

Fire Road Cycling Event - Team DUKE Fundraising Contest Presented by Cannondale

The Fire Road Cycling 2011 event is an official fundraising event for the John Wayne Cancer Foundation (JWCF)/Team DUKE. The event is on Saturday July 9, 2011. The purpose of this fundraising contest is to beat cancer.



The top fundraiser will win a Cannondale Flash 29er mtn. bike shown above (retail value \$2,000).

Contest Description/Rules:

To join this fundraising contest contact JWCF's Greg Graber at greg@jwcf.org or 949-631-8400. All contestants are required to contact Greg to enter this contest.

The contest is open to all people registered for the Fire Road Cycling event regardless of what team they are on. Each person who joins the fundraising contest will set up their own Team DUKE web page and ask their friends to donate through their personal web page, which will show the total amount they raised. At the end of the contest, JWCF will determine the top 3 fundraisers and award the prizes.

Contest start date: May 3, 2011

Contest end date: June 24, 2011 (Two Weeks Before the Event)** we will do our best to give the bike to the winner at the event, depending on the availability of the bike frame size.**

Minimum fundraising amount for the top fundraiser: \$500

PRIZES FOR TOP FUNDRAISER:



- CANNONDALE FLASH 29er Mtn. Bike. Retail \$2,000
- Team DUKE Cycling Uniform (jersey and shorts)
- Team DUKE Knife - collector's item with certificate by W.R. Case & Sons Cutlery
- JWCF Belt Buckle
- JWCF T-shirt and Baseball Cap
- John Wayne Beef Jerky
- JWCF Sunscreen

2nd PLACE FUNDRAISER PRIZES:



- Cannondale Team Jersey
- **Timex Global Trainer GPS watch!**
- Team DUKE Cycling Uniform (jersey and shorts)
- JWCF T-shirt and Baseball Cap
- JWCF Sunscreen

3rd PLACE FUNDRAISER PRIZES:

- Team DUKE Cycling Uniform (jersey and shorts)
- JWCF T-shirt and Baseball Cap
- JWCF Sunscreen

About Team DUKE and John Wayne Cancer Foundation

John Wayne beat lung cancer for 15 years and passed on from stomach cancer in 1979. His family carries on the fight in his name through the John Wayne Cancer Foundation (JWCF). The mission of JWCF is to bring courage, strength

and grit to the fight against cancer. In our 26th year of fighting cancer JWCF continues to support research, education, support and awareness. Team DUKE is JWCF's fundraising program. It is easy to join online at www.teamduke.org. There is no minimum fundraising amount to be part of the team. We welcome all racers from all teams to join Team DUKE as the charity component of their racing. Team DUKE empowers you to use your passion for racing to support the fight against cancer.

We need your help to fund innovative life saving research, education, support and awareness programs. Some examples of JWCF programs:

- Your donations help train the next generation of doctors in the leading edge techniques for treating and researching cancer.
- \$3 Educate one youth about skin cancer prevention and early detection.
- \$20-40 Use the healing power of art and music by providing a one hour project for child cancer patients in the hospital.
- \$40 Provide a free mammogram to an underinsured woman to help her detect breast cancer early.
- \$1,000 Help send a cancer survivor to an outdoor adventure support group camp. The campers support each other as they transcend their diagnosis together.
- \$2,500 Sends a child cancer fighter to a western themed support group camp for a week in the Rocky Mountains.

Please visit www.teamduke.org and www.jwcf.org to learn more how you can use your love of mountain biking to make a difference in so many lives. Together, we bring courage, strength and grit to the fight against cancer.