

“Together, we can make this moment the beginning of the greatest movement for positive change in our history. If enough of us choose to change one small thing...together, we have the power to change anything.”

It was a huge, impossible dream – to circle the globe in a wheelchair – and it began with a single turn of a wheel.

It has been 25 years since my journey to make the world more accessible and inclusive and find a cure for spinal cord injury travelled around the globe as the Man in Motion World Tour (MIMWT). For 26 months my team and I wheeled more than 40,000 km through 34 countries, raising awareness of the potential of people with disabilities. The Tour raised \$26M which has grown over the past 25 years to over \$245M towards my dream.

Now, I'm excited to announce we'll be commemorating the 25th Anniversary of the MIMWT with a national, nine-month relay commencing in August 2011. Recreating the Canadian portion of the MIMWT, approximately 7,000 relay participants, everyday Canadians that truly demonstrate that anyone can make a positive difference, will help us reach hundreds of communities from St. John's, Newfoundland to Vancouver, BC sharing the message of courage and determination across the country.

While the relay will follow the path of my original tour, the mission is to create a new journey that raises awareness, engages communities and celebrates people who make a difference – leaving behind a more inclusive and accessible nation.

Joining the thousands of Relay Participants will be a small group of extraordinary individuals who exemplify the values of the 25th Anniversary Relay and will take part in a very unique capacity as members of the **25th Anniversary Relay Endurance Team**. The Endurance Team members will have an incredible opportunity to travel with the Relay for a period of time and showcase their athleticism by moving the Relay efficiently through sections of the country.

I am very excited about the creation of the Endurance Program and the opportunity it presents for the selected athletes. I have been fortunate to meet so many gifted and dynamic individuals over the years and it's an honour for me to share this event and create the opportunity to highlight so many individual accomplishments. The Endurance Team members will endure several long, physically challenging days on the Relay, but the experience will hopefully be a rewarding one that will forever inspire those they encounter along the way.

If you or someone you know has the passion, courage, athleticism and determination to have a special role in the Rick Hansen 25th Anniversary Relay, we would love to hear from you. Attached is a document that outlines the role of an Endurance Team member for your reference. Please contact Scott Jones at 604-644-5450 or sjones@rickhansen.com.

Together, we can inspire Many In Motion – and change the world one good turn at a time.

Thank you for your support.



Rick Hansen
President & CEO
The Rick Hansen Foundation

The Rick Hansen 25th Anniversary Relay Fast Facts:

- Begins on August 24, 2011 in Cape Spear, Newfoundland and concludes in Vancouver on May 22, 2012 for the “Homecoming” celebration
- Fully recreates the original Man In Motion cross-Canada tour, spanning 12,000 kilometres from coast to coast.
- Will travel through over 600 communities, visit every capital city and all provinces and territories and reach over 70% of the Canadian population.
- Will engage approximately 7,000 participants – Difference Makers in their own right – who will collectively cover an average of 40 to 80 kilometres a day, making their way across the country passing a singular Rick Hansen Medal to the next participant.
- All Canadians (12 years and up) will be able to apply to become a participant via an online contest to be launched in Spring 2011.

The Rick Hansen 25th Anniversary Relay

Relay Vision: An inclusive and celebratory journey that inspires Many In Motion: changing the world, one good turn at a time.

Relay Mission: To be the public force that celebrates Rick Hansen's original Tour, creating a new journey that raises awareness, engages communities and celebrates the people who make a difference – leaving behind a more inclusive and accessible nation.

Participants

Over 7,000 participants who embody the values of determination and excellence will be selected to participate through partners and a national public contest; retracing the Canadian portion of Rick's original Tour. These "difference makers" will carry the Rick Hansen Medal across the country. While Rick cannot be present every day of the tour, his spirit and energy will be represented through the participants. Their remarkable stories will not only showcase the difference they have made in their communities, but will remind us that we can all become powerful champions of change; and working together, we can build a stronger country and world.

Community Engagement

Each Relay day will begin and end with a Celebration. These grassroots events will provide the opportunity for communities to come together, recognize local difference makers, raise awareness about accessibility, commemorate 25 years of accomplishments and inspire a new generation to take action. Communities both on and outside the relay route will have an opportunity to celebrate in their own way, engaging their residents and recognizing their own difference makers. Additionally, the Relay will make daily, mid day community stops at rec centres, schools, rehab centres, etc in an effort to engage community members, involve youth and inspire positive change.

Route

The Relay route fully recreates the original Man In Motion cross-Canada tour, spanning 12,000 kilometres from coast to coast, travelling through over 600 communities and reaching over 70% of the Canadian population. The average Relay distance covered in a day will range from 40 to 80 kilometres. The original route will be expanded for the 25th Anniversary Relay to incorporate visits to every capital city and will visit all provinces and territories.

Relay Route



Province/Territory

Dates

NEWFOUNDLAND	Aug 24 - Sept 8, 2011
NOVA SCOTIA	Sept 8 - Sept 22, 2011
PRINCE EDWARD ISLAND	Sept 22 - Sept 27, 2011
NEW BRUNSWICK	Sept 27 - Oct 11, 2011
QUEBEC	Oct 11 - Oct 26, 2011
ONTARIO	Oct 26 - Jan 17, 2012
MANITOBA	Jan 17 - Feb 1, 2012
NUNAVUT TERRITORY	Jan 23, 2012
SASKATCHEWAN	Feb 1 - Feb 15, 2012
ALBERTA	Feb 15 - Mar 19, 2012
YUKON TERRITORY	Mar 10, 2012
NORTHWEST TERRITORIES	Mar 12, 2012
BRITISH COLUMBIA	Mar 19 - May 22, 2012

The 25th Anniversary Endurance Program

Over 7,000 Canadians, each covering an average of 250 metres, will run, walk, wheel, bike and complete their segments through a variety of forms of movement for all abilities. Each participant will pass the singular Rick Hansen Medal to the next, as they share in the honour of moving the Relay across the country. The Rick Hansen Medal is not only a symbol of its namesake and his inspiring story of courage and determination, but also represents the potential in us all to make a difference in our communities, our country and our world.

Joining the thousands of participants in a truly unique manner, the members of the 25th Anniversary Relay Endurance Team will play an integral role on the Relay. The selected team of Endurance Participants will have the unique opportunity to join the Relay staff on the road for an extended period of time. They will showcase their athleticism by propelling the Relay across the country while travelling in “Endurance Mode”, allowing the Relay to move at a faster pace while covering a greater distance in less populated areas. There is also the potential opportunity to engage and inspire communities along the route by participating in community engagement events and activities that are being planned in conjunction with the Relay. Involvement could include public speaking, photo opportunities and other related activities at locations such as rehabilitation centres, schools, and town halls or at the End of Day Celebrations.

Program Description

The Endurance Program will serve as an excellent opportunity to highlight and showcase the amazing abilities and capabilities of individuals who have overcome adversity, removed barriers, and displayed the determination to persevere and make a positive difference in the areas of inclusivity, accessibility, and sport. Selected Endurance Participants can expect to have an incredibly memorable experience interacting with some of Canada’s most inspiring difference makers as well as an opportunity to inspire others by sharing of their unique story and motivational message.

Below you will find some details about the Endurance Program and what you could expect as a member of the Endurance Team for this one-of-a-kind opportunity.

- A unique opportunity to join the Rick Hansen 25th Anniversary Relay team on the road for a journey that will engage a country and inspire individuals to make positive differences in their communities.
- Up to two Endurance Participants at any given time will travel as guests of the Relay and will be integrated into all staff functions, meetings, and events while fulfilling key operational roles.
- Endurance Participants will cover much longer distances (up to 25km per day).

- Endurance Participants will run, cycle, wheel, or a combination of these and other methods to cover the required “Endurance Segment” distances each day. There may be 3 or 4 shorter distances within a day (5 to 8km), or 1 or 2 longer segments (up to 25km).
- Endurance Participants will ideally join the Relay for a 2 to 4 week period. Interested candidates who are unable to join for that period of time may express their interest to be considered for a shorter duration (1 to 2 weeks).
- Endurance Participants will participate in the Relay through a region of the country that has relevance or preference to them. However, based on location, duration, and available slots it may not always be possible.
- The Relay will travel with a few bicycles and a hand-cycle that will be available for Endurance Participants to utilize during their time on the road; Endurance Participants may use their own equipment if desired.
- There may be opportunities to serve as a speaker at Start of Day festivities, End of Day Celebrations, and during special events, sharing their unique stories of determination, courage, integrity, inspiration and teamwork.

Eligibility

The athletes selected to participate in the Endurance Program will each have their own unique, inspiring story to share about how they showed tremendous courage and determination to make a positive difference in the lives of others, despite possibly having obstacles to overcome. Individuals who have worked on accessibility initiatives or who have made considerable contributions to creating awareness of accessibility issues would also be considered for an Endurance Participant position. In addition, potential Endurance Participants should be able to meet with following criteria:

- minimum of 19 years of age at the time of their participation.
- physically able to cover an average distance of 25km per day, an average of 4 to 5 days per week, and at an average speed of 12km/h. These are averages only and Endurance segments may be broken up into multiple shorter segments throughout the day.
- flexibility in their schedule to join the Relay for an extended period of time, ideally a minimum of 1-2 weeks.
- come prepared and able to endure the weather conditions that are common and expected during the portion of the Relay where they are assigned to participate. (Heat, snow, icy conditions, strong winds, rain)
- skilled and competent in the use of at least one specific mode of human powered transportation, including, but not limited to, a bicycle, a hand-cycle, a skateboard, a foot scooter, a unicycle, a racing wheelchair, or be capable of long distance running. Additional modes that meet the above criteria are acceptable as well.

A Sample Day in the Life of an Endurance Team Member:

8:00am – 8:30am <i>Relay Convoy Formation</i>	Relay convoy forms at hotel, Relay team prepares for the start of day event to launch the first Participant of the day
8:30am – 9am <i>Transfer of Medal</i>	In the event that the End of Day Celebration is not at the start of day event location, the Endurance Team member will wear the Rick Hansen Medal from one location to the other to truly maintain the integrity of the original route.
9:00am – 9:15am <i>Start of Day Event</i>	On week days, the relay will begin at a school. The Endurance Team Member will arrive wearing the medal (after transporting it from the end of day location). They will most likely be asked to say a few words as part of the launch event of the day.
9:15am – 10:30am <i>Commence Relay</i>	Depending on the location of the Relay, segments could be in Participant Mode, Endurance Mode or Carrier Mode. The Endurance Team member will perform any segments in Endurance Mode or Carrier Mode.
10:30am – 11:00am <i>Morning Break</i>	This break is used as a time for potential community stops (town hall, sporting events, iconic locations etc.) as well as a refreshment break for the relay team.
11:00am – 12:00pm <i>Relay Recommences</i>	The segments could be in Participant Mode, Endurance Mode or Carrier Mode. The Endurance Team member will perform any segments in Endurance Mode or Carrier Mode.
12:00pm – 1:00pm <i>Lunch</i>	This break could be used for further community stops as well as a lunch break.
1:00pm – 3:00pm <i>Relay Recommences</i>	The segments could be in Participant Mode, Endurance Mode or Carrier Mode. The Endurance Team member will perform any segments in Endurance Mode or Carrier Mode.
3:00pm – 3:30pm <i>Afternoon Break</i>	This break is used as a time for potential community stops (town hall, sporting events, iconic locations etc.) as well as a refreshment break
3:30pm – 5pm <i>Relay Recommences</i>	The segments could be in Participant Mode, Endurance Mode or Carrier Mode. The Endurance Team member will perform any segments in Endurance Mode or Carrier Mode.
5:30pm – 6:00pm <i>Community End of Day Celebration</i>	The end of the Relay each day is marked with a community-hosted celebration. The Endurance Team member will attend these events and may have to say a few words or be available for pictures.
6:00pm – onwards	The Endurance Team member will most likely have the evening for free time, dinner and rest in the overnight hotel.

Program Details

Endurance Participants will be a part of a rewarding and memorable journey, 25 years in the making, and play a key role in continuing Rick Hansen's original dream and being a part of history. The positions will play a very active and visible role in an event designed to remind us that we can all become champions of change. Remarkable stories will be shared by everyday Canadians and will inspire the next generation of difference makers. The commitment to join the 25th Anniversary Relay is a significant one and we recognize that this means time away from work, family, and other pursuits. Every effort will be made to ensure your time with the Relay is a positive one and an experience you will reflect on fondly. Endurance Participants will

- be flown from the closest Air Canada serviced city to their hometown to the city where they will join up with the Relay and then flown from their ending point on the Relay back home. Efforts will be made to have you either start or finish your portion of the Relay close to your hometown. This will not only reduce travel but also will provide an opportunity for your friends and family to share in your participation.
- receive accommodation during their time on the road and, if appropriate, will be paired with a member of the Relay staff at the host hotel each night.
- have all of their meals covered during their stay through a combination of Relay-provided food and per diem.
- receive a complete Relay branded uniform package including athletic apparel to wear during the Endurance segments, as well as apparel for speaking engagements and casual time. The outermost layer must always be official Rick Hansen 25th Anniversary Relay branded uniform components
- receive written documents as well as training and briefings from the Relay marketing and communications staff to help prepare them for public speaking engagements and for interacting with the media, if that is a role in which they wish to participate in.
- have access to a Relay provided hand-cycle and a selection of bicycles if required.

Should you require additional information, have any questions regarding the program, or would like to express your interest as a potential Endurance Participant, please feel free to contact Scott Jones at sjones@rickhansen.com.

25 years ago Rick Hansen set his dream in motion, now it's our turn - welcome to the journey!