

**LE TOUR
DU COURAGE
PROCURE**

10TH EDITION

JUNE 16TH 2019

MONT-ROYAL | CAMILLIEN-HOUDE

PARTICIPANT'S GUIDE 2019

A word from the Team

The Tour du Courage PROCURE is about to give it's 10th go. With more than 2 600 000\$ in funds raised, all the team would like to raise the tip of our hat to all of you. If the Tour can now say it is a major fund raising activity in Quebec, it is all because of the efforts and the incredible implication of the cyclists who decided to give time and energy to this great cause.

To learn more:

- [PROCURE's mission](#)
- [How we combat prostate cancer](#)
- [Our annual report \(2018\)](#)
- [The Biobank PROCURE](#)

****Important****

This document contains ALL the information you need as a participant. It is essential that you review it carefully. For questions: info@tourducourage.com

Before the Tour du Courage

You will need to make sure your equipment is in good working order. Make sure you have a bike maintenance done if necessary.

In addition, your climbing goal is a commitment to yourself and the level of physical preparation you will need to achieve it.

You will have the opportunity to perfect your cycling skills during one of our four preparatory outings supervised by a qualified coach from the Club Sportif MAA, partner of the 2019 Tour du Courage PROCURE.

These outings are accessible to everyone, regardless of your level. They are structured to offer you interval training specific to the Tour du Courage. You will also be able, in light of these outings, to better define your climbing objective which suits you best.

Time /Address: 8:15 am from the Club Sportif MAA at 2070 Peel Street, Montreal, Quebec H3A 1W6.

Departure at 8:30 am. Returning to Club Sportif MAA around 10 am.

Training dates:

- To come



Partner of the Tour du Courage 2019

**Note that in case of rain, the training will take place inside the Club Sportif MAA with a Spinning or PowerWatts session, depending on the number of participants.*

Details about the Tour du Courage

Schedule

Time	Details
6:00am	Camillien-Houde closes
6:00am	Cyclists arrive and register
6:00-6:30am	Registration – cyclists get their participant bag
6:30-7:00am	Welcome speech from team TDC – Security speech
7:00am	Teams move to Camillien-Houde – Start of TDC
10:00am	End of TDC – Participants move to the registration area –Camillien-Houde reopens
10:00-10:30am	Pause for cyclists – Arrival of the walkers for the Marche du Courage PROCURE
10:30-11:15am	Media event, TDC's ceremony and start of the Marche du Courage
11:15am-2:00pm	Lunch time for cyclists and walkers
14 :00pm	End of the event

Important facts:

- Upon arrival, be sure to consider the fact that Camillien-Houde will be closed as of 6:00am. For cyclists arriving by car, consider taking highway 15, Queen-Mary and Remembrance.
- Parking closest to the registration area is the one adjacent to the Lac-aux-Castors. Daily pass costs \$8.
- Free parking is easily accessible in many roads of Outremont. If you decide to park there, it is a great way to get a little warmed-up before the Tour. If you park North of Côte-Ste-Catherine, plan for a good 20 minutes bike ride to get to the registration area.
- The Tour du Courage will take place on Camillien-Houde. The loop turns around just before the lights at the bottom, and just after the top of the climb near the transition to remembrance (yes, the course loop is slightly longer than the climb itself).
- Strategically, there is very little time to gain in the descents. Focus on descending securely in the respect of your colleagues. The last thing we want is a crash!

TDC Cup

Long time participants might remember the previous calculation of the TDC cup: depending on the amount raised, we would remove time to your overall result. This year is different, so be sure to review this section.

Yellow Jersey

When we look at the Tour de France, which jersey is the most important and which one will we remember many years later? That's right, the yellow jersey. This honorific jersey is awarded to the individual cyclist that has achieved the biggest individual fund raise. Top 5 individual cyclists will be asked to come on stage, and the winner will win the TDC's Yellow Jersey.

TDC Cup

Maybe the most prestigious and most wanted prize of the Tour du Courage PROCURE. The TDC cup will be awarded to the team that have achieved the biggest fund raise (fund raising is calculated on the money raised over the initial goal of 750\$ per members of the team). Top 3 teams will be asked to come on stage.

Team spirit

The team that shows the most team spirit between teammates and will all cyclists present. Winning team will be chosen by the members of the committee and cyclists will win Quilicot's gift cards.

King of the Mountain (KOM) and Queen of the Mountain (QOM)

This classification is subdivided in two categories:

- 1. KOM:** Best male climber (fastest average time per ascent).
A cyclist rewarded for all categories
- 2. QOM:** Best climber (fastest average time per ascent).
A cyclist rewarded for all categories

2019 PROCURE Tour du Courage Jerseys

Participant Jersey



Yellow Jersey



KOM | QOM Jersey



Ambassador Jersey



Ceremony of Thanks

Between the end of the cycling event and the opening of the Ceremony of Thanks, the participants will have a window of 25-30 minutes to eat a little something, refresh themselves and enjoy the wonderful weather (...we hope!).

Some cyclists may decide to leave before the ceremony, but keep in mind you will miss the giveaway (Cannondale bike and other door prizes), the jersey awards and the announcement of the winners in all rankings (TDC cup, Ascents by team, Team spirit, Best climber). More over, it is only during this ceremony that we will announce the total amount we will have raised.

Finally, the ceremony will be held just before the start of the Marche du Courage PROCURE. Cyclists who want to take a little walk (great cool-down) will of course be welcomed.



Cannondale bike to win

For a 10th year, Cannondale is partnering with the Tour du Courage PROCURE and is offering a SYNAPSE CARBON 105 / 54cm bike valued at \$2,699.99 to registered participants.



3, 6, 9 or 12?

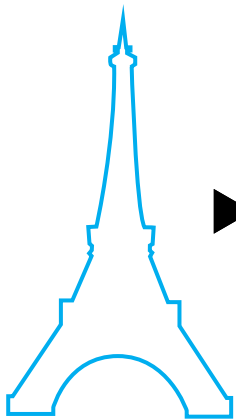
When you register, you are asked to choose between 4 challenges. At any moment after your registration, you can choose to modify your goal in your online profile parameters.

Some of us might think of Camillien-Houde as an easy climb, but when adding up the vertical ascent, the challenge becomes more serious. Here is a chart comparing different numbers of ascents with important passes of the Tour de France, mountains, or well known sky scrapers.

If you have never climbed Camillien-Houde, plan your challenge with those averages and add some time for some rest in the feed zones.

Ascent

Average time : 7 :50



3 ASCENTS

330M | 3H



**EIFFEL TOWER
BEGINNER**



6 ASCENTS

660 M | 3H



**TOUR DU CN
INTERMEDIARY**



9 ASCENTS

990 M | 3H



**BURJ KHALIFA
ADVANCED**



12 ASCENTS

1,320M | 3H



**CN TOWER X 2
ELITE**

Use this chart to plan your challenge and to put it in perspective. You can also use it to better explain your challenge to your donators.

Example: I chose to climb the Mount-Royal 9 times. That matches up the ascent of the Mount Whiteface (Vermont) or the notorious Burj Khalifa (Emirats).

Ascent	Challenge	Compare to
1 ascent	Camilien-Houde – 110m (QC)	Telus Tower (MTL-QC)
2 ascent	Gatineau’s Belvedere’s Ascent – 225m (QC)	1000 de la Gauchetière (MTL-QC)
3 ascent	Chemin du Nordet – 350m (QC)	Eiffel Tower (FR)
4 ascent	Montée des Piéiades – 445m (QC)	Les Éboulements (QC)
5 ascent	Mount-Mégantic – 530m (QC)	Jay Peak (USA)
6 ascent	Col du Galibier – 650m (FR)	Tour du CN (CAN)
7 ascent	Col des Glières – 780m (FR)	The Massif (QC)
8 ascent	Col du Télégraphe – 880m (FR)	Tremblant 5150 Triathlon (QC)
9 ascent	Mont Whiteface – 960m (USA)	Burj Khalifa (É.-A.-U.)
10 ascent	Col D’Izoard – 1090m (FR)	Col de la Colombière (FR)
11 ascent	Mount Whiteface – 960m (USA)	Mount-Washington (USA)
12 ascent	Mount-Lemmon – 1350m (USA)	Col d’Aubisque (FR)

Example, Johnny foresees:

Climbing in 7m30-8m00 (considering fatigue) and descending in 2m00. Every half an hour, he will take a rest in the feed zone just over 3m00 (20m00 total for 3h00).

Thus, Johnny will be cycling for 2h40 (160 minutes) on the 3h00. Considering those numbers, he will register for the 12 ascents, and he might do another 4 ascents to help his team get some points for the TDC cup ranking.

Easy-breezy fund raising

Fund raising should really be the easy part of the Tour du Courage. Read this section to raise your funds in a fast and fun fashion.

General advices:



- BE PROUD AND VENTURE

To often, we feel shy when engaging our friends around a cause. Truth is that when we raise funds, we are making the world a better place, so let's be proud!

Last year, 85% of Canadians gave to a non-profit organisation. In the other 15% that didn't give, 24% say it's because they haven't been asked to and 33% say it's because they didn't like the way they were asked.

The moral being: if you ask for support, and you do it in fun/friendly way, chances are that you will receive!

- TIMING :

Advice from Michel Beaulieu, winner of the TDC cup 2016

The week after Christmas might not be the best time to send a mass solicitation email. A sunny Friday morning of March? That's better.

Everything is in the timing, so before sending your request, be sure it's the right moment! If you have an easy access to an accountant, have a chat with him to know the critical moment (when do we have to pay taxes? Or when might we get a return?)

Don't hesitate to take advantage of special dates: your birthday (keep in mind that if you are a proud owner of a prostate, it is also it's birthday), anniversaries on the calendar, an important moment in your life, etc.

- THE TURTLE BEATS THE RABBIT

Every year, the teams that raise the most money are one of those that start the process EARLY. As soon as you register, we can provide you a list of all your past donators, just contact us!

- HUMOUR AND SURPRISE :

Let's keep in mind that soliciting our relatives is not always fun. This is why it is your responsibility to make it amusing. Turn your messages in jokes and insert some funny stories. By doing so you will also fight the unsubstantiated taboos surrounding the disease.

The traditional fund raising email is good, but let's admit that you won't be flabbergasting anybody with your originality. Try other communication tactics: record a voice (or video) memo and send it through an email, make a video, put it on a USB key and do a "pass to someone chain".



Laboratory tested tactics

- THE COMPETITION

You can stimulate your donators by offering them a contest. Your biggest donator could win, for example, a Bowvember Bowtie.

Other prize ideas:

- A five-course dinner at your place (appetizer, main dish, three deserts)
- Your secret osso bucco recipe
- You being a mate for base jumping (only valid AFTER June 18th)

- TOMBOLA

A fun alternative to the giveaway and the draw.

You are selling some tickets for a draw where the winner brings 50% of the money raised.

Example: Peter announces on the 44th birthday of his prostate that he is selling 150 tickets at \$10 each. Johnny Boy, the winner, will pocket \$750 and will have a very difficult choice to make: will he decide to buy 21 Bowvember bowties OR use the \$750 register for the Tour du Courage?
Ô Canadian problems.

- THE COLLECTIVE

Some people are just diffident to donate. By asking to a group of 2-3-4-5 people (colleagues, family), they will be more prone to support you! You can even add a little contest in the concept. The biggest donation will have your secret for happiness. Of course the answer is to register to the TDC.

- BBQ BÉNÉFICE

Don't read me wrong here – don't cook your prostate on the grill. The idea comes from team Cogela (winners 2012, 2014, 2015). They have created a little event for friends and colleagues to help raise some funds. They hold a little BBQ where profits go directly to the fight against prostate cancer.

- THE DRAW

You don't want any competition between your donators? A random draw can do the job! And what could be the prize? Why not your 2019vvv official TDC jersey? Just be sure your draw is just random enough so that the winner wears the same jersey size!

If you work in an office, Kim Rousseau from the team Ladies of the Hill gave us a great idea. Get in touch with the managers upstream, and offer for each tranche of \$25, donators get a chance to win a day off!

Route and parking

1260 Remembrance, Montreal, QC H3H 1A2,
Mount Royal Park (parking \$ 9 maximum)

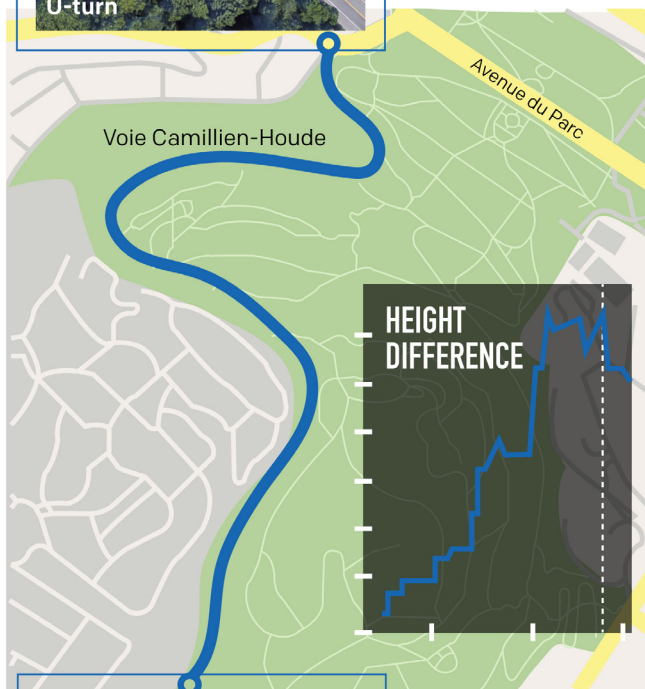
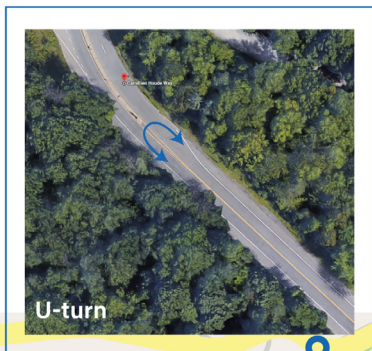
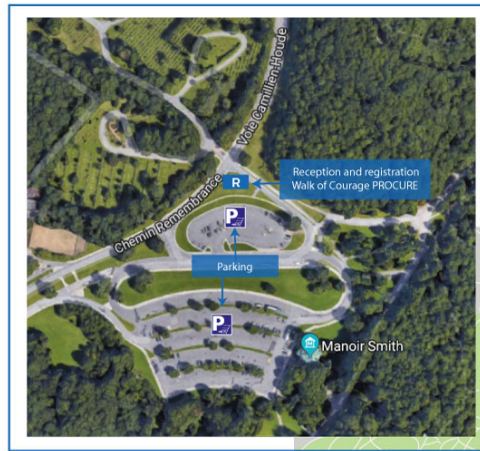
From the South Shore by Jacques-Cartier Bridge
To view on Google maps, [click here](#)

From Montreal by Autoroute 720-E
To view on Google maps, [click here](#)

Head to one of the parking lots

Mount royal park parking,
near Smith Manor (1260 Remembrance)

Follow the signs to the PROCURE registration kiosk



Path of TDC

Mount Royal Camilien-Houde

To ensure your safety, the circuit will be blocked from motorized traffic !

[To see the bike course.](#)

With a vertical drop of just over 110 meters, this climb stretches over 1,600 meters and has an average inclination of 7% and a peak of 11% to cross before reaching the summit!

By repeatedly attacking the ascent, one succeeds in imitating the passes of several hundred meters of vertical drop found in prestigious Grand Tours!

- Two U-turn locations
- Refueling point



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IM DOING IT FOR: