

GRAN FONDO LAKE HURON

PRESENTED BY **BrucePower**
& Suppliers



Thank you for riding in the Gran Fondo Lake Huron, presented by Bruce Power & Suppliers in support of **Brightshores Health System**.

One of the best ways to inspire others to ride or support your fundraising is by sharing why you're participating. We've created a few sample messages that you can copy, personalize or use as inspiration. Feel free to add your own story, photos and fundraising link. **Every post helps raise awareness for healthcare close to home.**

SAMPLE SOCIAL MEDIA POSTS

1 I'm excited to be taking part in the Gran Fondo Lake Huron this year in support of **Brightshores Health System**.

This ride is about more than cycling. It's about helping ensure that people across our region continue to have access to outstanding healthcare close to home.

Every kilometre represents a community coming together to support patients, families and the future of healthcare. 100% of the funds I raise will support equipment and healthcare needs for Brightshores Health System.

**#GranFondoLakeHuron #CareCloseToHome
#BrightshoresHealthSystem**

2 This summer I'll be riding in the Gran Fondo Lake Huron in support of **Brightshores Health System**.

The event brings together riders, volunteers, sponsors and our community with one goal: investing in better healthcare close to home. 100% of every dollar raised helps fund equipment and technology that directly impacts patient care.

If you'd like to follow my journey, I'd love your encouragement. If you'd like to support my ride, I'd be incredibly grateful.

#GranFondoLakeHuron

3 Healthcare has touched all of our lives in one way or another.

That's one of the reasons I'm proud to be riding in the Gran Fondo Lake Huron in support of Brightshores Health System. It's an opportunity to challenge myself while helping support the equipment and technology our local hospitals need to provide exceptional care.

I'm looking forward to the ride, knowing every kilometre helps strengthen healthcare close to home.

If you'd like to follow my journey or support my ride, I'd love to have you along.



SAMPLE EMAIL

Subject: I'm riding in the Gran Fondo Lake Huron

Hi,

This year I'm participating in the Gran Fondo Lake Huron in support of Brightshores Health System.

The event brings together hundreds of riders, volunteers and sponsors who are passionate about strengthening healthcare close to home. Funds raised help provide equipment and technology that directly benefits patients across our region.

I'd love your encouragement as I prepare for the ride. If you'd like to support my fundraising, you can do so using my personal fundraising page:

Insert your Fundraising Link

Thank you for being part of my ride!



QUICK FACTS

- Since 2018, Gran Fondo Lake Huron has raised more than \$2.2 million in support of local healthcare.
- Funds raised help purchase essential equipment and technology for patient care across Brightshores Health System.
- Riders of all ages and abilities participate, with route options from 10 km to 110 km.
- Nearly 1000 riders take part each summer and come from all across Ontario, ranging in ages from 7 to 86
- Thanks to sponsor support 100% of every dollar raised by riders goes toward hospital equipment and healthcare needs purchases.