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news release

TELUS MANITOBA MOTORCYCLE RIDE FOR DAD CELEBRATING 10 YEARS FIGHTING PROSTATE CANCER

WINNIPEG, MB: The Winnipeg Police Association (WPA) launched the inaugural Manitoba Motorcycle Ride for Dad in 2009 which attracted 487 registered riders and raised \$70,000 for prostate cancer research and education. On May 26, 2018, the tenth Manitoba Motorcycle Ride for Dad will now see over 1,500 riders raising over \$355,000 in the fight against prostate cancer.

“Our volunteer organizing committee is dedicated to the cause and we are delighted with the growth the Ride for Dad has seen over the past 10 years,” said Moe Sabourin, Co-Chair, MRFD. “The community gets involved as registered riders, pledge donors, sponsors, or volunteers and we are so very grateful for 10 great years of support.”

More than 1.2 million men in Canada have prostate cancer and 80 per cent of them don’t know it. Today, the TELUS Manitoba Motorcycle Ride for Dad (MRFD) launched its 10th annual fundraising and awareness campaign. Over the past nine years, the Manitoba Motorcycle Ride for Dad has raised over \$1.85M with proceeds staying in Manitoba for prostate cancer research and education.

Ride Day is Saturday, May 26, 2018 starting at Earls Polo Park and continuing with a police escorted parade west on Portage Avenue to Assiniboia Downs, then on to Selkirk, Gimli and back for the wind-up event at Cowboys, Canad Inns Windsor Park.

The objectives of the 2018 MRFD are to surpass the record for registered riders (1,510) and pledge donations (over \$355,000) set in 2017.

Today, at the campaign kick-off event at Tavern United, Canad Inns Windsor Park, proceeds from the 2017 MRFD were presented to Dr. Sabine Mai and Dr. Julius Awe, The Genomic Centre for Prostate Cancer Research; Dr. Anuraag Shrivastav, University of Winnipeg & CancerCare Manitoba; Dr. Julian Kim and Dr. Arbind Dubey, University of Manitoba & CancerCare Manitoba; and Joe Borsa, Manitoba Prostate Cancer Support Group.

Ed Johner, prostate cancer survivor and TELUS Manitoba Motorcycle Ride for Dad spokesperson, says a simple three-minute test can save your life. “I wouldn’t be here today if I had avoided being tested,” said Johner. “That’s our message to men and their families – the best way to fight prostate cancer is with early diagnosis.”

The TELUS Manitoba Motorcycle Ride for Dad organizing committee is led by Kirk Van Alstyne and Moe Sabourin of the Winnipeg Police Association (WPA).

2018 Celebrity Ride Captains are Doug Brown & Obby Khan, Winnipeg Blue Bomber Alumni; Ami Houde, women’s motocross champion; Charlie Huddy, Assistant Coach, Winnipeg Jets; and Gord Leclerc, news anchor, CTV. The title sponsor is TELUS and the regional presenting sponsor is PlayNow.com. TELUS, Regional Director, Tim Prokipchuk, was on-hand for the campaign kickoff.

“All funds stay in Manitoba for prostate cancer research and education,” said Johner. “Prostate cancer is the most commonly diagnosed cancer among men. In fact, one in seven Canadian men will contract prostate cancer in their lifetime – early diagnosis is the key so get checked.”

In conjunction with the MRFD again this year is a motorcycle raffle for a 2018 Indian Chieftain. Tickets can be purchased at all Windsor Plywood locations and at Headingley Sport Shop.

Register for the 2018 TELUS Manitoba Motorcycle Ride for Dad online by visiting www.ridefordad.ca/manitoba Pledge donors are encouraged to support the cause.

Contacts:

- Ed Johner, Spokesperson, MRFD: (204) 794-5602 edjohner@icloud.com
- Moe Sabourin, Co-Chair, MRFD: (204) 228-4301 msabourin@wpa.mb.ca
- Kirk Van Alstyne, Co-Chair, MRFD: (204) 470-9913 kvana1525@gmail.com



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