



***Fighting prostate cancer together***

**Management Team**

**Ride For Dad**

Garry Janz  
President

John McKinlay-Key  
Director of Operations

Byron Smith  
National Ride Captain

Colleen Campbell  
Office Manager

**PCFF**

Jeff Champagne  
Director of Development  
and Communications

Chantal Begin  
Database Administrator

November 23, 2016

**RE: Lions Multiple District 'A' & TELUS Ride For Dad Partnership**

Hello Lion Members,

I cannot tell you how happy I am to be writing this letter to all of you.

Recently I presented a proposal at the Multiple District 'A' cabinet meeting that was endorsed unanimously to support the partnership between the TELUS Ride For Dad and Lions Multiple District 'A' clubs. I then attended the District A4 meeting to talk about the proposal as well. That group unanimously passed a motion to take part.

I am writing to all clubs now to put this partnership into place. The success of this joint venture now depends on the participation of each club. In good faith, we are already placing the Lions logo on all our upcoming posters and pledge forms across Ontario. The level of support given will depend on the number of positive responses I receive by December 31, 2016.

This proposal is meant to assist the Lions in creating more awareness about their events, their need for members and much more. In addition, this joint venture will help save the lives of many men and allow their families to remain together as we jointly fight prostate cancer!

For your information we are also attaching the original proposal to give you more background information on what has been put into place.

Additional information is on page 2 with details of the level of support that the Multiple District 'A' will receive from the Ride For Dad.

Sincerely,

**Colleen Campbell**

**Manager National Office Ride For Dad (RFD) / Prostate Cancer Fight Foundation (PCFF)**

**Office: (613) 623-0733 Cell: (613) 371-3575 Fax: (613) 623-0453**



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### Website

Content to be provided by Lions Multiple District 'A' and approved by TELUS Ride For Dad. Prominent Lions logo placement on the new [www.RideForDad.ca](http://www.RideForDad.ca), website for 2017 (in Ontario). Includes link to [www.mdalions.org](http://www.mdalions.org) for 12 months starting Jan. 1, 2017.

### Facebook

Opportunity to provide Facebook posts on the new TELUS Ride For Dad page for any MDA Lions club.

Twice a month there will be a link to a group post of information from content provided by Lions Multiple District 'A' clubs and approved by TELUS Ride For Dad.

Contact information, scheduling and guideline information will be provided once payment from the club is received.

### Twitter

Twice a month we will tweet a link to a group of tweets provided by Lions Multiple District 'A' clubs and approved by TELUS Ride For Dad.

Contact information, scheduling and guideline information will be provided once payment from the club is received.

### Posters & Pledge Forms

Lion's logo placed on over 15,000 posters, pledge forms and sponsorship pamphlets in Ontario!

### Other

- Opportunity for the Lions to set up and staff an information booth at TELUS Ride For Dad locations where the venues allow.
- Opportunity to have your pamphlet placed in over 7,000 participant gift bags.

**Cheques are to made out to "Ride For Dad" equivalent to \$5 per member and sent to:**

**Ride For Dad  
424-300 Earl Grey Drive  
Ottawa, ON  
K2T 1C1**