



Bike to Beat Cancer Rider Packet Pick-Up Sept. 10, 2021

Friday, Sept. 10 from 4 to 7:30 p.m.
Norton Cancer Institute Brownsboro
4955 Norton Healthcare Blvd

Riders are asked to stop in to Rider Packet Pick-up, sponsored by Pfizer to pick up their packets that include a string backpack, 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.

Celebration of Courage is brought to you by Abbvie and honors members of the Norton Cancer Institute family and Bike to Beat Cancer riders and volunteers. Enjoy music, a complimentary meal and visit our pharmaceuticals partners, Abbvie, Bristol-Myers Squibb, Genzyme, Janssen, Novartis, Sanofi and Seagen, located in our vendor tent for your chance to win a Yeti cooler!

Bike to Beat Cancer Powered by Bryant Heating & Cooling Sept. 11, 2021

Saturday, Sept. 11 from 7 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 stop in to Rider Packet Pick-up, sponsored by Pfizer to pick up their packets that include a string backpack, 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.

8 a.m.

Opening ceremony begins at the Start/Finish Line, sponsored by Lilly, for 15, 35, 65 and 100 mile riders, followed by a send-off. Survivors will lead the ride as part of our Survivor Parade sponsored by Sam Swope Family Foundation, and riders will then hit the road for your chosen distance ride. Along the way you'll come to pit stops where you will have access to refreshments and restroom facilities. Pit Stops are sponsored by Bristol-Myers Squibb, Bryant Heating and Cooling, Caris Life Science, CPA Lab, and Genetech.

The 65 and 100 mile riders will receive lunch at Pit Stop 4/6A which is provided by Morrison.

The safety of our riders is of utmost importance to us, and our route safety team is sponsored by D.D. Williamson. If at any time during the ride you feel like you are unable to continue, all you have to do is pull over to the side and wait for a CPA Lab route support vehicle to take you back to the starting line. Scheller's Fitness and Cycling, the official Bike Tech Sponsor, will also be there to support riders along the route with their bike tech needs.

9 a.m.

Family Ride registration, rider packet and Family Ride t-shirt pick up takes place at Norton Cancer Institute Brownsboro.

10 a.m.

Family Ride Opening Ceremony begins at the Start/Finish Line, sponsored by Lilly, followed by a send-off: You'll hit the road for your 5-mile route around Norton Commons. You'll enjoy a pit stop in Norton Commons.

11 a.m. to 3 p.m.

Finish line celebration activities including free children's activities in our "Just for Kids" Zone, brought to you by UPS. Visit our pharmaceuticals partners, Abbvie, Bristol-Myers Squibb, Genzyme, Janssen, Novartis, Sanofi and Seagen, located in our vendor tent for your chance to win a Yeti cooler!

5-5:45 p.m.

Riders who arrive at Pit Stop 5/7 will be driven to Pit Stop 6/8.

6 p.m.

Riders who arrive at Pit Stop 6/8 will be driven to drop off location at Northeast Christian Church to ride across 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 provided by Qdoba and stretching provide by KORT. Tell your friends, family and supporters to join us at the finish line so they can greet you! Attendees can also keep track of and send cheers to their loved one riding by using the RaceJoy app, sponsored by Eisai.