

# RIDE 101

How to prepare for an epic Ride weekend.



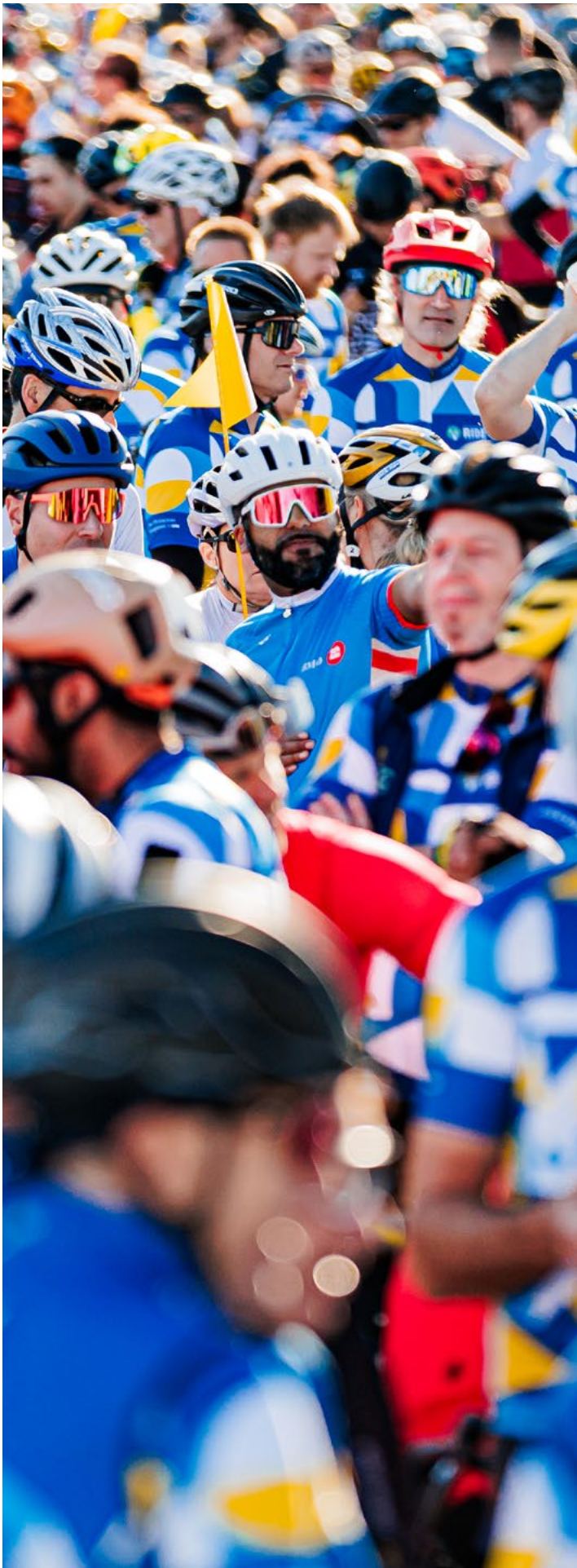
# WELCOME TO THE RIDE

Thank you for being a part of a community of thousands in Canada's largest and most impactful cycling fundraiser. Riders in the Ride raise funds for life-saving cancer research at Princess Margaret Cancer Centre. This guide contains everything you need to know about Ride weekend and outlines what you can expect during this epic event.

## Table of Contents

Like any other guidebook, just scan for topics and tips you need or are interested in.

Choosing Your Route	3
About the Fundraising Minimums	3
Ambassador Program	4
How to Gear Up for the Ride	5
Showing Your Commitment	5
Yellow Survivor Flags	6
Accommodations	6
Online Check-In	7
Prepping for the Ride	7
Dropping Off Your Gear	8
Sample Ride Itinerary	9
Getting Back and Forth with Shuttles	10
More Resources	11





# CHOOSING YOUR ROUTE

There are numerous route options for you to choose from – including, The Classics, The Hammer, and Ride Your Way. Check them all out [here](#).

**Note:** This year's actual routes won't be finalized until four weeks before the Ride weekend. Once we've finalized everything, the Ride Team will provide Strava links and GPX files for your phone or navigation system.

Stay in-the-know by following us on [Instagram](#) or visiting our [Event Details](#) page for more details.

## ABOUT THE FUNDRAISING MINIMUMS

Depending on the route you choose, there's a minimum amount you'll need to fundraise – find that information on the [Event Details](#) page.

The fundraising minimum helps us run Canada's largest cycling fundraiser, raise record-breaking amounts for life-saving research and set new standards of care across the globe. For tips and tricks on how to meet or exceed the minimum, please review our [Fundraising Guide](#).

You've got all the way up until Opening Ceremonies to meet your minimum fundraising amount. But if you don't hit it by then, no problem. You can take advantage of our Deferred Self-Pledge (DSP) Program that gives you more time to fundraise. Here's how it works:

- We'll place a hold on your credit card for the amount left to reach the minimum and give you until 60 days after the Ride event to continue fundraising to reach the minimum fundraising amount required to participate in the Ride.
- If you've raised or exceeded your minimum by the end of the 60-day period, we'll simply cancel the hold on your credit card and your 2024 fundraising will be closed.
- If you haven't raised your minimum by the end of the 60-day period, the Ride will charge your credit card the amount needed to make up what's required to participate in the event.



# MEET THE AMBASSADOR PROGRAM

We have four Ambassador levels to celebrate Riders who go above and beyond in fundraising and recruiting new Riders. All Ambassadors will receive a special badge and more swag in their Ride Kit to highlight their commitment to the cause.



## Platinum

\$20,000 raised personally or Team Captains who recruit 20+ Riders who raise at least the minimum.

## Gold

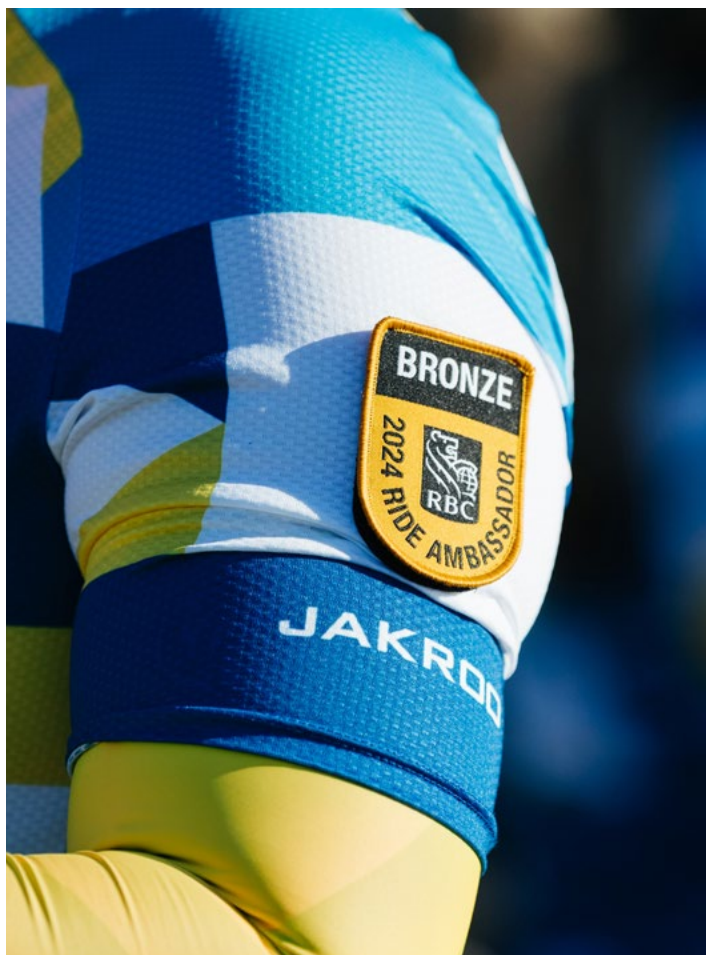
\$12,500 raised personally or Team Captains who recruit 12+ Riders who raise at least the minimum.

## Silver

\$7,500 raised personally or Team Captains who recruit 8+ Riders who raise at least the minimum.

## Bronze

\$5,000 raised personally or Team Captains who recruit 5+ Riders who raise at least the minimum.





# HOW TO GEAR UP FOR THE RIDE

Check out our Ride 101: Gearing Up series [here](#). The series covers everything from choosing a bike to figuring out what equipment you might need for a successful Ride.

## About Your Ride Ready Kit

Before Ride weekend, you'll be given a Ride Ready Kit that contains most of the gear you'll need, including:

- Rider Jersey
- Jersey Patch
- Bike Plate
- Seat Tag
- Rider ID Wristband
- Official or Ambassador Silicone Bracelet
- Luggage Tags
- Rider Sticker
- Ambassador Decal Sheet (for Ambassador level Riders)
- Zip Ties

You'll be able to pick up your Ride Ready Kit at locations in Toronto and Niagara. Exact location details will be determined closer to this year's Ride, but you can have a look at last year's schedule for similar details.

## SHOWING YOUR COMMITMENT

Your Ride jersey is a powerful representation of your commitment to the cause, and it's been specially designed to reflect just how epic your dedication is. So, wear it proudly as you Ride!

### The Official Jerseys

Whether it's your first Ride or your 16th, this classic design confirms your commitment to changing outcomes for cancer patients. Awarded to all who raise \$2,500+, and to one-day Riders who raise \$2,000+.

### The Hammer Vest

This vest makes a great companion when Riding over 260 km and is awarded to all Hammer Route Riders.

### The Polka Dot Jersey

The Red & White is the rarest of them all. These Riders have all made a substantial impact on the cause. Awarded to the first 10 Riders to raise \$15,000.

Once this year's designs have been confirmed, you can see them [here](#). Make sure you order the correct fit ([see size guide](#)).



# YELLOW SURVIVOR FLAGS

Are you a cancer survivor? If so, you're invited to ride with a yellow Survivor Flag attached to your bike.

There will be bike technicians at both Start Lines who can fasten your flag for you. Flag fitting at Toronto and Niagara is generously provided by local Bike Shop staff, and usually takes place during the following windows:

## Toronto Start Line

Friday from 2:00 – 7:00 p.m.  
Saturday from 6:30 – 8:00 a.m.

## Niagara Start Line

Saturday from 6:30 – 8:00 a.m.

**Note:** These times are subject to change. Please double-check the [Event Details](#) page in the weeks leading up to the event.

# ACCOMMODATIONS

You have several options to choose from when planning your stay in Hamilton at the half-point of your Ride. All meals are included, along with other amenities provided by our amazing partners.

## Dorm Rooms

Dorm rooms at McMaster University and Mohawk College are available at a special rate on a first-come, first-served basis. The Ride Team will let you know when booking is open and will provide details about the process and rates (booking typically begins in March).

## Camping

All Riders can stay overnight free of charge at Tent City at McMaster. Both single- and double-occupancy tents are available, and you can book your tent and request your tentmate when you register online. Ride Camp is located on McMaster University's Athletic Fields and is open from 11 a.m. to 9 p.m. on the Saturday and closes at 8 a.m. Sunday morning.

*McMaster University  
1280 Main Street West, Hamilton, ON L8S 4L8*

## Hotels

If camping or dorms aren't your thing, you can book a hotel. The Ride partners with hotels in Toronto, Hamilton, and Niagara during Ride weekend. As soon as the details are confirmed, we'll post them on our website.





# ONLINE CHECK-IN

Want to skip the registration and Ride Ready Kit pickup lines on event day? Check in online.

The Ride Team will send you an email when Online Check-In is open this year (typically in April). We will also be adding an Online Check-In option to the Ride website at the same time. As you complete your check in, you'll have the chance to verify important details, add your accommodation preferences, and flag any shuttle needs.

Once you complete your check in, we'll mail you your Ride Ready Kit, complete with jersey, wristbands, and a bike plate. The deadline to check in and get your Ride kit mailed directly to your address will be approximately 3 weeks before the Ride.

Can't check in before then? Don't worry. You'll be able to pick up your kit in-person at our Kit Pickup location, before the event and on the Saturday morning of Ride weekend

# PREPPING FOR THE RIDE

## Get Your Bike Ready

It's important to get your bike fitted and tuned at your local bike shop before Ride weekend. Not sure where to go? Connect with one of our Outfitters listed under the

Key Event Supporters page [here](#).

If you can't make it to the shop, at the very minimum, do the A-B-C Check (Air, Brakes, Chain):

- A:** Put Air in your tires.
- B:** Make sure your Brakes work.
- C:** Check your Chain for any rust.

Please note that on-site mechanics may charge you for anything beyond minor adjustments, so it's best to prepare as much as possible before you ride.

## Dropping Off & Parking Your Bike

All Riders are welcome to drop off their bikes at our secure, designated bike-parking area – there's one at both Start Lines and at Camp.

To make it easier to identify which bike is yours, please ensure you attach your bike plate and seat tag to your bike. Both identifiers will include your PID Number, which will match the number on your wristband.

Bike drop-off is available at the Toronto Sherway Start Line from 11 a.m. to 8 p.m. on Thursday and Friday before Ride weekend, and 11 a.m. to 8 p.m. Friday only at the Niagara Peller Estate Start Line.

**Please Note:** Exact times may vary, so please double-check before you arrive.



# DROPPING OFF YOUR GEAR

The Ride provides luggage service for all Riders. Simply attach the Luggage Tags from your Ride Ready Kit to your gear and bring it with you to your respective Start Line – we'll take care of it from there.

Tags gone missing? No problem – we'll have plenty extra on hand. Just please be sure you provide:

- Your first name
- Your last name
- Your Participant I.D. (included on your bike plate)

Your luggage will be transported to Camp from your chosen Start Line, and then to the Finish Line once you're done. After your Ride, don't forget to pick up your gear before you get on your shuttle back to Toronto.

**Note:** Gear drop off is available on Thursday and Friday from 11 a.m. to 8 p.m. and Saturday morning at the Toronto Start Line. For Niagara, gear drop off is available on Friday from 11 a.m. to 8 p.m. and Saturday morning.





# SAMPLE RIDE ITINERARY

Depending on the route option you selected, your Start Line may be in Toronto or Niagara. The following itinerary outlines how a typical two-day Ride would unfold. We'll publish the full details, with correct timing, on our [Event Details](#) page closer to the event.

## Friday

### Toronto + Niagara Start Lines

**2 p.m. – 7 p.m.**

Bike Drop Off and Kit Pick Up

**7:00 p.m.**

Bike tech service ends

**7:30 p.m.**

One day Rider shuttle returns to Toronto

**7:30 a.m.**

Riders must be on route  
(Classic Express excluded)

**8:15 a.m.**

Classic Express shuttle loads

## Saturday

**6:30 a.m.**

Check-In begins & breakfast available

**7:30 a.m.**

All participants must be on-site

**8:00 a.m.**

Opening ceremonies

**11:00 a.m.**

Camp open to Riders

**1:00 p.m.**

Camp open to Friends and Family

**6:00 p.m.**

Route closed, camp show starts & yoga and massages end

**8:00 p.m.**

Bar & dinner service closed

**9:00 p.m.**

Camp closed

## Sunday

**4:30 a.m.**

Breakfast available at Hamilton Camp

**5:30 a.m.**

Shuttle pick up – Mohawk to McMaster

**6:30 a.m.**

Route open

**8:30 a.m.**

Classic Express shuttle departs

## Niagara Falls

**11:00 a.m.**

Finish line open for friends, family, and supporters

**12:00 p.m.**

Shuttle Service begins back to Toronto

**5:00 p.m.**

Route closed

**5:00 p.m.**

Last shuttle departs to Toronto



# GETTING BACK AND FORTH WITH SHUTTLES

Complimentary shuttles are available between Toronto and Niagara Falls for all Riders. We also provide shuttle pick-ups from our partner hotels on Ride Day.

See below for an example of the shuttle schedule:

## Friday

Niagara start line Riders can be shuttled from Toronto to Niagara Falls.

## Saturday

Host hotels to start line in both Toronto & Niagara Falls.

## Sunday

Those staying at Mohawk College will be shuttled from the college dorm to Camp Start Line.

Once you cross the finish, there will be shuttles available back to the Toronto Start Line.





# MORE RESOURCES AT YOUR FINGERTIPS

Click the links below to check out our other guidebooks:

[Fundraising Guide](#)  
[Team Captains' Guide](#)



**Remember, the Ride Team is always here to help!**

Visit our [FAQ page](#) to find answers or contact us directly and we'll respond as soon as we can.

**Email:** [rideguides@thepmcf.ca](mailto:rideguides@thepmcf.ca) | **Phone:** 1-877-699-BIKE [2453]

