

Cycle Therapy Tour 2011: Ride for KidSport event

We Ride For Pleasure, We Ride for Purpose

CycleTherapy had a rather unassuming start in 2009, when a group of 5 friends decided that they better start training for a fundraising bike ride they had all signed up for.

While the initial goal may have placed a heavier emphasis on deepening friendships, the outcome ended up being a life changing event for all as we were impacted by the many people and stories we came across during this event and realized the importance of continuing to give to our community. As a result, the motivation shifted dramatically from building friendships and fitness, to finding a way of banding together to do something meaningful for our community. Thus, CycleTherapy was born...a cycling club with a service heart!

On September 17, 2011 the CycleTherapy Tour 2011: Ride for KidSport will take place. This event will see us travel the Bow Valley Parkway from Banff to Lake Louise and back, a 105km ride... all in support of the KidSport program in Alberta. The KidSport mission is simple - to provide support to children in order to remove financial barriers that prevent them from playing organized sport. By removing financial barriers to sport participation, KidSport is investing in the healthy development of kids throughout Alberta.

In 2010, local KidSport chapters across Alberta helped create opportunities for sport participation for 5,635 children and youth across Alberta and distributed over \$1.2 million. Help us reach our fundraising goal of \$25,000 which will create at least 100 new sport experiences for kids that would otherwise not have a chance.