

TOUR[®] de CURE[®]

American Diabetes Association[®]



WHAT IS TOUR?

The Tour de Cure is the American Diabetes Association's premier fundraising cycling event dedicated to raising funds, increasing awareness and improving education in the community related to all types of diabetes.



+ WHY ADA?

One in two American adults have diabetes or prediabetes. The American Diabetes Association is the largest nonprofit dedicated to preventing and curing diabetes and improving the lives of all people affected by diabetes. Diabetes causes major health complications, such as **heart** disease, **kidney** disease, **blindness**, limb **amputation**, **nerve** damage, **dental** issues, **mental health** challenges, and **hearing** loss.

GET INVOLVED:

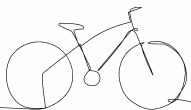
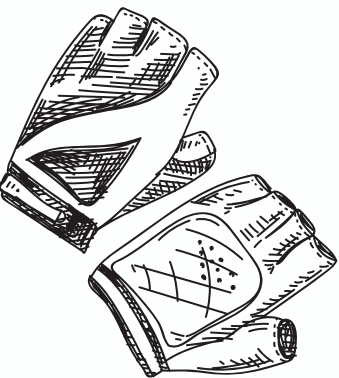
All cyclists of all ages and all abilities will LOVE this ride! Our routes will feature the quiet, well-maintained roads of Asheboro and the surrounding area with distances of 15, 25, 50, and 101 miles. Our routes are fully supported and our rest stops are generously stocked. Plus, you'll return to a great party hosted by Four Saints Brewing and Downtown Asheboro.

Looking for a challenge? Our 101 miler was designed specifically for our mountain goats, featuring over 5,500 feet of climbing and two mountain passes.

Not a cyclist? Not a problem! We need volunteers, planning help, and day of event support.

May 18, 2024

diabetes.org/nctour





GET STARTED:

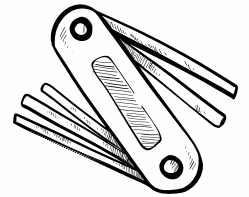
Step 1: Scan the QR code or go to www.diabetes.org/nctour

Step 2: Click the "Join Our Team" link. Registration Fee: \$10 for riders attending the event in person. Fundraising Minimum: \$250 (\$50 for youth 17 and under).

Step 3: Follow the easy steps to complete your registration.

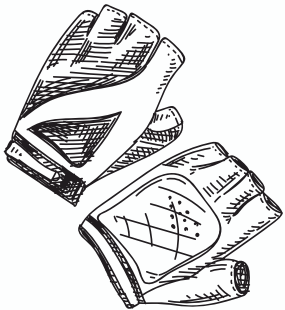
Living with Diabetes? Don't forget to sign up as a Living Red Participant for special day of event incentives!

Step 4: You're ready to start using the online Fundraising Resources, including the enhanced DonorDrive App. Recruit your friends and family to ride with you to help the 37 million Americans living with diabetes!



TIPS FOR SUCCESS:

- 1) **Share Your "Why"** - people are more likely to donate to your efforts when they know your reason for supporting an organization. By customizing your fundraising page with a photo and your story, you'll connect your efforts to the mission of the ADA.
- 2) **Get Social** - people who activate Facebook fundraising raise an average of \$310
- 3) **Skin in the Game** - Donate to yourself. People are more likely to support you when they see that you are personally invested.
- 4) **Team Up** - Everything is always more fun with friends. Start a team and invite your friends and family.
- 5) **Raise the Bar** - When you hit your fundraising goal, don't stop - increase it! Donors are more likely to contribute when they are helping you achieve an unmet goal.



diabetes.org/nctour

