raise contribute to further advancing cancer research and securing ground-breaking new equipment.

Your generous funding is driving vital cancer research in melanoma and liver cancer. Professor Jonas Nilsson's team focusses on Car-T cell-therapy for melanoma, an innovative treatment where immune cells are enhanced outside the body and reintroduced to combat the disease. An upcoming clinical trial holds potential to revolutionise the treatment of melanoma and potentially other cancers.

Liver cancer, which has a grim five-year survival rate of 18% poses as a serious future risk. However, with your backing, Perkins researchers, are working to change that statistic through RNA-technology. They've identified a micro-RNA, specifically microRNA-7, as a possible effective inhibitor of liver cancer. Remarkably making drug-resistant liver cancer cells receptive to the same drug again.

Your support fuels this global, interdisciplinary effort, offering hope in the battle against these deadly diseases.



Professor Ryan Lister



Professor Jonas Nilsson

## INVESTING IN COLLABORATION

You are helping Professor Ryan Lister lead a game-changing cancer research project with global impact. Using advanced genomics, his team explores T-cell immunity in viral infections.

These committed researchers map the genes and molecules involved in a successful immune responses, aiming to enhance immunotherapy for solid cancers. Understanding immune system memory and activation could lead to strengthening and creating more potent T-cells for cancer treatment. This research could then lead to more targeted approaches to treatments and better health outcomes for our loved ones.

## BACKING TOMORROW'S DISCOVERIES

Perkins' Safe Harbour program protects early to mid-career researchers by providing fully funded three-year fellowships. Instead of struggling for grants, these bright minds focus on advancing vital research.

Your funds will back a Cancer 200 Safe Harbour Fellow, potentially paving the way for the next world-class cancer discovery. Because of your support of these passionate researchers' emerging talents, we may be one step closer to a big breakthrough in cancer research.



# THANK YOU

## TITLE PARTNER



## EVENT PARTNER



## EVENT SPONSORS



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