

A WORLD WITHOUT CANCER DAY



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What is Pedal the Cause?

Pedal the Cause provides critical funding for cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital through an annual cycling challenge.

Founded in 2009 with the bold model of using 100% of public donations to fund world-class cancer research, **Pedal the Cause has raised more than \$40 million, supporting 203 projects.**



What is A World Without Cancer Day?

Each year on the first Friday of August, St. Louis restaurants and retailers join together to help spread awareness and give back 10-25% of sales that day in support of Pedal the Cause. **A World Without Cancer Day returns in 2023 on Friday, August 4.** Be part of this incredible community-wide day of giving and join us in creating a world without cancer!

Special support provided by:



How can YOU get involved?

Join the many restaurants and retailers participating in A World Without Cancer Day!

- 1 Visit pedalthecause.org/JoinAWWCD to complete a brief questionnaire by **Thursday, June 1**
- 2 Once your participation has been confirmed, PTC staff will reach out to provide resources and confirm day-of details.
- 3 Encourage your patrons in person and through your digital channels to make plans to shop or dine with you on Aug. 4!



As an official A World Without Cancer Day partner, Pedal the Cause will help drive traffic to your location/s and promote your participation in the following ways:

- All participants are recognized on pedalthecause.org on A World Without Cancer landing page, event page, blog post and more
- Listing in A World Without Cancer Day press release
- Email and social media recognition from Pedal the Cause channels
- **Sign up by June 1 to be included in Town & Style and Sauce Magazine ads!**

We will provide access to posters, coasters, table tents and flyers to hand out and display at your location/s. PTC will also provide social media graphics and other digital resources to help you spread the word about A World Without Cancer Day.

Thank you for helping us create a world without cancer!



Need more information?

Scan the QR code or visit pedalthecause.org/JoinAWWCD for more info. Or chat with us at info@pedalthecause.org or 314-797-1990.