



Team **KPMG** Ridin Survivin Newsletter

The Ride to Conquer Cancer

June 8th and 9th 2013

Vol. 23 – December 15th, 2012

The Hour is Here!

The ride ship is leavin port!



Toronto is less than 300 riders away from being sold out for the 2013 Ride to Conquer Cancer. Princess Margaret is on a record setting pace to complete registrations well before the holidays and surpass all previous records for ridership and fund raising.



Word is that on-line registration will close by Christmas.

You better not wait!

You, your family members and friends can register at our team page:

http://www.conquercancer.ca/site/TR?pg=team&fr_id=1431&team_id=52861

Winter Training

The winter solstice is upon us. The dark weather can dampen our spirits for sticking with it throughout the winter. Fear not, there are ways! Here's a few tips from a great website <http://www.bodybuilding.com/fun/woe3.htm>:

Saving Time

Avoid the time necessary to get to a road suitable for your workout, and with a planned program get your maximum training benefit in 60 minutes.



More Intense

Indoor training minimizes the distractions of road biking, allowing you the concentration and focus to maximize and maintain your heart rate for the session without worrying about cars, bad weather, potholes, or other road hazards. In fact, using a stationary bike is an optimum tool to determine your maximum heart rate.

Improve Your Pedal Stroke

Spinning with one leg will

accentuate flaws in your personal technique and allow you to focus on a smooth and complete pedal cycle.



Promotes Recovery

At the end of a difficult day of riding, consider jumping on the trainer and doing 20 minutes of gentle spinning at 55% max heart rate. Personal testimonials suggest this is superior to massage to clear lactic acid from the muscle and cut down on post training stiffness and soreness.



Conquering Winter Training Boredom

The biggest drawback of stationary cycling is the monotony and boredom of sitting and sweating in one place for an hour.





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But cheer up! Here are some techniques to make it a bit more palatable:

Group Rides

Have a buddy bring his trainer to your place or, if there is one available, have your group meet at a local gym equipped with multiple machines.

Structured Workouts - Have a planned program, and concentrate on sticking to it. A heart rate monitor gives you immediate feedback on your efforts and is a great tool to give you something other than the boredom to concentrate on.



Keep Your Mind Occupied

There are ways to you're your mind occupied on the trainer - using heart rate monitor, cranking your favorite CD as a key for intervals, reading (if you are just lazing along), and watching television.

Use A Fan

The movement of the air is distracting and keeps you cool and more comfortable at the same time.

Drink (Not Alcohol!)

It is easy to forget, and with the increased sweating on a stationary bike in a warm room, it is easy to get dehydrated.



Have a Plan

Remember that having a plan helps fight the boredom, and is a key to making this a positive part of your training program. There are many plans available, but most have common themes. Refer to our exquisite training calendar (I've attached it!) developed by none other than the Uber Ride Elf himself – Mr. Steve Merker from Princess Margaret. It really works!



Gear

Wind trainers have two fan units with slotted blades that churn the air. Magnetic trainers have powerful magnets and a nonconductive disk that produce resistance and dissipate energy as heat. Magnetic trainers usually have several resistance settings (low to high).

A wind trainer's greatest advantage for indoor training is that it closely mimics the resistance that you experience on the road by increasing resistance exponentially. For example, if you were to increase your speed on the wind load





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simulator from 15 to 30 kph, you would need to increase your power output by a factor of about eight times to reach that speed.

The disadvantages of wind trainers are the noise generated by the fans and the lack of resistance adjustment.



With magnetic resistance units, resistance increases in direct proportion to speed, which is less realistic than wind load simulators, but they do provide enough drag to elevate your heart rate.



The better designed magnetic units incorporate a small precisely weighted flywheel that creates a slight "coasting" sensation and helps you pedal through the dead spots in your pedal stroke for a more realistic road feel.

The advantages of magnetic trainers over the wind trainer

include reduced noise levels and the ability to vary resistance.

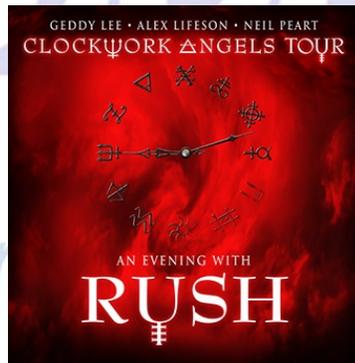
Stability of the trainer is key if you plan on sprinting out of the saddle for a little variety during the session.

Music Motivation

Ok, I'm often asked what tunes do I listen to for keeping me cranked on the trainer. I'm a guitar guy so I gotta have a bit of an edge on the trainer.



Here's a few of my favourites.



Rush's new album *Clockwork Angels* will keep you out of

the saddle hard for 50 minutes.

The guys are being inducted into the Rock n' Roll Hall of Fame this year - an amazing testimonial to a legendary Canadian band.



Tunes like *The Anarchist*, *Headlong Flight* and *Seven Cities of Gold* just crank it!

The untouchable Tragically Hip album *Yer Favourites* just kills it for me on the trainer. This is their greatest hits disc.





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Gord Downie and the boys from Kingston know how to get it done. Tunes like *Ahead by a Century*, *Vaccination Scar*, *Three Pistols*, *Blow at High Dough* and *At the Hundredth Meridian* bring back those Kingston memories and crank my heart rate to stratospheric levels.

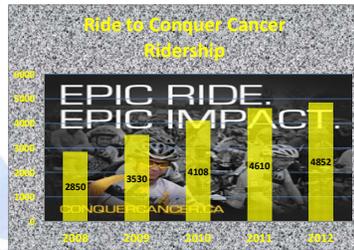
We are Crushing IT!

Congratulations Team Ridin Survivin – we have just reached the 130 rider mark which equals our riders-on-the-road total for 2012. They'll be more! A warm welcome to all of our new riders – embrace your life changing adventure to Conquer Cancer in our lifetime.

Often riders will ask me for some historical numbers on the ride – comes with the territory at KPMG! So here ya be – it's an amazing numerical history for the Ontario ride! First the cash....



And now the riding force to be reckoned with.....



Simply fantastic!

Believe IT!

The BILLION DOLLAR CHALLENGE at Princess Margaret is a 5-year initiative to secure \$1 Billion to revolutionize cancer care by creating a new gold standard:

Personalized Cancer Medicine



Every patient is unique. Every patient's cancer is different. So it follows that individualized treatment will get the best results. Changing the paradigm of cancer medicine requires a major investment. The BILLION DOLLAR CHALLENGE is the largest single fundraising campaign in the history of Canadian healthcare!

Princess Margaret's scientists and physicians have an excellent track record of leveraging the financial support they receive. So to meet this challenge, they are reaching out to their donor community with a goal of \$500 million, which the researchers hope to match with \$500 million in grants.

The Ride to Conquer Cancer is a big part of the Believe It! Challenge.

There are a billion reasons to:

Believe It.

Dr. Mary Gospodarowicz is one!

Dr. Mary Gospodarowicz, Medical Director of the Princess Margaret Cancer Centre, has been elected President of the Union for International Cancer Control (UICC), the world's largest cancer-fighting organization based in Geneva, Switzerland.



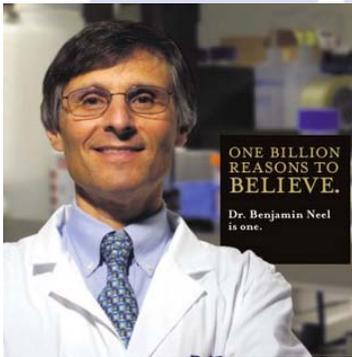


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She is the first Canadian and the first woman in the UICC's 80-year history to hold this prestigious position, and she will work with over 760 member cancer organizations from 155 countries. Dr. Gospodarowicz is a world leader in the field of radiation oncology, and her commitment to conquering cancer in our lifetime includes major responsibilities at the provincial, national and now international levels.

Dr. Benjamin Neel is one!

There are many examples of 'brain gain' at Princess Margaret Cancer Centre—one of the top 5 cancer research centres in the world.



Dr. Benjamin Neel, Research Director for The Campbell Family Cancer Research Institute, left Boston and his position at Harvard Medical School six years ago to come here and lead a team of over 750 research scientists and support staff.

Many other pre-eminent researchers have been attracted to the collaborative and productive environment at The Princess Margaret where scientists are working closely with physicians to fast-track discoveries from the laboratory to the clinic. Dr. Neel is an internationally recognized expert in the fields of cancer biology and cellular signal transduction, and is a key member of the team leading the way in Personalized Cancer Medicine.

Stephen Bear is one!

As the newly-elected Chairman of the Foundation Board, Stephen brings his extensive experience as a senior executive of McKinsey & Co. where he advises global organizations on many issues including leadership.



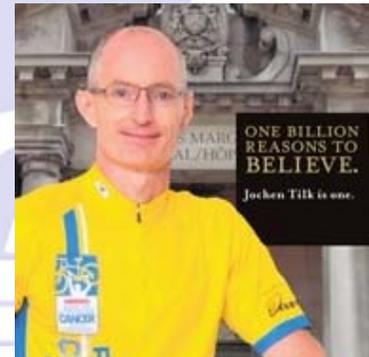
His uber enthusiasm for our cause of conquering cancer in our lifetime brings great vitality and energy to the

board, the Foundation, and to the many events in which he participates.

His confidence, courage and his vision were instrumental in the planning and launch of our Billion Dollar Challenge to raise the funds needed to create the new gold standard in cancer care: Personalized Cancer Medicine.

Jochen Tilk is one!

Jochen Tilk is the 2013 Honorary Chair for The Enbridge Ride to Conquer Cancer and is helping The Princess Margaret Cancer Foundation to increase participation and funds raised by this life-changing event.



He is also the President and CEO of Inmet Mining Corp., a Canadian-based global mining company. He does this in his spare time after recruiting and fund raising for the Ride to Conquer Cancer!





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Like many, Jochen has been personally touched by cancer, and he wants to be part of the movement to ensure that we conquer cancer in our lifetime. He is proud to be part of a team of employees who have devoted considerable energy and financial support to Princess Margaret Cancer Centre. The Foundation is very grateful for the commitment of Inmet's employees and Inmet's corporate gift of \$1 million to help advance Personalized Cancer Medicine.



Key Dates for 2013

Here's some key dates to mark down in your calendar:



February Pub Night
 Stay tuned – Dates & Venue are being finalized



March 08, 2013
 Back to Basics Workshop



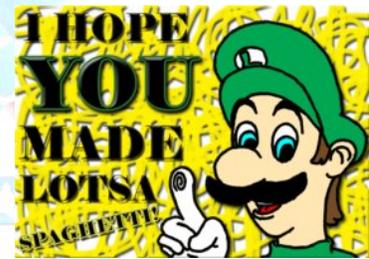
May 10, 2013
 Ladies out Laughing Comedy Night



May 25-26, 2013
 Muskoka Training Ride



June 6, 2013
 Team Spaghetti Dinner



June 8-9, 2013
 RIDE WEEKEND!





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The Final Word

The Holidays are here! We have much to celebrate as Canadians. We live in the best country in the world with our abundance, social tolerance and concern for others. We pray for the families in Connecticut – a tragedy that is unforgiving during this holy time of year.

I would like to extend my sincere thanks to the Organizing Crew who make it all happen for Team Ridin Survivin.

The Amazing Crew!:

- Caroline Cagampan-Stoute
- Jose Castillo
- Mitchell Fortnum
- Holly Greig
- Brendan Howard
- Ben Kosic
- Brandon Meneguzzi
- Gene Palazzo
- Michel Picard
- Jennifer Tulk
- Delia Vuletic

Without you, we could not accomplish our Epic Journey which has been well on the road for five years now. All the best to you and your families.

And finally, the best of the season to you - The Riders –

without you, our mission to Conquer Cancer in Our Lifetime would be unrealizable.

All the best for a fantastic holiday season and a great 2013!

Our mission is clear – to help conquer cancer in our lifetime. See you on the road in 2013.

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The Wheel of Life

