



## Celebration of Courage & Rider Packet Pick-Up Sept. 8, 2023

**Friday, Sept. 8 from 4 to 7 p.m.**  
**Norton Cancer Institute Brownsboro**  
**4955 Norton Healthcare Blvd.**

Riders are asked to pick up their packet that includes a string backpack, a t-shirt or jersey, and special giveaways and coupons from our sponsors and partners. Last-minute donations can also be dropped off during packet pick-up, sponsored by Unified Technologies. Vendor and volunteer check-in sponsored by Genentech takes place throughout the day.

Celebration of Courage will honor members of the Norton Cancer Institute family and the Bike to Beat Cancer riders and volunteers. Enjoy a complimentary meal, live music and activities for adults and kids. Visit our display vendors including Genentech, Gilead Pharmaceutical, Novartis and Regeneron who will be providing exciting giveaways.

## Bike to Beat Cancer Powered by Bryant Heating & Cooling Sept. 9, 2023

**Saturday, Sept. 9 from 6:30 a.m. to 7 p.m.**  
**Norton Cancer Institute Brownsboro**  
**4955 Norton Healthcare Blvd.**

**6:30 to 7:30 a.m.**

Riders are asked to pick up their packet that includes a string backpack, a t-shirt or jersey, and special giveaways and coupons from our sponsors and partners. Last-minute donations can also be dropped off during packet pick-up, sponsored by Unified Technologies. Don't forget to pick up your breakfast provide by Chick-fil-A. Vendor and volunteer check-in sponsored by Genentech starts and will continue throughout the day.

**8 a.m.**

Opening ceremony will take place at the Start/Finish Line sponsored by Lilly Oncology for 5, 15, 35, 65 and 100 mile riders, followed by a send-off. Survivors will kick-off the ride with the Survivor Parade. You'll hit the road for your chosen distance ride. Don't forget to turn on your TraqCentral app for route tracking, brought to you by Eisai, so that you can request tech or medical support on your journey. Family and friend can also track you along your journey.

Along the way you'll come to some pit stops sponsored by Angel's Envy, Bryant Heating & Cooling, MPC Promotions, and Pfizer, where you will have access to refreshments and restroom facilities. Pit Stop snacks are sponsored by Kroger. The 65 and 100 mile riders will receive lunch provided by Morrison at Pit Stop 3A.

If at any time during the ride you feel like you are unable to continue, use your TraqCentral app, sponsored by Eisai, to request support. You can also contact the phone number on your ride support wristband for assistance. Tech Support is brought to you by Scheller's Fitness and Cycling.

**8:15 a.m.**

Spin riders will kick-off the first spin session, brought to you by Team Missy in partnership with Cyclebar. Additional spin sessions will be taking place throughout the day.

**10 a.m. to 2 p.m.**

Finish line celebration activities including a Recovery Zone brought to you by Ventas that includes guided stretching provided by KORT, massage provide by River City Massage, mini-yoga sessions provided by Yoga6, and giveaways provided by Norton Sports Health Performance and Wellness Center and other vendors to help with rider recovery. Free children's activities including inflatable games, putt-putt, and the Bike Rodeo are in our "Just for Kids" Zone. Receive your medal, sponsored by Gilead Pharmaceutical, and a take away photo at the medal presentation podium.

**5-5:45 p.m.**

**Riders who arrive at Pit Stop 5 will be driven to Pit Stop 6.**

**6 p.m.**

**Riders who arrive at Pit Stop 6 will be driven to drop off location at Norton Children's Medical Center near the Finish Line.**

**7 p.m.**

Celebrate with us as our final riders cross the Finish Line! Riders will receive their free Finish Line Meal brought to you by Qdoba. Tell your friends, family and supporters to join us at the finish line so they can greet you!