



CIBC Run for the Cure

Event Day Guide



Canadian
Cancer
Society

CIBC  **RUN FOR THE CURE** | **CIBC** 

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Welcome Team CIBC!

Welcome to the Canadian Cancer Society CIBC Run for the Cure Event Day Guide! We are excited for you to experience this year's CIBC Run for the Cure on **Sunday, October 3, 2021**.

This year's virtual event will include all the things you love about Run – an opening ceremony, warm-up, and live performances broadcast live at **11 AM EST on Run Day**. Being physically apart won't stop us from coming together to change the future of breast cancer.

Now more than ever, your dedicated support will ensure that no Canadian has to face breast cancer alone. Thanks to you, we are changing the way breast cancer is treated, improving outcomes and saving lives—all while supporting Canadians at every stage of their breast cancer journey.

At the Canadian Cancer Society (CCS), we know that our vision to create a world where no Canadian fears breast cancer is only achievable if we work together, with people united by the same goals. We couldn't do our vital work without support from our collective of dedicated CIBC Run for the Cure sponsors.

This year marks CIBC's 25th year as title partner of the CIBC Run for the Cure. Team CIBC has been there every step of the way United fundraising, donating and volunteering. Team CIBC has raised over \$56 million for breast cancer research, treatment, education, and support programs since 1997.



CCS is proud to partner with CIBC, a bank that embodies a culture of care and strives to positively impact communities across the country.

We'd also like to extend a heartfelt thank you to our national sponsors for supporting the CIBC Run for the Cure this year. Thank you to our national sponsors Canpar Express, The Printing House, WestJet and YES TV. Together, we are a force-for-life in the face of breast cancer.



We look forward to seeing you on October 3 as you show your support for everyone you love who's been affected by breast cancer.



Contents

Please use this CIBC Run for the Cure Event Day Guide leading up to and on Run Day. Included in this kit you will find helpful information and fun resources to make this year's Run a memorable day.

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- **Let's Get Virtual**
- **Print at home posters**
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- **Print at home badges**

You can also visit our website cibcrunforthecure.com for more information.





Our impact

In 1992, a small group of volunteers began a movement in Toronto's High Park. That day they brought together 1,500 people to raise awareness and \$85,000 for breast cancer. This marked the beginning of what was to become Canada's largest single day, volunteer-led event in support of the breast cancer cause, the CIBC Run for the Cure.

In 1997, the trailblazing partnership between the Canadian Breast Cancer Foundation (CBCF) and CIBC began, and in 2017, CBCF and the Canadian Cancer Society (CCS) joined forces under the CCS banner. Together, CCS, CIBC and thousands of dedicated Canadians continue to raise vital funds for breast cancer through this signature event. We are grateful to CIBC, their employees and clients for their longstanding support, and to the countless volunteers, participants and donors that are helping to change the future of breast cancer.

Since the CIBC Run for the Cure began, we have raised over \$471 million for the breast cancer cause. With these funds, over \$432 million has been invested in groundbreaking breast cancer research that enables a new understanding of breast cancer and better treatment and patient outcomes. Some of these include:



More knowledge about the complexity of breast cancer, helping to inform treatment strategies that are targeted to the individual.



Creating tests that predict the risk of recurrence and help guide treatment strategies.



Breast-conserving surgery is shown to be safe in early-stage breast cancer (instead of full mastectomy).



Genetic testing is now used to determine the increased risk of developing breast cancer.



The psychological aspects of a cancer diagnosis are more recognized and prioritized as a critical part of cancer treatment.



Our impact continued...

Each dollar raised will help make a meaningful difference in the lives of people with breast cancer. With your support, we can:



Fund groundbreaking breast cancer research that will help more people live with and beyond cancer.



Shape health policies to prevent breast cancer and support those living with the disease.



Provide a national support system, so no one has to face breast cancer alone.

It's because of the funds Canadians raise through the CIBC Run for the Cure that we know more than ever before about how to prevent, diagnose, treat, and live with and beyond breast cancer. Thanks to you, people across the country are living longer and fuller lives. Here are some of the ways we made an impact last year:

- Almost **236,000 trips** were provided to Canadians with cancer-related appointments.
- We helped **more than 287,000 people** through our peer support programs.
- Answered calls and emails from **46,000 Canadians** with questions about cancer.
- **Over 19 million people** accessed our information resources on **cancer.ca**
- We welcomed **more than 6,100 guests** to our lodges, for those in treatment away from home.
- Distributed **over 3,100** wigs, headwear and breast prostheses.
- **Successfully advocated** for plain packaging regulations for tobacco, which are now the best in the world.



With 1 in 8 Canadian women expected to be diagnosed with breast cancer in their lifetime, we know how important our support is to help change the future of breast cancer. Thank you for helping make a meaningful difference in the lives of people affected by breast cancer.



Event day schedule

This year's CIBC Run for the Cure event will be broadcast nationwide across our social media channels, and on TV for the first time! Tune in to **YES TV, Facebook** or **YouTube** at **11 am EST on October 3rd** to watch the live-streamed event day broadcast. The full broadcast will be available on our **YouTube channel** after the livestream.

You won't want to miss this year's performers including singer-songwriter Chantal Kreviazuk, country singer Brett Kissel and drag performer Tynomi Banks!



A double Juno award winner and six-time platinum-selling singer-songwriter, professional model and filmmaker **Chantal Kreviazuk** has firmly established herself as one of the premier Canadian talents today.



Multi-award-winning musician (Canadian Country Music Association, Canadian Walk of Fame, Juno and Worldwide Radio Summit, to name a few) and four-time country-chart topper **Brett Kissel** has been a Canadian Cancer Society supporter for years. Profits from his song "I didn't fall in love with your hair," which was inspired by his mother's battle with cancer, were donated to CCS.



Tynomi Banks is recognized worldwide for her full production performances, dominant stage presence and playful energy. Her hustle led her to become the first Drag Entertainer to perform in Toronto's Dundas Square during World Pride 2014 and has soared ever since, notably with being cast in the first season of Canada's Drag Race in 2020. She is the only drag performer to be featured in a Superbowl ad other than RuPaul herself!

After you've watched the virtual opening ceremonies, you can run or walk 1k or 5k in your neighbourhood as part of your at-home celebration. Bring your phone (and make sure you've downloaded the **CIBC Run for the Cure app**) to track your distance.

In the afternoon, we'll announce the collective distance we've travelled together in support of the breast cancer cause and award winners will be shared on your local Facebook pages after 2:30pm EST.



Five things to remember for Run Day

- Decide if you'll be gathering in a small group with your team or loved ones safely in person or virtually. Confirm the time and location and share a calendar invite with the details.
- Print out the supplies from our toolkit, including the participant stickers and print-at-home pinnie to honour the people you're running for.
- Check out the official **CIBC Run for the Cure playlist on Spotify**. This playlist was curated by top fundraising teams from across the country and includes songs that are meaningful to them and the people they are supporting.
- On Run Day, wear your CIBC Run for the Cure t-shirt or one from the year's past, and coordinate some fun accessories with your team!
- Share photos and videos on social media using **#CIBCRunForTheCure**.



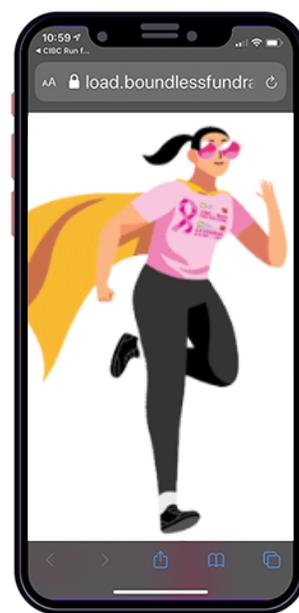
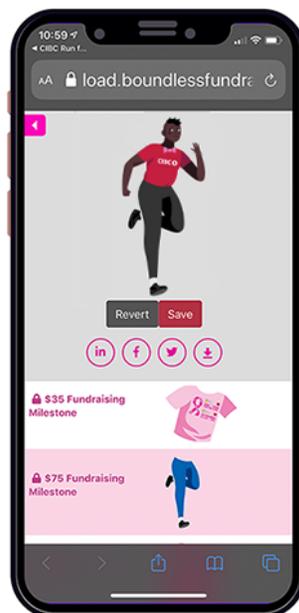


Let's get virtual!

Enjoy the best of both worlds at this year's **CIBC Run for the Cure** with our newly-updated mobile and tablet app with new and exciting features, like these:

- **Dress up your Run avatar** - We've added even more ways to accessorize and personalize your Run avatar, including your very own CIBC Run for the Cure t-shirt, and we've added new customization for your avatars like a flower crown and foam finger. The more you fundraise, the more features you will unlock for your avatar!
- **Even more fundraising and activity challenges to conquer** - As you track your activity, you'll receive challenge badges for your achievements for a streak of activity or a percentage of an activity goal. Make sure to share your achievement on your social media!
- **New stickers and frames to share on social media** - We've created new stickers and photo frames you can add to your images and share on your fundraising centre or social media pages!
- **Track your progress** - Use the app's Google Fit or Apple Health integration and challenge yourself to walk or run as much as you can leading up to Run Day. Share your progress online and complete challenges for the chance to win prizes! On October 3, use the app to track your distance and check back at our website to see how far we travelled together.

Download the **CIBC Run for the Cure app** by visiting the **Apple Store** or **Google Play app stores**. If you already have the app downloaded, make sure you have updated to the latest version to access our new features!





Thank you for participating in this year's CIBC Run for the Cure. While the run is taking place on Oct 3, 2021, and we'll all be running our own individual routes, you can be sure we'll still running together as a team! That being said, we're very excited to see some familiar faces, and many new ones this year.

On the following pages, you'll find a few ways to help bring out some of that Team CIBC spirit we're known for. All you have to do is print the pages you want, and you're set!

Remember to have fun, stay hydrated, pace yourself and stretch. And, if you have any photos, post them on social media using [#CIBCRunfortheCure](#)

Posters - pages 10-16

Show your support for the Run by printing out the poster and placing it in your windows at home.

Pinnie - pages 17-18

While you're on your run or walk, you can honour a loved one with this printable pinnie. Just print, cut it out, write the name of the person you're running for, and pin it to your shirt on Run Day.

Colouring sheets - pages 19-20

Involve your kids and keep them entertained by printing out the colouring sheets.

Badges - pages 21-22

If you identify with breast cancer, print off one of the badges, cut it out, and pin it to your shirt on Run Day.

NEVER STOP
RUNNING

JOIN US

3 OCT. 2021



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RUN FOR THE

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CIBC  **RUN FOR THE CURE** | **CIBC** 

25+ YEARS
\$56 MILLION RAISED
AND WE'RE STILL RUNNING
JOIN US OCT. 3



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Society



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25+ YEARS
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JOIN US OCT. 3



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TEAM CIBC



I NEVER STOP RUNNING FOR



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CIBC  **RUN FOR THE CURE** | **CIBC** 

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TEAM CIBC



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TEAM CIBC



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TEAM CIBC

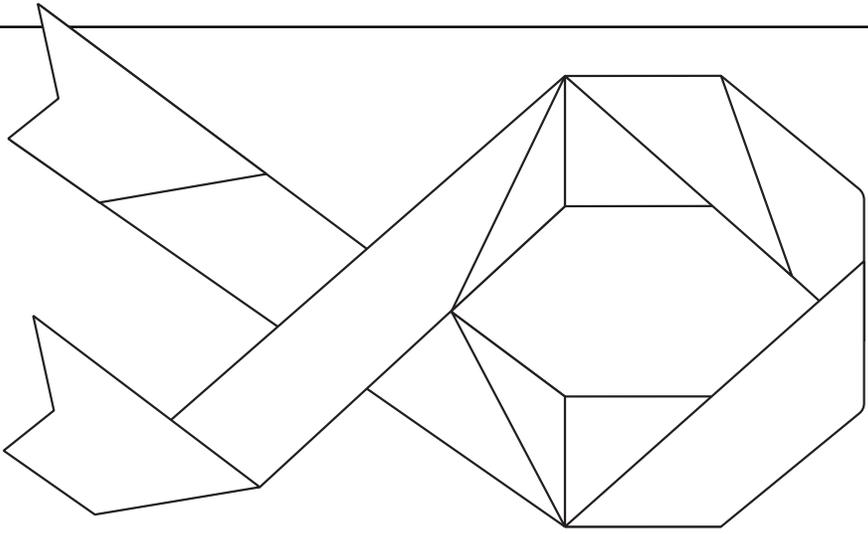


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3 OCT. 2021
NEVER STOP
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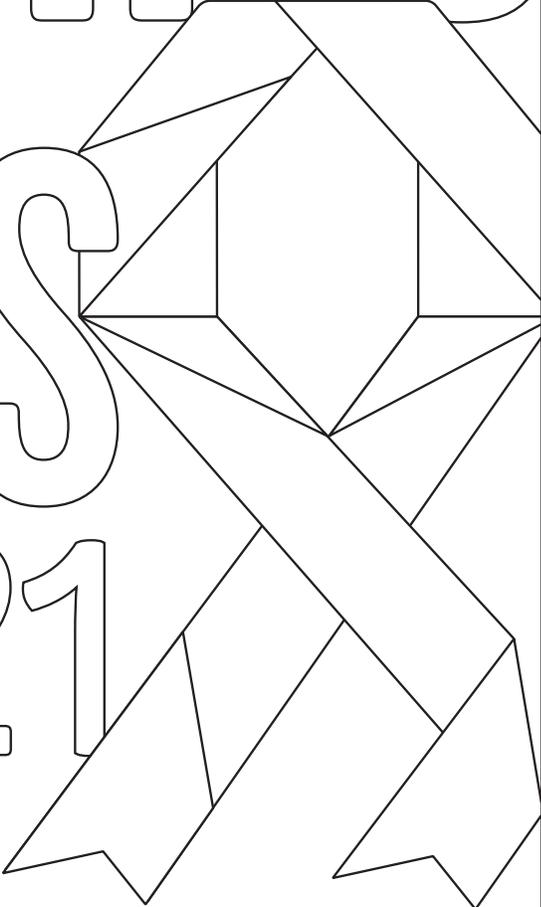


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**I'M AT
INCREASED
RISK FOR
BREAST CANCER**



Canadian
Cancer
Society



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**I'M LIVING
WITH METASTATIC
BREAST CANCER**



Canadian
Cancer
Society



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**I'M
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BREAST CANCER**



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Cancer
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**I'M A
BREAST CANCER
SURVIVOR**



Canadian
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Society





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BREAST CANCER**



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WITH METASTATIC
BREAST CANCER**



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**I'M
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Society



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**I'M A
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SURVIVOR**



Canadian
Cancer
Society

