

# News Release

**August 30, 2010**

**For Immediate Release**

**Cobble Hill Cyclist Serena Leblond Joins Hundreds of Fellow ‘Trekkers’ as They Gear Up To Give Back**

*BC Lung Association Supporters will come together to cycle in the 26th Annual Bicycle Trek for Life & Breath on September 11th and 12th*

Spending two days and 200 kilometres on a bicycle might seem like an incredible feat to some, but for the more than 400 cyclists and volunteers – including Serena Leblond – who turn out annually to support the BC Lung Association’s Bicycle Trek for Life & Breath (Trek) it is simply the best way to wrap up another great summer of cycling!

Leblond says she cycles year-round to make sure her legs and lungs are ready to go the distance come September. “My first Trek was all about having fun and committing to a personal challenge. Seven years later I’m hooked on the event and giving back to a worthy cause! I feed my ‘addiction’ by cycling to work rain or shine and this helps my year-round Trek training.”

A recreational ride designed for both casual and experienced cyclists, the event takes place on September 11th and 12th, and acts as the meeting place for a year-round family of lung health supporters and advocates. As the BC Lung Association’s cornerstone fundraising event, Trek has raised nearly \$5 million in support of clean air and lung health and event organizers hope to be able to raise an additional \$400,000 in 2010.

“Anyone can ride Trek – from the casual to competitive rider,” continued Leblond. “The support Trek volunteers and staff provide is truly amazing – from pre-Trek training and fundraising to the final sprint for the finish line after 200kms – all the encouragement they give makes it easy. With a full time job and three children, one of whom is special needs, it is this incredible support which makes it possible for me to ride each year.”

For Trek the percentage of riders who are veterans has remained constant over the years at nearly forty percent – many people joining after being recruited by a friend or family member who took part in the event in previous years.

“Trek is unique in its ability to grow in size and scale while still retaining that grassroots feel from the first ride 26 years ago,” said Marissa McFadyen, BC Lung Association Special Events Coordinator. “It may not be surrounded by the same fanfare as other large charity events – but that is precisely why it is so special.

Every Trekker and volunteer has a personal connection to the cause which drove them to participate in the first place – and it is these stories that give the work we do true meaning.”

Interested in participating? If so, early registration is encouraged. Each participant must raise a minimum of \$425 in donations by September 11th. In return, participants travel a fully supported route from start to finish with rest stops, food to fuel their journey, and accommodations. Participants can also earn a range of fundraising incentive prizes including the chance to win a trip for two to Rome, Italy! The more you raise, the greater the rewards!

For more information or to register call the BC Lung Association at 604.731.5864 or toll free at 1.800.665.5864 (outside Greater Vancouver) or visit [www.bc.lung.ca](http://www.bc.lung.ca).

### **About the BC Lung Association**

A non-profit, non-governmental organization, the BC Lung Association is dedicated to improving lung health and promoting clean air initiatives across the province. Through public awareness campaigns, the BC Lung Association acts as an educational resource for the general public as well as those living with respiratory conditions. The BC Lung Association also specializes in patient support programs, community services and advanced medical research.

### **Quick Facts**

- One in every five British Columbians currently suffers from lung disease.
- The rate of asthma in children is four times higher than it was 20 years ago (300,000 British Columbians currently suffer from asthma).
- COPD – Chronic Obstructive Pulmonary Disease – is the 4th leading cause of death in Canada.
- One Canadian dies every 20 minutes from lung disease.
- Lung illness costs Canada more than \$154 billion each year. This includes the direct costs to the health care system as well as the estimated cost of lost work time and degraded productivity.

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**SUGGESTED PHOTO CAPTION:** A Bicycle Trek for Life and Breath veteran and lung health advocate, Cobble Hill cyclist Serena Leblond will saddle up for her seventh 2-day, 200km ride on September 11<sup>th</sup> and 12<sup>th</sup> in support of the BC Lung Association.

