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news release

THE 2021 MANITOBA MOTORCYCLE RIDE FOR DAD TO CONTINUE WITH 'RIDE ALONE TOGETHER' FORMAT

WINNIPEG, MB: Respecting provincial health guidelines, the 2021 Manitoba Motorcycle Ride for Dad (MRFD) format will again be **RIDE ALONE TOGETHER**. Registered riders are asked to collect pledge donations to fight prostate cancer in Manitoba and 'Ride Alone Together' on the days and routes of your choosing from May 1 to October 2, 2021.

"The uncertainty and continued risks of the COVID-19 virus dictates the 'RAT Ride' format," said Kirk Van Alstyne, Co-Chair, MRFD. "The health and safety of our Riders is our first priority and we know our Riders, sponsors, donors and volunteers will step up again to fight prostate cancer."

Registered Riders may also participate in the 'RAT Ride' photo contest by visiting Manitoba landmarks and MRFD Gold sponsors and sharing photos on social media - #ridefordadmb. Registration and contest details are listed at www.ridefordad.ca/manitoba

The 2020 MRFD raised over \$160,000 for prostate cancer research and education in Manitoba, including the Genomic Centre for Prostate Cancer Research led by Dr. Sabine Mai. This brings the 12-year total to over \$2.65 M. The 2021 MRFD *Presenting Sponsor* is PlayNow.com.

"We invite all motorcycle enthusiasts to register for the Ride online and collect pledge donations," said Moe Sabourin, MRFD co-chair and President, Winnipeg Police Association. "Prostate cancer is still one of the leading causes of death in men and the need for research funds continues. Together with our sponsors and media partners, we will continue to inform Manitobans of the importance of early detection of prostate cancer."

Register for the 2021 TELUS Manitoba Motorcycle Ride for Dad or make a pledge donation online by visiting www.ridefordad.ca/manitoba @ridefordadmb

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