



## NB RIDE AGAINST CANCER ANNOUNCES PRESENTING SPONSOR

April 24, 2024 (**Moncton**) - The Friends Foundation and the CHU Dumont Foundation are delighted to welcome **Assumption Life as the Presenting Sponsor** for the NB Ride Against Cancer. Proceeds from the Ride will help provide complimentary cancer support programs that will positively affect quality of life for people living with cancer, their caregivers, and their families in southeast New Brunswick.

Assumption Life's 3-year commitment of \$75,000 will further strengthen the Foundations' collaborative efforts to enhance the Ride and help people living with cancer. In 2023, the Friends of The Moncton Hospital Foundation and the CHU Dumont Foundation joined forces to establish the NB Ride Against Cancer building on their respective cycling-based fundraisers - NB Doctors Cycling Against Cancer and the Tour of Hope.

The CHU Dumont Foundation CEO, Gilles Allain, said "Assumption Life has been a long-time supporter. We are thrilled with their continued commitment and contribution to this significant partnership between both foundations."

Friends Foundation, President and CEO Greg King, added "Assumption Life's support comes at a pivotal time in the Ride's growth. We are building on the response to last year's partnership which resulted in a substantial increase in the number of participants and the proceeds raised."

Réjean Boudreau, Vice-President, Client Experience at Assumption Life offered "As the Presenting Sponsor of the NB Ride Against Cancer, Assumption Life is honored to stand alongside both foundations in support of this vital cause. This event serves as a rallying point for our community to come together, ride with purpose, and recognize the tireless efforts of our health care professionals – all while celebrating the courage of our warriors. Cancer's impact is profound and far-reaching, touching us all in some way. Together, we ride against it, united in our commitment to making a difference."

## Let the fundraising begin!

There are 3 ways to fundraise: **solo cycling** (cycling when and where you want); **Dr. Harb's Elite Cyclist Ride** (fast-paced 4-day group ride around the province); and new this year, **Ride Day** (June 15 on the Riverfront Trail). Ride Day on June 15 will kick off Ride Week which runs through to June 21. Participants may register to cycle designated routes on the Riverfront Trail system spanning the communities of Moncton, Dieppe, and Riverview. Although the month of June is designated as Ride Month, participants can sign up and fundraise until year end.

**Donations and registration is now available online at each foundation's website:**  
FriendsFoundation.ca and dumontfoundation.ca.

More details will be announced as the event draws near.

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