



Run Day

Participant Kit



CIBC  **RUN FOR THE CURE**



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Welcome Team CIBC!

Thank you for joining us for the reimagined **Canadian Cancer Society CIBC Run for the Cure** on **Sunday October 4**. At the Canadian Cancer Society, our commitment to creating a future where no Canadian fears breast cancer hasn't changed. We're committed to an interactive and engaging Run Day, but this year it will be different.

Because physical distancing is the reality for the foreseeable future, we've transformed the 2020 CIBC Run for the Cure into a one-of-a-kind experience with both virtual and physical elements. The reimagined Run will include all the things you know and love about Run Day, with some exciting new features along the way.

Every day, more than 75 Canadians are diagnosed with breast cancer and many more are supporting loved ones through their diagnosis. Breast cancer doesn't stop being a life-changing disease during a global health pandemic and that's why we will never stop running to support people affected by this disease.

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.

This year, being physically apart won't stop us from coming together to change the future of breast cancer.

**Get ready to run or walk your way on October 4th.
We'll be here with you every step of the way.**





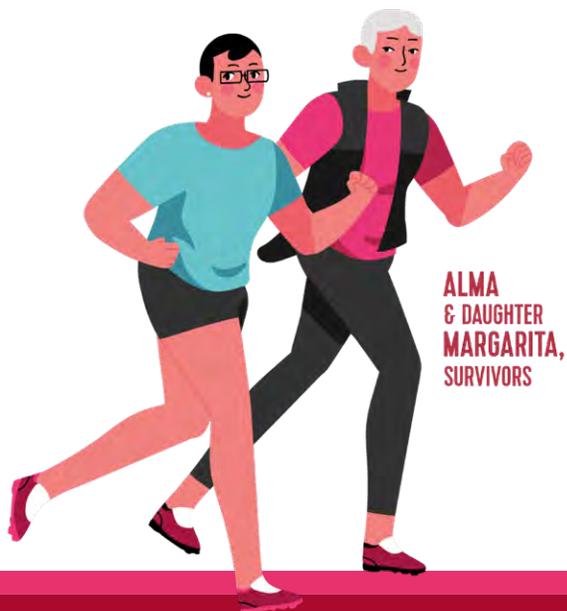
Your Run Day Participant Kit

Please use this CIBC Run for the Cure Run Day Participant Kit as a 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.

- What's new this year
- Preparing for Run Day
- Event day schedule
- Run Day brunch recipe
- Printable posters
- Printable Team CIBC posters
- Printable Team CIBC pinnie
- Printable Team CIBC flag
- Printable colouring sheets
- Printable badges
- Finish line examples
- Learn about the impact we're making
- Thank you to our sponsors



You can also visit our website cibcrunfortheure.com for more information on our first hybrid physical and virtual nationwide Run.



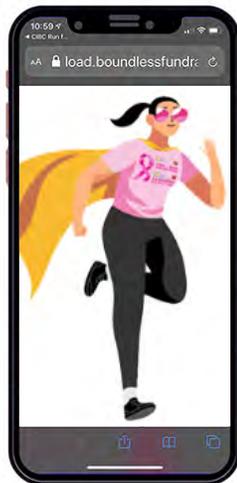
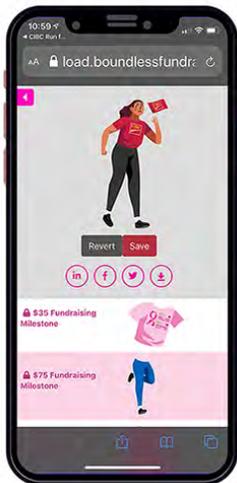


What's new this year

This year, we have new ways to participate in the CIBC Run for the Cure. While you walk or run your way with a small group of family and friends in your neighbourhood on October 4, you can also enjoy the engaging ways we have created for you to participate virtually.

Through our refreshed and easy-to-use mobile app and website, you'll be able create and customize your own virtual runner, fundraise to unlock rewards and track your activity – all from the palm of your hand.

While we can't meet in person this year, our CIBC Run for the Cure app will let you share your Run experience with your fellow participants across the country. Wherever you are, this free app will allow you to connect with others through social media and email, update your fundraising page, and check your fundraising progress.



Create your personal virtual runner through our app and share it on social media using **#CIBCRunfortheCure**. You can customize and dress up your avatar with fun accessories like a Run t-shirt, tutu, cowboy hat and custom pant colour to make it your own. The more you fundraise, the more features you can unlock!

This year, we've brought the people in our advertising campaign to life as virtual runners. We call them our campaign heroes, and each of them has a personal experience with breast cancer. You can meet them and learn more about their inspirational journeys on cibcrunfortheCure.com.

Using our new Activity Tracker, you'll be able to track your individual and team total distance on the app, using the Google Fit or Apple Health integration. On Run Day, track your 1k or 5k distance through the app and we'll share how far we travelled, together.



Along the way, our Team CIBC cheer squad will be rooting for you and sending you notes of encouragement through the app. Plus, once you've completed your walk or run, your avatar will get a medal!





Preparing for Run Day

- Download the CIBC Run for the Cure app from the Apple Store or on Google Play and plan to track your distance on Run Day. With the app, you can track your 1k or 5k distance and on October 4th we'll share how far we travelled, together.
- Build your customized virtual runner using the mobile app or website and unlock special gear for your avatar by achieving fundraising milestones! On Run Day while you run or walk in your neighbourhood, your avatar can run alongside you, every step of the way.
- Decide if you'll be gathering in a small group with your team or loved ones in-person or virtually. Confirm the time and location and share a calendar invite with the details. Make sure you'll have a strong internet connection and a screen to watch our live-streamed opening ceremonies at 11:30 AM EST.
- Create a Spotify account and download the app so that you can listen to the official CIBC Run for the Cure playlist on Run Day. 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.
- Print out the supplies from our toolkit, including the participant stickers and print-at-home pinnie, to tell people who you're running for.
- Gather the supplies you'll need for brunch using the recipe from Chef Mélanie Gagnon.
- Decorate your front porch or balcony in pink so that people know that you're participating in the CIBC Run for the Cure.
- On Run Day, wear your CIBC Run for the Cure t-shirt, or one from a past year, and coordinate any extra accessories with your team!
- Visit our virtual Wall of Hope on cibcrunfortheCure.com where you can share inspirational messages, photos and videos with participants across the country.
- Share photos and videos on social media using [#CIBCRunfortheCure](https://twitter.com/CIBCRunfortheCure)



Event day: how to watch

The CIBC Run for the Cure live-streamed opening ceremonies will be taking place on Sunday October 4 at 11:30 AM EST on the Canadian Cancer Society Facebook and YouTube pages. You do not need to have a Facebook or YouTube account to watch.



Event day schedule

Our live-streamed virtual opening ceremonies will begin at 11:30 AM EST and be broadcast live on Facebook and YouTube. Visit our event day page at cibcrunforthecure.com for the link to the broadcast. This 45-minute celebration will bring participants together from across the country as we kick-off the Run!

The opening ceremonies will include:

- Our emcee Canada's Queen of R&B Soul and iconic singer-songwriter Jully Black, will host the livestream event
- Greetings from the Canadian Cancer Society and CIBC
- Remarks from one of our campaign heroes, a Participant of Hope who will be sharing her story
- A video featuring Participants of Hope from across the country
- Performances from talented Canadian musicians including Jully Black, Barenaked Ladies, Jess Moskaluke and Carolyn Dawn Johnson
- A high-energy warm up featuring our favourite fitness leaders from across Canada
- Our virtual Wall of Hope where you can share inspirational messages, photos and videos



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 with you to track your distance and listen to our Run Day Playlist on Spotify along the way!

Don't forget brunch! Make the brunch recipe from Chef Mélanie Gagnon and enjoy a delicious meal before or after you head out in your community. Bon appetit!

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 at 2:30 PM EST.



Run Day Brunch Recipe

As part of your Run Day experience, we recommend making this delicious brunch recipe created by Chef Mélanie Gagnon from Estrie, Quebec. We are grateful to Chef Gagnon for creating a healthy and easy-to-make recipe for you to enjoy!

Chef Mélanie is a long-time partner of the Canadian Cancer Society and has participated in our Gala des Grands Chefs event in Quebec for many years. For her, cancer is personal. Her father died of cancer 20 years ago and in 2016, Mélanie was diagnosed with stage three breast cancer, and told she carried the BRCA2 gene mutation. Mélanie's incredible courage, strength and determination help her live life in the face of breast cancer.

Chef Mélanie is the Executive Chef of Auberge Ste Catherine de Hatley, owner of food processing company Pro-Jam Inc. NANY'S products, and was named "Healthy Cooking Chef of the Year" in 2007 by the Quebec Association of Chefs, Cooks and Pastry Makers. She is passionate about developing healthy culinary creations and living a well-balanced life.

You can prepare the recipe to enjoy before or after you head out for your walk or run in your neighbourhood on Run Day. If you're gathering safely with a small group of loved ones or teammates, you can enjoy brunch together to continue your event celebrations.

Bon appétit!





Autumn Grilled Vegetable Sandwiches

(Recipe makes 4 servings)



Ingredients:

- 1 tsp salt
- 1 tsp fleur de sel
- 1 tsp olive oil
- 1 tsp freshly ground pepper
- 16 small green asparagus
- 250g sliced yellow zucchini
- ¼ fennel bulb
- 10 red radishes
- 20 cherry tomatoes
- 4 slices of whole wheat bread
- 120g goat cheese or other creamy cheese
- 40g chopped fresh basil
- Fresh parsley to garnish

Instructions:

1. Prepare the vegetables
 - Bring one pot of salted water to boil.
 - Add the asparagus to the boiling water and let them cook for two minutes. Remove asparagus from the water, but keep it boiling, and add in cool water to the pot.
 - Add the zucchini to the pot of water and cook for two minutes before removing.
 - Dump the boiling water and add cold water to the pot. Add the cooked asparagus and zucchini to let them cool.
 - Finely mince the fennel bulb and the radish with a mandolin or sharp knife to maintain the crispness of the vegetables.
 - Cut cherry tomatoes in half.
2. Grill the bread for your sandwiches
 - Preheat the oven or grill and grill each slice of bread on one side only.
3. Add the vegetables to a bowl and season with a drizzle of olive oil, fleur de sel and freshly ground pepper.
4. Mix the goat cheese and chopped basil and spread on each slice of bread.
5. Place the cherry tomato halves in the centre of each grilled bread slice. Then add the minced fennel, radish and sliced zucchini to the sandwich, ending with the asparagus and parsley.
6. **Enjoy, bon appétit!**



Thank you for participating in this year's CIBC Run for the Cure. While the run is taking place on Oct 4, 2020, 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](#)

Run posters and Team CIBC posters - pages 10-16

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

Team CIBC 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.

Team CIBC Mini Flag - pages 19-20

Your friends and family can show their support too! For the flagpole, you can use some popsicle sticks, pens, metal straws, chop sticks, or anything else laying around your house.

Colouring sheets - pages 21-23

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

Badges - pages 24-25

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

4 OCT. 2020



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FOR THE CURE





JOIN TEAM

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FOR THE CURE



**24 YEARS PROUD
15,000 RUNNERS STRONG
NEVER STOP RUNNING**



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RUN FOR
THE

CURE



24 YEARS PROUD
15,000 RUNNERS STRONG
NEVER STOP RUNNING



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RUN FOR THE **CURE**



Cut here 

Team CIBC



**I NEVER STOP
RUNNING FOR**



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CIBC  RUN FOR THE CURE 

Cut here 

Team CIBC



**I NEVER STOP
RUNNING FOR**

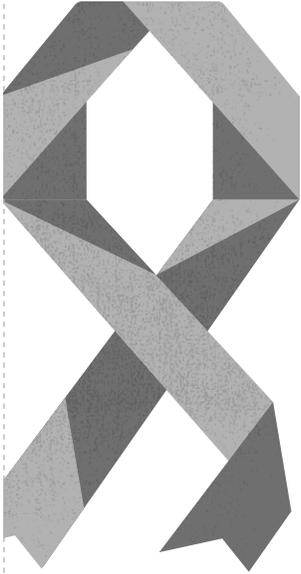


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Team CIBC



**I NEVER STOP
RUNNING FOR**

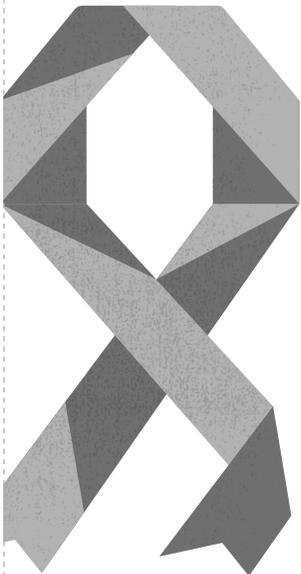


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Team CIBC



**I NEVER STOP
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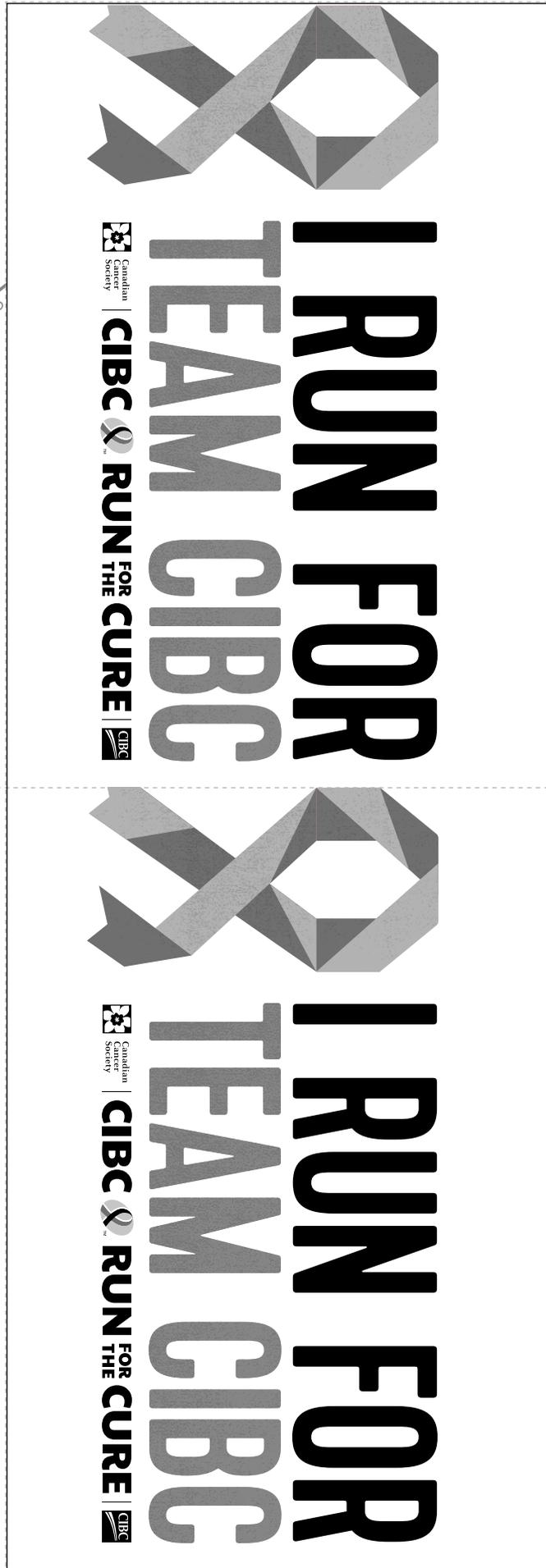


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Simply print out, cut and fold this page in half to use as a mini flag at the finish line

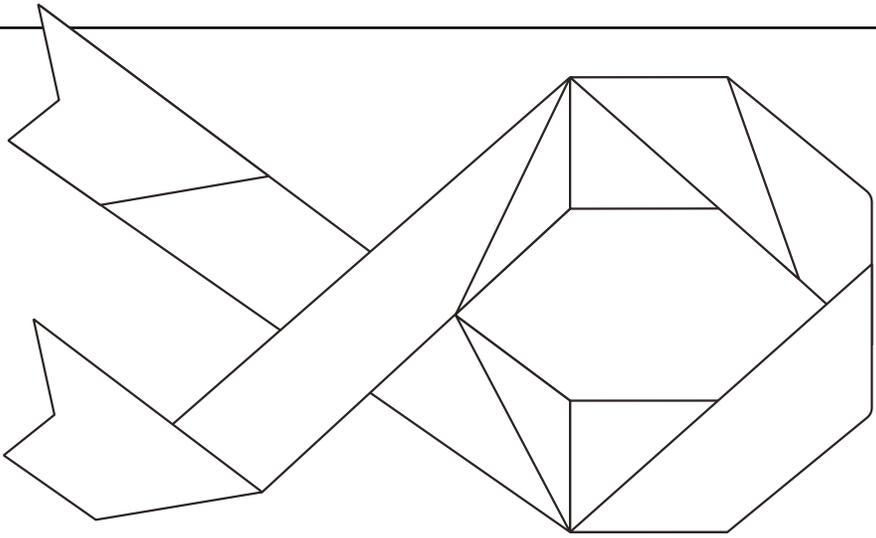




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4 OCT. 2020

NEVER STOP
RUNNING



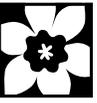
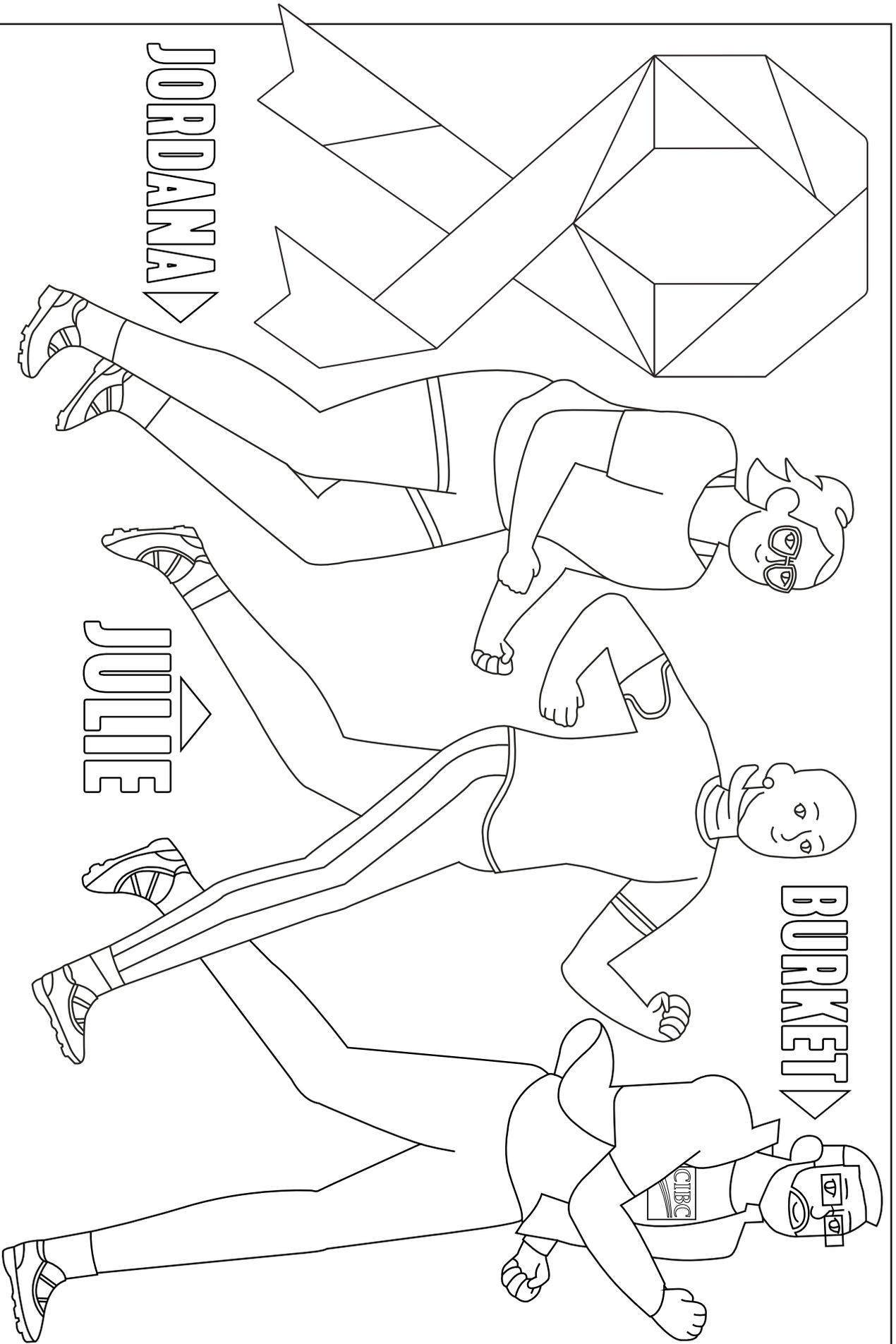
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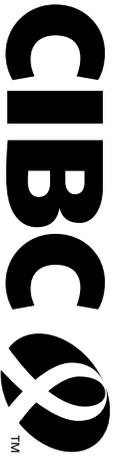
RUN FOR THE

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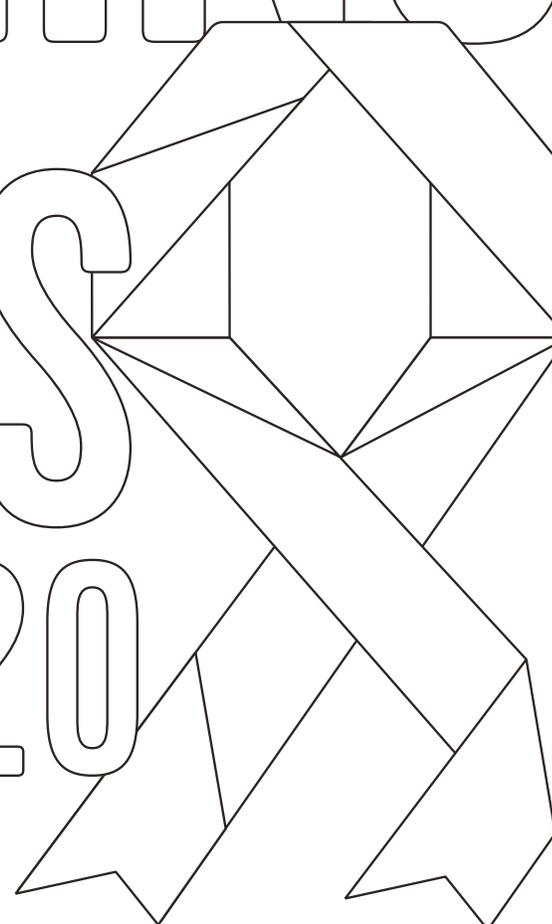
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Cut here



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



Canadian
Cancer
Society



Cut here



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



Canadian
Cancer
Society



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**I'M
LIVING WITH
BREAST CANCER**



Canadian
Cancer
Society



Cut here



**I'M A
BREAST CANCER
SURVIVOR**



Canadian
Cancer
Society





Cut here



**I'M AT
INCREASED
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Canadian
Cancer
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**I'M LIVING
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Canadian
Cancer
Society



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**I'M
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Canadian
Cancer
Society



Cut here



**I'M A
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SURVIVOR**



Canadian
Cancer
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FINISH LINE EXAMPLES

For this year's CIBC Run for the Cure, everyone will have a different finish line, most being in your own neighbourhood. Because of that, we encourage you to build your own! You can use string, shoelaces, towels, t-shirts, painter's tape or even toilet paper—anything laying around your house goes!

Be sure to tag #CIBCRunfortheCure when posting your finish line.

STRING



TIED T-SHIRTS



TOWELS



TOILET PAPER



RIBBON



PAINTERS TAPE



BED SHEETS



PAPER



ANYTHING GOES!





Our impact

The Canadian Cancer Society is the largest charitable funder of breast cancer research in Canada and the only organization that enables a national support system that makes a real difference for people affected by breast cancer.

Since the CIBC Run for the Cure began in 1992, we have raised over \$460 million for the breast cancer cause. With these funds, almost \$428 million has been invested in groundbreaking breast cancer research, including \$24 million in metastatic breast cancer research over the last five years. With your help, Team CIBC has raised over \$54 million in the 24 years CIBC has been title sponsor!

It's because of the funds you 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 significant investments in breast cancer research, the five-year survival rate has increased by nearly 20% since the 1980s. We need to continue funding world-class research so that survival rates keep increasing.

By participating in the Run, you are also helping fund our vitally important support system that helps people better manage life with cancer, find community and connection and build wellness and resilience throughout their cancer journey. This national support system is there for Canadians at every stage of their breast cancer journey, providing:



Information and resources about breast cancer through cancer.ca and our Cancer Information Helpline



Community and connection through our peer support programs like CancerConnection.ca



Support for caregivers and people dealing with a loved one's diagnosis



A home away from home at our lodges for people who need to travel for their treatment



Real-hair wigs free of charge to people who have lost their hair after cancer treatment



With 1 in 8 Canadian women expected to be diagnosed with breast cancer in their lifetime, we know how important your support is to help change the future of breast cancer. Our Run participants belong to a powerful community - we are grateful for our supporters' commitment to making a meaningful difference in the lives of people affected by breast cancer.



Thank you to our sponsors

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

This year marks CIBC's 24th year as title sponsor of the CIBC Run for the Cure. United together by One for Change, Team CIBC supports its communities year-round through fundraising, donating and volunteering. To date, Team CIBC has raised over \$54 million for breast cancer research, treatment, education and support programs.

In addition to their support of the CIBC Run for the Cure, CIBC is a National Partner of the Canadian Cancer Society and generously funds our online support community CancerConnection.ca, which helps people with cancer and their loved ones share their experiences and build supportive relationships.



CCS is proud to align itself with CIBC, a bank that embodies a culture of care and strives to have a positive impact on communities across the country.

We'd like to extend a heartfelt thank you to our national sponsors for supporting the reimagined CIBC Run for the Cure this year. Your generous contributions are making a meaningful difference in the lives of people affected by breast cancer.

Thank you to our national sponsors Canpar Express, Clif Bar & Company, The Printing House, WestJet and YES TV. Together, we are a force-for-life in the face of breast cancer.

National Sponsors



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