



## NEWS RELEASE

### RIDE INSIDE WEEK IS ON NOW. HUNDRED OF MANITOBANS RIDING TO GIVE HOPE TO YOUNG PEOPLE WITH CANCER.

Winnipeg, Man. November 16, 2021 - Over 500 Manitobans have signed up to Wheel with the Wheelers in the 2021 Ride Inside. This event takes place from November 14-20, 2021 and allows participants to ride however and wherever works best for them. This format allows participants from across Manitoba and beyond to get involved and get creative with how they ride.

Participants are set to raise hundreds of thousands of dollars to support PROFYLE, an initiative is focused on giving children, adolescents and young adults with rare and hard-to-treat cancers another chance to beat their cancer. It's day three of Ride Week and many participants are holding their own events to engage their communities.

One such participant is Erin Romeo. She is taking her ride *outside* by setting up a stationary bike on her front driveway to help raise awareness and funds. On Sunday, she and her family opened their driveway to family, friends and neighbours who stopped by to donate and take their turn on the bike. Complete with hot chocolate stand and snack shack, [Erin and her family made Ride Inside their own](#), and didn't let the snowstorm stop them.

"It's crazy to me how it's generating a response from all over just by posting some videos online and letting people know what we're up to," says Erin Romeo, Ride Inside Participant and Committee Member. "Creating our very own ride event has been a ton of fun and allows us to reach so many more people. It's been so cool to see how this event rebounded from COVID in a totally new way to involve brand new participants, donors and supporters."

This year's Ride Inside has also engaged Manitoba's hockey community, thanks in part to committee member Brian Foreman. [Teams like the Virden Oil Capitals and Jr. Oil Capitals](#) who rode at their local Co-Op store for 12 hours, and at their hockey games in the first week of November and held a skills competition to raise funds.

The COVID-19 Pandemic has caused the Foundation to reimagine the Ride Inside for two years in a row. This new version has opened many opportunities to engage people of all age groups and abilities from all over our province and beyond to help support and give hope to young people with cancer.

Ride Inside is presented by Blake and Sam Wheeler, along with their kids. More information about the event, and ways to get involved or support, can be found at [rideinside.ca](http://rideinside.ca).

#### **About CancerCare Manitoba Foundation:**

*All funds raised by [CancerCare Manitoba Foundation](#) stay in Manitoba. The Foundation is proud to support CancerCare Manitoba's internationally-recognized team of health professionals as they provide outstanding quality care for all Manitobans and their families living with cancer. Thanks to the generosity of donors, CancerCare Manitoba Foundation has been able to grant more than \$134 million since 2000. This support to CancerCare Manitoba profoundly impacts patient outcomes.*

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