



HELPFUL MESSAGING:

- Cancer is the leading cause of death in Minnesota and half of us will have a cancer diagnosis during our lifetime. Funding for research is the only way to change those numbers and improve outcomes.
- Like Chainbreaker, AHC North is committed to supporting lifesaving cancer research. We even have a special team of our own investigators right here on the Duluth Campus who are dedicated to understanding and finding the fundamental triggers of cancer.
- The August 10-12 Chainbreaker will include cycling, entertainment, and volunteer opportunities. Participants can choose a ride that matches their skill level: a one-day ride of 25, 50, or 100 miles, or a two-day ride of 180 miles.
- The event is modeled after the very successful Pelotonia at the Ohio State University. Driven by the passion of its riders, their families, and friends, Chainbreaker's cycling experience is about honor, hope, optimism, determination, and change.
- Chainbreaker was established with the objective to fund life-saving cancer research. August 10- 12 will be a three-day experience that includes a weekend of cycling, entertainment and volunteerism. Chainbreaker is a grassroots bike tour that raises money for innovative and life saving cancer research at Masonic Cancer Center, University of Minnesota. Driven by the passion of its riders, volunteers, their families and friends, Chainbreaker's cycling experience is a place of honor, hope, optimism, determination and change.
- The experience itself is a cycling event, where every rider commits to raising funds connected to the length of their ride. 100% of all dollars raised are tax-deductible contributions and go directly to research at the Masonic Cancer Center at the University.
- Many treatments now available to patients around the world were pioneered at the Masonic Cancer Center. For example, the University has been on the cutting edge of childhood leukemia research, improving survival rates for children from 20% in 1968 to higher than 90% today. Research is the only way that we will beat cancer!