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news release

TELUS MANITOBA MOTORCYCLE RIDE FOR DAD KICKS-OFF FIGHT AGAINST PROSTATE CANCER

WINNIPEG, MB: The Winnipeg Police Association (WPA) is proud to announce the 11th annual TELUS Manitoba Motorcycle Ride for Dad (MRFD) happens Saturday, May 25, 2019 with the six week prostate cancer awareness and education campaign beginning today. “We are officially launching the 11th TELUS Manitoba Motorcycle Ride for Dad campaign fighting prostate cancer,” said Moe Sabourin, President, Winnipeg Police Association and Co-Chair of the Ride for Dad. “Over the next six weeks, leading up to Ride Day, our organizing committee and media partners will be working hard to inform Manitobans of the importance of early detection of prostate cancer. We invite all motorcycle enthusiasts to join the fight by registering for the Ride online and collecting pledge donations – ridefordad.ca/manitoba.”

At the campaign kick-off event at Tavern United, Canad Inns Windsor Park, a cheque for \$320,000 – proceeds from the 2018 MRFD – were presented to Dr. Sabine Mai, Genomic Centre for Prostate Cancer Research and Joe Borsa, Manitoba Prostate Cancer Support Group -- representing Manitoba prostate cancer researchers. Over the past ten years, the Manitoba Motorcycle Ride for Dad has raised nearly \$2.1M with proceeds staying in Manitoba for prostate cancer research and education.

The Manitoba Motorcycle Ride for Dad starts at Earls Polo Park and continues 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 2019 MRFD are to surpass the record for registered riders (1,510) and pledge donations (over \$355,000) set in 2017.

More than 1.2 million men in Canada have prostate cancer and 80 per cent of them don't know it. 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). "This year, we are asking all Riders to be officially registered and to display a MRFD wrist-band on their handlebars," said Sabourin. "Registration is only \$30 and we want to ensure all participants are officially registered in order to Ride."

2019 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.

Register for the 2019 TELUS Manitoba Motorcycle Ride for Dad or make a pledge donation online by visiting www.ridefordad.ca/manitoba

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