

A Message from Rick

Thank you for supporting the 25th Anniversary Relay

Twenty-five years ago on the original Man In Motion world Tour I wheeled through 34 countries, including your community to raise awareness of the potential of people with disabilities. Over this time, the Rick Hansen Foundation has raised more than \$245 million directed at a cure for spinal cord injury and developing healthy, accessible and inclusive communities for all.

To commemorate the 25th Anniversary of the original Tour, the Foundation is celebrating with the Rick Hansen 25th Anniversary Relay. This time, one man in motion will be represented by many in motion; as 7,000 participants from across Canada, who have made a difference in the lives of others, will pass the singular Rick Hansen Medal from one participant to the next, as the Relay makes its way across Canada.

Along the way, I will be in a number of cities, but as the Relay is a nine-month journey through more than 600 communities, I will not be present at all Relay stops. But my spirit and original dream will be represented in each of the participants who will carry the Rick Hansen Medal, as well as all the community representatives who have worked tirelessly to coordinate this national event. I thank each and every one of you and I look forward to the amazing Relay moments that will inspire the next generation to move toward a healthier and inclusive world.

- Rick Hansen



Relay Fast Facts

- Begins on August 24, 2011 in Cape Spear, Newfoundland and Labrador and concludes in Vancouver, British Columbia on May 22, 2012.
- Fully recreates the original Man In Motion cross-Canada tour, spanning 12,000km from coast-to-coast
- Will travel through over 600 communities, visit every capital city and all provinces and territories and reach more than 70% of the Canadian population.

Become a Medal-Bearer in the Rick Hansen Relay

Your Opportunity to Take Part in this Epic Journey

Enter at RickHansenRelay.com for a chance to join the 25th Anniversary Rick Hansen Relay as we make our way across Canada.

As part of the Medal-Bearer experience, participants will receive a commemorative Rick Hansen Medal produced by the Royal Canadian Mint, as well an official Medal-Bearer uniform made by Nike to be worn for their segment of the Relay.

Together with their family and friends, Medal-Bearers will share a lasting moment to be cherished for years to come. Don't miss your chance.

The following are the regional closing deadlines for the contest:

- Region 1 – Atlantic Canada & Quebec (closed)
- Region 2 – Ontario (August 3, 2011)
- Region 3 - Alberta, Manitoba & Saskatchewan (October 26, 2011)
- Region 4 – BC (December 28, 2011)



Please visit RickHansenRelay.com for contest entry and full contest details.

Meet Our Featured Medal Bearers

Janice Hatt

Hometown: Trenton, NS

Janice was raised in Trenton, Nova Scotia. As a paraplegic, due to unknown childhood spinal nerve damage, Janice has been inspired by Rick Hansen since she was a child. At nine years old, she presented the funds raised by the town of Trenton to Rick in the original Man In Motion Tour. A photo of Janice and Rick hung on her bedroom wall and has been a continuous reminder of motivation since she first shook Rick's hand. [Read more.](#)



Amelia Mannarino

Hometown: Montreal, QC

From Montreal, Quebec, Amelia is a true Difference Maker. The University of McGill engineering student is always finding ways to make life a little easier for everyone. Amelia volunteers with refuges teaching English and supporting their transition to Canada. She has spent many summers as a YWCA camp counsellor and canoe trip leader as part of the Reach for the Rainbow Program, which enable kids with special needs to go to camp. Amelia promotes leadership and teamwork, as well as healthy living and a love for the outdoors to her fellow campers. This summer, Amelia will head to Northern Manitoba to plant trees, hoping to replenish the environment in a small way. [Read more](#)



[Read more Medal Bearer stories](#)

End of Day Community Info

Run of Show

The Relay will travel through several communities per day, but those that are the last stop of the day, have the opportunity to hold an End of Day celebration. In order to host a successful End of Day event, the Relay team will need to know some details to ensure everything runs smooth. While your community event is still months away, it's time to start thinking about the execution of the day, including: guest speakers, last Medal Bearer selection, procession and the overall order of the stage presentation.

All End of Day details will be captured by the Relay Advance Team who will visit your community a few days prior to the Relay arriving. The following details need to be submitted:

- Name of the last Medal Bearer
- A brief description of their story
- Who is speaking at your event?
 - a. Community leaders?
 - b. Will your medal bearer be speaking on stage?
- Estimated time of each speech

Call for Volunteers

The Relay team suggests gathering 3-5 volunteers for help with the End of Day event. No specific training is required for volunteers, as they will be directed by Relay staff. Volunteer duties include: setting up tents exhibits, hanging banners, working with audio visual equipment and assisting with crowd control (non-security duties). Please note that some activities may be physically demanding.

A Sneak Peak...

Relay route communities are in the midst of planning End of Day closing events, and so far, there are so many great celebrations in the works. We encourage each community to be creative with the plans, but also sentimental of the original Man In Motion World Tour. Here are a few examples of what communities in Region 1 are planning:

Community of under 5,000 people:

- softball game and community bbq held at local field
- local sports team pep rally, held at university stadium

Community of 20,000 people

- multicultural dancing artists and entertainment at city park

Community of more than 60,000 people

- concert, speeches from politicians and notable community people, held in city centre entertainment area

Relay Media Protocol

The Relay media team encourages all route communities to engage with their local media to create excitement of the Relay's arrival. Feel free to invite local media to the various Relay events as the Relay will not be officially accrediting media to cover the Relay journey. The Relay team will issue generic accreditation to journalist along the route, as well as track media in attendance. To build strong media hype in each community, resources are available, such as: template press releases, images, and video. Visit the Rick Hansen [Relay Media Centre](#).

For assistance when liaising with media, including fact-check and interview requests, please direct media to:

John Gibson

Manager, Marketing and Communications
Phone: 604-644-0811 (mobile)
Email: jgibson@rickhansen.com

Lisa Clement

Relay Media Specialist
Phone: 604) 351-4279 (mobile)
Email: lclement@rickhansen.com

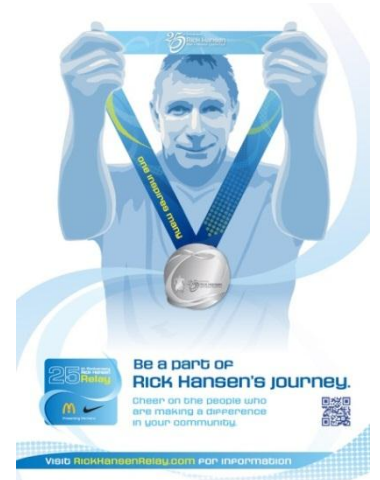
Email: relaymedia@rickhansen.com

 [@RHRelayMedia](https://twitter.com/RHRelayMedia)

Relay Community Promotional Toolkit

To help build excitement for the Rick Hansen 25th Anniversary Relay in your community, an electronic toolkit is available with Relay promotional resources, designed by the Rick Hansen Foundation. The toolkit includes customizable posters and print ads, banners, web icons, as well as online ads all designed to support communities' local promotions of the Relay. The guide provides detailed information on how to best utilize the assets and how to properly integrate them into existing marketing programs.

The creative extends the Rick Hansen 25th Anniversary brand identity and includes graphics of Rick Hansen passing on the Rick Hansen Medal, and the Rick Hansen Medal on its own, which is a symbolic gesture of the difference makers in each community sharing Rick's dream to inspire the next generation to dream big and live with purpose. The creative builds on the inspiration, pride and determination of the participants of the Relay.



The promotional toolkit and accompanying guide is available online in the “community resources” section of RickHansenRelay.com

Rick Hansen School Program

Teach Courage, Determination and Social Responsibility

“Growing up, my teachers and role models helped build my confidence and encouraged me to make a difference. Today I want to return that generosity; to teach youth to reach for their dreams and realize that they can make a positive change in the world around them.” – Rick Hansen

Register for the Rick Hansen School Program and join Rick in his journey towards a cure and a more inclusive society as he inspires a new generation to be difference makers – to dream, to take action, to continue to change the world.

Use Rick's story to inspire dialogue and learning around the big ideas of social responsibility and help engage your students in actions that make a difference in the lives of others. Participation is easy. To register and receive program materials, or learn more contact:

Phone: 1-800-213-2131

Web: www.rickhansen.com/schools

Email: schools@rickhansen.com

Connect with us!

Follow. Share. Connect. Have a success story about accessible venues or public spaces in your community? Share it with a member from the Global Accessibility Initiative.

Rachel Nelken

Global Accessibility Initiative

Marketing & Communications Specialist

Email: nelken@rickhansen.com

Or if you have incredible stories about a Medal Bearer, memories with Rick, or a great Relay moment that you think we should know about or should be featured in our travelling exhibit, please send us note on Facebook or simply Tweet it. Be sure to follow us for Relay updates, daily posts, videos and photos throughout our journey.



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