

# RIDE OF A LIFETIME

TRACY ROSSETTI, OF MYBABBO, AIMS TO RAISE \$50,000 TO HELP BATTLE CHILDHOOD CANCER

The Sears National Kids Cancer Ride is one of the biggest and most ambitious charity cycling events on behalf of childhood cancer in the world. This year, MyBabbo's Tracy Rossetti will be one of approximately 25 riders making the journey across Canada and has the personal goal of raising \$50,000 for cancer research and support.

In its ninth year, the 2016 event will be an emotional and inspirational adventure beginning in Vancouver on September 7, 2016 with the finish line in Halifax 18 memorable days later. Riding in relay style, the selected national riders will each cycle approximately 150 kilometres to 300 kilometres per day joined along the way by thousands of other caring cyclists who will cycle shorter "stage ride" distances in major cities across Canada. At the start and end of each day, riders will participate in community events and visit many of Canada's pediatric oncology centres and hospitals where the cancer community will share inspiring stories of strength and hope with cyclists and the media. Together, the cyclists will raise millions of dollars on behalf of charities that improve the quality of life for children, and their families, living with and beyond cancer.

"There is team one and team two," explains Rossetti. "I am on the team that does around 150 to 200 kilometres a day. The other team does 250 to 300 kilometres a day. Our team stops at all the pediatric oncology centres across Canada as ambassadors while the other group will cycle all day."

Rossetti is encouraging those in the death-care profession to get on board to join her on this journey. She points to three reasons why she has chosen this challenging crusade.

"Firstly, in memory of my cousin Nick Van Dyk, my cousin's fiancée Amanda Allen, friend Kate Merner and Cassy Mann who have all lost this battle to this horrible disease, as well as many others I know currently in the fight. My cousin Nick's passing is what started MyBabbo's business as I made a Legacy Photo Book of his story on the first anniversary of his death, which rippled into 50-plus referrals in the next few months and a business was born.

"Secondly, to give thanks and to give back. I am reminded daily of the gift of mine and my family's health and want to give back and invest in something that will outlast me!



Top: Tracy Rossetti and her husband, Mirco. Below: Tracy Rossetti rides to help conquer childhood cancer.

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Rossetti's cousin Nick Van Dyk.

“Thirdly, to build community. I hope to inspire others to what I call ‘stand in the gap’ for others that need the help of community wherever your heart calls you.”

Joining Rossetti on her cross-country journey is her cousin Laura Van Dyk (Nick's sister) and Laura's fiancé, Steve Hogan. Another cousin, Jen Lawrence, will join her for seven days from Barrie to Halifax. Friend Jodi Rison, who also serves as head of customer service at MyBabbo, will be riding from Barrie to Quebec City, and Rossetti's mom, Mary Muir, as well as her Aunt Margie Van Dyk (Nick's mom), will be volunteering as a driver of one of the RVs following the riders, making it a true family affair.

“I've been reaching out to all the funeral providers across Canada and telling them to come out for a day. They can join one of the four ride-alongs (Vancouver, Toronto, Montreal and Halifax), follow the blog, donate or volunteer.”

To cheer on Rossetti or to support her ride, visit [www.snkcr.com/tracy-rossetti](http://www.snkcr.com/tracy-rossetti). ©



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