Cycle 100km from London to Brighton on our special anniversary challenge celebrating 10 years of success against women’s cancers. Everyone’s welcome – come join the party!

For more information and to register online:

www.dream-challenges.com

01590 646410  e: events@dream-challenges.com
**WOMEN V CANCER**

**LONDON TO BRIGHTON BIKE RIDE 2021**

Join Women V Cancer for a spectacular ride from London to Brighton - and for one event only, men are welcome too!

On Sunday 4th July 2021 hundreds of people from all cycles of life will come together and pedal a whopping 100km for Breast Cancer Now, Ovarian Cancer Action and Jo’s Cervical Cancer Trust.

Kicking off bright and early in South London (venue TBC), we’ll meet for registration and an awesome warm-up. Then you’ll set off in waves to conquer our clearly marked and marshalled route to the famous Brighton Pier.

You’ll see South England like you’ve never seen it before, as you ride through city, town and countryside for our life-saving cause. With fabulous Feed Stations, including an energising buffet lunch, and hundreds of inspiring people cycling at your side, you’ll be buzzing all the way to Brighton Pier.

And bright it will be! We’ll welcome you across that finish line with a sparkling celebration. Now donning your official Women V Cancer London to Brighton Bike Ride 2021 medal, you can kick back and enjoy the music, entertainment and speeches from our three invaluable Women V Cancer charities!

From here, you’ll make your own way home, ready to take on your next challenge!

**FOR ONE EVENT ONLY:**

**WOMEN & MEN V CANCER**

For this 10-year anniversary Women V Cancer event, we’re opening our arms to all the sexes, including the men who have supported our Women V Cancer heroes.

2021 will mark the Women V Cancer 10-year anniversary and we want to make an even bigger impact in the battle against cancer and raise a whopping £5 million for Ovarian Cancer Action, Breast Cancer Now and Jo’s Cervical Cancer Trust.

Ladies, bring your husbands, brothers, sons and friends along and cycle together for countless people affected by cancer!

Places are limited for this special, one-off challenge, so please register today to secure your place.
WHY TAKE PART?

Breast Cancer Now
We’re Breast Cancer Now, the charity that’s steered by world class research and powered by life-changing care. We’re here for anyone affected by breast cancer, the whole way through, providing support for today and hope for the future. We’re that trusted friend that you turn to for caring support when you need it most. That expert authority on research who is making breakthroughs and driving forward progress. And that vehicle for change, acting now to make sure anyone affected by breast cancer gets the best possible treatment and care. Thanks to the incredible support people like you taking part in Women V Cancer events, we believe that by 2050, everyone diagnosed with breast cancer will live – and be supported to live well.
www.breastcancernow.org

Jo’s Cervical Cancer Trust
Jo’s Cervical Cancer Trust is the only UK charity dedicated to women affected by cervical cancer and cervical abnormalities. Three women die every day in the UK from cervical cancer with a further nine being diagnosed and facing an uncertain future.

We are there to offer support and information at every step of their journey while campaigning to ensure every woman has the best care possible.
www.jostrust.org.uk

Ovarian Cancer Action
Ovarian Cancer Action is on a mission to stop women dying from ovarian cancer. It is a disease that claims the life of another women in the UK every two hours.

We’re here to champion the cause, fund the innovators in the labs who will find new treatments and bring people together to overcome a disease that strikes at the heart of what it means to be a woman. Let’s take action and nail this disease once and for all. Join us. Fight with us. Act Now.
www.ovarian.org.uk
CELEBRATING 10 MAGICAL YEARS OF WOMEN V CANCER

We’re absolutely thrilled to announce that 2021 will be the 10-year Anniversary of Women V Cancer! We started Women V Cancer back in 2010 with two main aims:

1. To get more women on their bikes
2. To raise vital funds for our three invaluable charities: Breast Cancer Now (then Breast Cancer Care), Jo’s Cervical Cancer Trust and Ovarian Cancer Action

The past decade has been better than we’d even dreamed! In the last 10 Years, over 20,000 women have taken part in Women V Cancer cycling challenges all over the world and in doing so, have raised £20 Million!

Our challenges have also raised awareness of the three invaluable charities, encouraged women to exercise and get fit and they have also formed lifelong friendships.

In 2021, we’re on a mission to raise £5 million for our three very important women’s cancer charities, Breast Cancer Now, Jo’s Cervical Cancer Trust and Ovarian Cancer Action.

Be a part of this incredible 10-year celebration and join us for our one and only Women and Men V Cancer event, to make an even bigger impact against cancer.
FUNDRAISING

To take part in the Women V Cancer London to Brighton Bike, we ask you to raise a minimum of £100 each for Women V Cancer. This can make a real difference for people affected by breast, ovarian and cervical cancers.

£150 would fund Jo’s “Ask the Expert” service for a day, buy a bottle of serum for Ovarian Cancer Action’s scientists to culture cells in the lab and enable Breast Cancer Now to send out 500 leaflets to doctor surgeries in the UK promoting breast checking and highlighting the symptoms of breast cancer, so that more women can catch it early before it spreads.

£500 will educate over 1,000 women, including those in high risk groups, about ovarian and cervical cancers and their symptoms, while funding one day’s use of specialised microscopes for research into how breast cancer develops and spreads.

£1,000 could enable OCA scientists to detect the types of DNA at high risk of ovarian cancer and fund two specialist nurses on the Breast Cancer Now Helpline for a day, while also funding the recruitment and training of one volunteer for Jo’s helpline, who will go on to support hundreds of women per year.

The more money you raise on this challenge, the higher percentage of that money will go directly towards the charities – and the bigger impact you will make in our mission against cancer.

JOIN THE 500 CLUB!

If you raise £500 or more by Friday 4th June (ie. the event date) you will get a free 500 club cycling jersey. We are also offering an amazing prize to the top individual fundraiser of £2,500 towards any Dream Challenges overseas event in 2021/2022.

CLICK HERE to set up your Just Giving account for the WVC London to Brighton Bike Ride
YOUR QUESTIONS ANSWERED

WHAT DOES IT COST?
Registration fee: £45
Minimum sponsorship target: £100 (per rider)

IS THERE A FUNDRAISING DEADLINE?
No, there is no fundraising deadline. We just ask to receive your sponsorship target of £100 within a couple of months after the event. All the funds you raise on your Women V Cancer London to Brighton Bike Ride 2021 JustGiving page will go directly to Women V Cancer, so you don’t need to do anything else.

If you collect any offline donations, please send them in within a couple of months after you complete the challenge. Please note that checks can expire, so we encourage you to send them in sooner rather than later.

WHAT DO THE EVENT COSTS COVER?
The registration fee of £45 does not go to the Women V Cancer charities and is used to cover the administrative costs of the event and to pay Dream Challenges the organisers.

The event costs (approx 25 - 30% of the £100 sponsorship target) cover:

- Our start/finish venues
- Pre-event warm-up and post-event entertainment, with music and speeches, charity and supplier stalls and a variety of refreshments available for you and your supporters to purchase
- Fully signposted route from London to Brighton with marshals
- Buffet lunch and Feed Stations en route, with a variety of tasty refreshments, water and hot drinks (vegan and gluten free options available)
- Women V Cancer London to Brighton Bike Ride 2021 medal
- Bicycle mechanics (both roaming and at the start/finish)
- First aid support (both roaming and at the start/finish)
- Control Room in operation throughout the event, with medical and route staff who can locate where you are for any non 999 emergencies and get you help as soon as possible
- Your Women V Cancer London to Brighton Bike Ride 2021 resources, including training plan, sponsorship forms and Rider Pack, with your Rider Manual, Bike Number and Rider Number

The more money raised by participants on the challenge, the higher the percentage of funds that directly support the work of the three charities. Check out the links to our seasonal and indoor fundraising ideas on page 9!

CLICK HERE to set up your Just Giving account for the Women V Cancer London to Brighton Bike Ride 2021 and please try your best to exceed the minimum target
YOUR QUESTIONS ANSWERED

HOW DO I GET MY FUNDS FROM JUSTGIVING TO WOMEN V CANCER?
We’ve had quite a few people asking if you need to do anything to get the money on your JustGiving page to the Women V Cancer charities - and the good news is, you don’t as it’s all done automatically!

IMPORTANT: please make sure you set up your JustGiving page for Women V Cancer London to Brighton Bike Ride - otherwise, the funds you raise won’t go to the Women V Cancer charities and we won’t be able to include you in the top fundraiser contest.

If you have chosen to fundraise together and have set up a joint JustGiving account that covers two or more people – please email us the link to the page and the full names of the people the page is for.
All funds paid onto your JustGiving page are automatically sent to Women V Cancer, so you do not need to do anything else.

IS THERE A MINIMUM/MAXIMUM AGE LIMIT TO TAKE PART?
You must be at least 18 years old to take part in this challenge, unless given permission by Dream Challenges.

There is no maximum age limit. One of the amazing things about this event is that people of all ages and from all cycles of life will come together to do something very special for a vital cause.

HOW FIT DO I NEED TO BE?
The Women V Cancer London to Brighton Bike Ride isn’t designed for Olympic athletes. It’s designed for people looking for a challenge to get fit for.

Cycling 100km (approx. 62 miles) is a challenge, but it’s definitely achievable with a reasonable amount of training.

A number of people who will take part in this exciting challenge will have a low fitness level when they sign up. Women V Cancer London to Brighton is the perfect motivation to train and get fit, all whilst raising funds for three amazing charities.

We will email you a realistic training plan as soon as you register for the event. This training plan builds up over time, to get you from couch to 100km, so you’ll be raring to go by the time the cycle comes around.

WHAT TYPE OF BIKE SHOULD I USE?
The cycle route is all on road – therefore, we recommend using a road or hybrid bike. If you plan to use a mountain bike, we would advise fitting road tyres for the challenge. You are also more than welcome to use an electric bike.

We recommend that your bike is serviced before the challenge to minimise the chance of any mechanical problems.
YOUR QUESTIONS ANSWERED

CAN I HIRE A BIKE?
We’re delighted to have British Bike Hire supporting the Women V Cancer London to Brighton Bike Ride.

15% DISCOUNT
Book your bike in advance from the British Bike Hire website here - and get a fabulous 15% discount before 31st May 2020! Simply enter the code BBH21 when booking your bike.

If you have any questions or would like more information about British Bike Hire, please contact them directly at info@britishbikehire.co.uk

HOW DO I GET THERE?
Our start venue in South London (TBC) will be extremely well connected, as is Brighton Pier, where the challenge will finish.

If you plan to use public transport, please check the operator for bike restrictions. Useful links for this are: Transport for London (TfL) for London Underground, Overground and DLR

HOW CAN I GET BACK TO LONDON AFTER THE CHALLENGE?
We’ll have coaches and bicycle transportation from Brighton to our start venue at the end of the challenge, which you can book at an additional cost. We ask you to please book your ticket in advance so that we can ensure there are enough seats available for anyone who needs a lift.

We’ll send you the details and pricing of this closer to the event, once we’ve finalised our starting venue. Please note there are no set times, coaches will leave when they’re full.

WHERE CAN I PARK?
We will send all our participants details of this once our starting venue in South London is finalised.

IS THERE ACCOMMODATION NEARBY?
There’s lots of nearby accommodation near both our start and finish venues at a range of rates for you to choose from. Why not celebrate your incredible achievement by staying in Brighton for a mini-break? We recommend you book your room as soon as possible to get a better rate.

WHAT ABOUT INSURANCE?
We have public liability insurance. However, we cannot insure your bicycle on this challenge, so please make sure your bicycle is covered on your home contents insurance or that you take out a specialist bicycle cover.

WHAT ABOUT BICYCLE PROBLEMS?
There will be bike mechanics at the start of the challenge, at all of the Feed Stations and roaming mechanics along the route. We recommend servicing your bike before the challenge and that you bring a spare inner tube that is specific to your bike.
YOUR QUESTIONS ANSWERED

Please don’t be worried about reaching the minimum sponsorship target. Once you get started and into the swing of it, it’s easier than you think – and you’ll even find it fun.

To help you get the ball rolling, we have loads of seasonal fundraising ideas to inspire you! Please click the links below to see our numerous blog posts on our Dream Journal:

- Indoor training ideas
- Easter Fundraising Ideas
- Summer Fundraising Ideas
- Autumn Fundraising Ideas
- Christmas Fundraising Ideas
- Valentine’s Fundraising Ideas

It’s also well worth getting a few ideas from your fellow Women V Cancer supporters on Facebook.

We regularly share posts from supporters tagging Women V Cancer in their fundraising events, such as masked balls, gin tasting and wine tasting evenings, fashion shows and more. Some amazing women taking on Women V Cancer Cycle Costa Rica 2019 even organised the Worcester Saucy Women Calendar to raise funds for the challenge, inspired by the Calendar Girls movie.

You can check out our blog post about it here – and who knows? You might want to give it a go for 2021!
CONDITIONS OF ENTRY

1. A non-refundable registration fee of £45 is required to participate in the Women V Cancer London to Brighton Bike Ride 2021. In addition, we ask you to raise a minimum of £100 in sponsorship money and donations for the charities and more if you can.

2. If you do not take up your place for any reason, you must inform Dream Challenges immediately. You must contact all of your sponsors to ask if they wish to make a donation or have their sponsorship money returned.

3. The good reputation of the charities is paramount. You must agree to act lawfully and follow the fundraising guidelines laid out by the organisers of the event.

4. Funds raised on the Women V Cancer London to Brighton Bike Ride cannot be transferred to or from other Women V Cancer challenges.

5. You must wear a cycling helmet and have working bicycle lights for the duration of the challenge.

6. You must adhere to the Highway Code at all times.

7. You participate at your own risk and are responsible for your personal safety at all times. Dream Challenges or the charities cannot be responsible for any loss or damage however arising, or theft of your bicycle or for any injuries or illness that occur as a result of this event.

8. You participate at your own risk and are responsible for your personal safety at all times. Dream Challenges or the charities cannot be responsible for any loss or damage however arising, or theft of your bicycle or for any injuries or illness that occur as a result of this event.

9. If you decide to pull out of the event at any stage on the day of the challenge you will contact our event base immediately.

10. You must be at least 18 years old before Sunday 4th July 2021 to take part in the Women V Cancer London to Brighton Bike Ride, unless given permission by the event organisers.

11. Dream Challenges may, at their sole discretion, withdraw places on the event or stop individuals cycling on the night of the challenge if they believe it is in the best interest of the charities to do so.

12. If the event is not able to go ahead because of a reason outside of the control of the event organiser, the event will be postponed to a later date. In this instance, the non-refundable deposit will be transferred to the new event date.

13. The protection of your personal data is extremely important to Dream Challenges and the Charities. Dream Challenges will only process your personal data in accordance with its privacy policy and Booking Conditions.