



TEAM WILL BREAKAWAY NEWSLETTER

June 2012

In This Issue
Route Update
Upcoming Community Events
Sutter Medical Center Visit
How to Help

Welcome to Team Will's Breakaway, an electronic newsletter to update you on Team Will's activities and programs. Team Will is a community of volunteers who share the joy of cycling.

Our goal is to raise awareness for children with cancer and their families, to advocate for their needs, and to support research so every child can survive and lead a long and healthy life.

This week, Team Will broke the \$80,000 mark in our fundraising efforts. These are the children we're fighting for. Take a moment to help us reach our \$125,000 goal, and support the families battling this devastating disease.

Cyclists of all skill levels and ages across the country have joined Team Will and are promoting a community that imparts a coherent, credible voice to educating society about childhood cancer through various cycling activities and partnering with organizations to provide resources to families affected by childhood cancer.

Route Update

The 2012 GTD Route is fully complete and has been broken down into daily routes per shift. Details have been posted at <http://www.team-will.org/go-the-distance-2012-ride-schedule.xlsx>. The spreadsheet contains links to maps, profiles and turn-by-turn instructions for each shift. The overall route is 3536 miles and contains 154k feet of climbing with an average pace of 15.9 mph.

If you live along the route and want to support our hard-working cyclists and drivers, see how [you can help](#).

Reminder: Upcoming Community Events!

For all you local Sacramento-area supporters, don't forget our two upcoming local community events next week. Come out and wish these inspiring cyclists a safe ride as they are almost ready to GO THE DISTANCE. June 9th, we'll be hosting a booth at the Cyclebration Vendor Expo at Folsom City Lions Park, from 10am-5pm. Come down, visit the team, encourage our cyclists, and have a chance to win a brand new bike! Look for the Team Will tent.

Print the below flyer for a free ticket to enter our drawing.

CHILDHOOD CANCERS ARE THE #1 DISEASE KILLER OF CHILDREN.
35,000 children are currently in treatment for cancer*.

Win a Free Bike!!
Present this voucher at the following locations for a chance to win a women's cruiser bicycle!

Team Will Booth
Cyclebration Vendor Expo
Saturday, June 9th
10am-5pm

Purple Place - 20% to Team Will
363 Green Valley Road
Tuesday, June 12th
7am-10pm

San Francisco to Boston 10 Days Goal: Raise \$125,000 CONTRIBUTE AT WWW.TEAM-WILL.ORG

Can't join us for Cyclebration? You have a second chance! Show the same voucher at our Purple Place Fundraiser the following Tuesday, June 12th, for another chance to win a new bike!

Other great ways to support our cyclists and win tickets for the drawing on June 12th include:

- o 1 Ticket for every \$15 spent on food/drink at the Purple Place, June 12th
- o 1 Ticket for every \$5 donation (6 for \$25) made at Cyclebration or the Purple Place
- o 4 Bonus tickets for contributing a Canister of Powdered Sports Drink, to help our team Go the Distance
- o 8 Bonus tickets for donating a \$25 Gas/Grocery/Restaurant Gift Card to support our upcoming cross-country ride

Drawing prizes include bicycle tune-ups at Bicycles Plus, Folsom Family Fitness 1-month membership, gift certificates, and a FREE BIKE. All dollars raised go toward Team Will's goal of raising \$125,000 to support families battling childhood cancer. Drawing will be held June 12th at 9pm at the Purple Place. Need NOT be present to win.



Visit Team Will at Cyclebration - June 9th, 10am-5pm

For those who live in the Sacramento/Folsom area, don't forget to check out Team Will at Folsom Cyclebration this weekend! Team Will is hosting an awareness booth at the Vendor Expo during this exciting family event-June 9th, 10am-5pm at Folsom City Park. Stop by to learn more about Team Will, pick up coloring & activity pages for the kids, visit with our riders, and make a donation. As a special bonus, cyclists will be at our booth, riding on trainers during the event! Passers-by can see what these men and women do, hour after hour, day after day, going the distance for our kids. We will also be holding a drawing, so reach into your pocketbook to make a donation for a chance to win one of many great prizes! Participants receive 1 drawing ticket for every \$5 donated during the event. Prizes include bike tune-ups, nutrition supplements, and a new bike! Don't miss out! For more information, see <http://folsomcyclebration.com/> or contact [Lisa Depew](#).

Folsom City Lions Park is located on Stafford St., in Folsom, behind the Folsom Public Library.

It's a Party! Bring Your Friends to "The Purple Place" in El Dorado Hills - June 12, ALL DAY

The fabulous proprietors of "The Purple Place" in El Dorado Hills, CA, are helping Team Will with an amazing fundraiser. 20% of all proceeds earned on June 12th, from anyone mentioning Team Will, will go to support our Go the Distance 2012 ride. Breakfast, lunch, dinner, even drinks-all expenditures help us get closer to our \$125,000 fundraising goal. The live band will begin at 7:30 pm! So come out for a great meal, enjoy time with friends, and support a fantastic cause! Supporters will receive one drawing ticket for every \$15 spent that night, so don't forget to tell the wait staff you're there for Team Will!

The Purple Place is located at 363 Green Valley Road, in El Dorado Hills, CA.

Sutter Medical Center Visit

On May 25th, five Team Will members converged upon Sutter Medical Center, two of whom braved a few rain drops and arrived by bicycle. Always ready to make a grand entrance, the riders wheeled their bicycles through the lobby, on to the elevator, and into the playroom where several young patients were busy making "goo". In the playroom was one of Team Will's heroes who appeared in the 2008 documentary "Go the Distance." In addition to many new signatures on our jerseys, we now have a movie star's autograph!! We want to thank our host, Amy Medovoy, and her staff at the Sutter Medical Center for another great hospital visit.

Hospital visits remain the core element of the Team Will member's experience. The opportunity to interact with our young heroes, let them know we are cycling for them, and with luck, see them smile reminds us of why we do what we can to help. Visits in the Sacramento area will continue year round. For more information, please contact Rex Gordon at rgordon@team-will.org.

Team Will Heroes

A Team Will Hero is someone who does something extraordinary in an extraordinary circumstance. These Team Will heroes have done just that, something extraordinary; they have inspired everyone they meet with their courage and bravery in the face of extreme challenges as they battle for their lives. For this they are Team Will Heroes and we will never forget them. [Meet the heroes](#) and then learn more about these [extraordinary kids](#).

How to Help

During the Ride

If you live along the route and would be willing to put a team up for the night, provide some grab-and-go meals, host a meal, or set up a reception or event to get friends together to promote Team Will, please email [Ken Scarberry](mailto:kscarberry@team-will.org) at kscarberry@team-will.org. All help is appreciated! (Full route details can be viewed from the [Team Will](#) website. On the homepage, click "Go the Distance 2012" on the left hand side, then view the route map links at the bottom of the page.)

Please try to check out the community fundraisers and support Team Will by making a donation. If a donation is made to a community fundraising event during the ride, 50% of that donation will remain in the community because TW is able to contribute to specific local charities. This allows Team Will to donate funds back to the community, and the contributions will remain in the community for childhood cancer research and/or family support services.

Sharing

After you finish reading this newsletter, please share it with your friends on Facebook, Twitter, Pinterest, Google+, and any other networks you may be a part of! We want to reach as many fans as possible.

Share this [inspirational video](#) with friends who want to learn more about the statistics behind childhood cancer and be encouraged to support Team Will.

Re-Cycle: 100 Short Essays on the Sport of Cycling

Scott Charles is collecting short stories about cycling to publish into an e-book. Check it out and share your story!

http://libernetics.com/writings/?page_id=832.

There is a chance proceeds may go to Team Will.

Thank you for being a part of Team Will. Please spread the Breakaway by sharing this newsletter with your friends and associations!

Sincerely,
Amy Chow, newsletter editor for Team Will

Please like us on Facebook!



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