

Tour de Cure Update for Team Captains

From Tour de Cure Northern California



January 2023

2023 Event Date, Location Are Set!

DATE: Sunday, October 1, 2023

LOCATION: Sonoma State University, 1801 E. Cotati Avenue, Rohnert Park, CA

Go to www.diabetes.org/tdccalifornia or use the QRC code below to access the 2023 web site for registration.

Include this year's Tour de Cure as one of your New Year's resolutions, and take the first step by registering today.



Thank you for our great success in 2022!

Thank you for your inspiring involvement in our 2022 Wine Country Tour de Cure. The fundraising efforts of more than 1,000 cyclists and more than 80 teams as well as the generosity of numerous sponsors and so many donors led to our event's taking first place among all the Tour events held around the nation last year. In fact, our event raised more than double the next most successful Tour event in 2022. As of December 31st we had raised a total of **\$1,392,210**, exceeding our stretch goal to raise \$1.3 million! Please share our satisfaction and pride as we are able to increase our support of needed diabetes research, education, advocacy and new initiatives designed to address the inequities that hit disproportionately hard against long-underserved communities of color that already have a higher incidence of diabetes. You've made this happen!

The In-Training T-Shirt Is Back!

We are happy to announce the return of the Tour de Cure in-training T-shirt in 2023 after a year's absence! See below for views of the shirt and the all-new criteria for how you can automatically claim this pre-event reward - unless you choose to decline it.



Please note that the in-training shirt is now short-sleeved. The back also features the 'concert-style listing' of yesteryear's in-training Ts but now displays each event around the nation in alphabetical order.

Once you have raised at least \$150 (as posted on your online account), you will receive your T-shirt in the mail. Mailings will begin on a regular basis in mid-January and continue until September 1 when this special incentive is discontinued for the Northern California Tour.

ATTN: Team Captains - Important Reminder

Teams and their captains have historically played the most important role in our event's ongoing success. Our experience in 2022 reinforced this time-honored truth and we expect 2023 to follow in this tradition that has built the Tour de Cure in Northern California into such an important fundraising legacy for the American Diabetes Association.

We are calling upon all 2022 team captains to take action now and to register your team. Here are some top reasons -- and advantages -- for signing up now:

- Communications will be going out soon to past participants from the last few years. If you have already registered as team captain, your previous team members will be encouraged to register as a member of your team.
- Team captains tell us over and over again... *"I wish I'd signed up earlier. I could have recruited more team members and we would have raised much more for the cause."* It really makes a difference to sign up and activate your team early in the year.
- You will get in early on important communications and information that will benefit you and your team members and help you better prepare your team for a great experience in the event.

Our 2023 Recognition Gifts

Check out the fundraising thank you awards we have in store for you and team members in 2023!



TOUR de CURE American Diabetes Association.

GET YOUR EXCLUSIVE 2023 RECOGNITION GIFTS!
\$500+ fundraisers can select one gift* up to the award level you earned.
Award levels are not cumulative.

ALL PARTICIPANTS who raise **\$250+** will receive the 2023 Tour de Cure T-shirt and Red Riders will receive the 2023 Red Rider jersey

Raise \$500
2023 Tour de Cure Jersey

Raise \$1,000
Champion Quarter Zip Fleece Pullover

Raise \$2,500
Champion Camelbak Hydrobak Hydration Pack

Raise \$5,000
Champion Herschel Duffle Bag

**Recognition gifts \$500 and above are awarded post-event*

Rules and Regulations: NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, 13 YEARS OR OLDER. VOID WHERE PROHIBITED. Sweepstakes runs from 40 weeks pre-event until 30 days post-event. For Official Rules, prize descriptions and odds disclosure, visit our website.

Sponsor: American Diabetes Association, 2451 Crystal Drive, Suite 900, Arlington, VA 22202.