

Novartis rides for cancer

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Each year for the past 12 years, Novartis employees have been giving back to the breast cancer community. The Ride for Life initiative began with a few employees who wanted to help raise awareness and funds for breast cancer research by taking part in a long-distance cycling event that starts in Toronto and makes overnight stops in Cobourg, Kingston and Cornwall before finishing at the Novartis Pharmaceuticals Canada Inc. headquarters in Dorval, Quebec. This year, 40 employees from across the Novartis businesses in Canada completed the ride. Since the start of the initiative 12 years ago, Novartis employees have collectively raised more than 1 million dollars.



Employees who take part either ride, donate or support the riders along the way. While the riders vary from year to year, one thing is consistent - they are motivated because they love riding and want to raise money for the vital cause of breast cancer research.



The Ride for Life takes place every year around the same time - the end of September, just before the start of Breast Cancer Awareness Month in October. The riders bond together over the course of the journey and talk about what inspires them to take part. At times the ride can be long and physically grueling. No matter what the weather forecast is and no matter what else is going on in their lives or at work, employees ride. It takes physical strength and mental focus to get through the four days.



For many of the riders it's personal. They ride because someone they know and love is or was diagnosed with breast cancer or another type of cancer. Whether it's a sister, mother, friend or aunt, Novartis employees ride together each year to deliver a strong message: we can fight this together.



This year, each Ride for Life rider collected a minimum of \$2,500 in sponsorships. In total \$80,333 was donated to the Quebec Breast Cancer Foundation for breast cancer research. Since its inception, the Quebec Breast Cancer Foundation has invested more than \$26 million in breast cancer research. We are very proud to have contributed to this amount and to the research.



There have been great strides in the management of breast cancer in the last decade but women are still suffering from the disease. Novartis Oncology is doing its part and is committed to developing treatment solutions to continue to help patients fight this disease for years to come.

This year's participants are all smiles outside the Novartis building and have reason to celebrate – they know the money they raise will positively impact breast cancer patients. Well done everyone!

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