Hi <insert donor name>,

Did you know that Nova Scotia has the highest cancer rates in all of Canada? Currently, 1 in 2 will be diagnosed in their lifetime and 1 in 3 patients will not survive.

**On Saturday, September 27, 2025, I’m riding alongside a community with one common goal: to help combat these alarming stats and transform local cancer care at the QEII Health Sciences Centre**.

Funds raised through my *BMO Ride for Cancer* <insert fundraising page URL> will help equip QEII experts with the precision oncology tools they need to deliver some of Canada’s most leading-edge cancer care available — ensuring our loved ones have the best possible chance of conquering cancer.

Other benefits include enabling more precise, targeted therapies that have fewer side effects and unlocking earlier detection of cancer recurrence for patients…but, <insert donor name>, I can’t do it without you! **That’s why I’m challenging 20 personal contacts — including you — to donate a minimum of $50 to help me reach my $1,000 fundraising goal to support local cancer patients and their families.** <update based on your # of contacts, goals and funds raised to date>

**By supporting my Ride today, you’re joining a community of thousands dedicated to moving the needle in cancer care for all Nova Scotians**. Your support WILL save and change lives.

**To donate to my Ride, click this link <insert fundraising URL> and consider making your gift in honour or in memory of someone in your life who has faced cancer**.

Thank you for your support!

{insert name}

PS. If you'd like to learn more about what your generous donation will make possible and how *BMO Ride for Cancer* has impacted cancer care at the QEII Cancer Centre and beyond, visit [YourRideForCancer.ca/Impact](https://yourrideforcancer.ca/impact/).