



BURNING BRIGHT ANNOUNCEMENT

Synchro Swim Ontario is excited to announce that we are expanding the reach of our annual Burning Bright campaign in an effort to raise as much money for the cause as possible and also achieve our 2017 campaign goal of \$500,000 in this, our 14th season and in celebration of Canada's 150th!

In recognition of this expansion we are adding a new tagline to our campaign **"BURNING BRIGHT FOR HOPE – SWIM FOR THE CURE"**

With this announcement we hope that you will spread the challenge far and wide, beyond the boundaries of synchronized swimming and encourage as many acquaintances, business circles, friends and family members as possible to "Swim for the Cure"

Participation is easy...

- 1) Register as a Participant/Swimmer online
- 2) Define your fundraising goal
- 3) Choose your venue
- 4) Collect sponsors for your Burning Bright - Swim for the Cure
- 5) Complete your swimming/other activity
- 6) Collect your sponsored fees
- 7) Submit with your total report to Ellen Blainey at eblainey@synchroontario.com

Synchro Swim Ontario has established a link for anyone wishing to participate as follows:
www.cancer.ca/burningbright

See next page for Frequently Asked Questions and Answers

Most Common FAQ's

About SSO's Burning Bright for Hope – Swim for the Cure

1. What is Synchro Swm Ontario's Burning Bright for Hope – Swim for the Cure?

Burning Bright for Hope - Swim for the Cure is a swimming activity organized by Synchro Swim Onatrio as our annual community 'pay it forward' activity to raise funds for the Canadian Cancer Society (CCS). It is a unique member club or individual based swimming challenge, in support of the breast cancer cause or any other cancer of your choice.

2. When/where does Burning Bright for Hope – Swim for the Cure take place?

SSO's Burning Bright events take place throughout the month of October.

If you are a Member Club participant, the event takes place at a time and place designated by your Club coordinator. As an individual or business participant/swimmer, you can designate your personal activity at a time and place that works best for you. Please track and report your time and place.

3. If I plan to swim, how do I sign up as a participant?

In order to participate in Burning Bright for Hope - Swim for the Cure you must register as a participant/swimmer through the link provided.

5. Where does money raised by Burning Bright for Hope–Swim for the Cure go?

The money raised goes towards mission-related work including breast cancer research grants, fellowships, community health grants, health promotion, education and community/peer support programs. Early detection and increased screening rates combined with better treatment therapies for breast cancer has resulted in a 44% decrease in the breast cancer death rate since the 1980's. With the help of our donors, we hope to reduce the number of people diagnosed with breast cancer, reduce mortality for those who develop the disease, and improve the quality of life for those affected.

6. Will my donations still be designated to breast cancer initiatives despite this merger?

When you register your account, you have the option of choosing where your funds will go.

9. Is the Canadian Cancer Society a registered charity that provides tax receipts for Burning Bright for Hope – Swim for the Cure donations?

Yes, a donation of \$20.00 or greater will automatically generate a tax receipt, any donation under \$20.00 will need to be requested.

10. How do I learn more about becoming a sponsor of SSO's Burning Bright for Hope – Swim for the Cure?

Please e-mail Ellen at eblainey@synchroontario.com

11. Can I fundraise by going door-to-door?

Sure! There are both online and offline pledge forms that you can use. Please send in your forms and funds raised to our SSO Office once completed.

12. Will my information be shared or traded with anyone?

You can choose to remain anonymous so your information is not shared.