

As a CN Cycle for CHEO participant you are in a unique position to help make this annual fundraiser a great success and proudly advocate for CHEO kids. Reach out to your social network and encourage them to join you as a champion for childhood cancer and support life-saving care, world-class research and purchase much needed equipment.

We love to collaborate! Use **#CNCycle** on Facebook, Twitter and Instagram to spread the word about the event and we will retweet/share/like your CN Cycle for CHEO social media content as we lead up to event day on May 3, 2020.

#### FOLLOW US!

CN Cycle for CHEO Website: <https://www.cncycle.ca>

CN Cycle for CHEO Facebook: <https://www.facebook.com/CNcycle/>

CHEO Twitter: <https://twitter.com/CHEOhospital>

CHEO LinkedIn: <https://www.linkedin.com/company/cheo-ottawa/>

CHEO Instagram: <https://www.instagram.com/cheohospital/>

### SOCIAL MEDIA SAMPLES

#### FACEBOOK OR TWITTER

- There are 500 kids battling cancer at CHEO every year. Give them every chance to win the fight. Sign up for CN Cycle for CHEO on May 3 at the Canadian War Museum and drive innovation in oncology care: <https://cncycle.ca/>
- Support isn't one-size fits all. There are many ways to make a difference for kids with cancer at CHEO. Become an ally and join the fight alongside some of CHEO's strongest warriors at CN Cycle for CHEO on May 3. <https://cncycle.ca/>
- Help me fight childhood cancer today. If you can't join me at the Canadian War Museum on May 3 for CN Cycle for CHEO, please consider making a donation in support of my fundraising efforts. Every dollar helps. <https://cncycle.ca/>
- On May 3 I will be participating in CN Cycle for CHEO, a fundraiser in support of cancer care and research at our local children's hospital. I'm raising money for children battling cancer and I hope that you will support me by choosing to donate. <https://cncycle.ca/>
- CN Cycle for CHEO brings thousands of people together in the fight against childhood cancer. Can we count on you? Help us create better outcomes for kids bravely battling against one of life's toughest opponents. <https://cncycle.ca/>

#### FACEBOOK

- Cancer can be a scary word, but the thought of facing a childhood cancer diagnosis alone can be even more terrifying. Show families they have a strong community behind them and support innovations in oncology care + research. Sign up for CN Cycle for CHEO on May 3, 2020. <https://cncycle.ca/>
- Cancer is still the leading cause of disease-related death in children. Together we can change that. Please help me reach my CN Cycle for CHEO fundraising goal and let's work to create a better future for kids fighting cancer at CHEO and around the world. <https://cncycle.ca/>
- A child with a cold might change your daily routine. A child with a cancer diagnosis will change your life. As families look forward to the future, events like CN Cycle for CHEO support their transitions to new realities. We need your help on May 3, 2020. <https://cncycle.ca/>



**TWITTER**

- Put your wheels into motion in the fight against childhood cancer. Let kids know that they are not fighting alone at CN Cycle for CHEO on May 3, 2020. <https://cncycle.ca/>
- Give kids facing a cancer diagnosis the opportunity of a lifetime: the chance to live their best life. CN Cycle for CHEO takes place on May 3 at the Canadian War Museum: <https://cncycle.ca/>
- Cancer is still the leading cause of disease-related death in children. Please help me reach my #CNCycle fundraising goal and let's work together to create a better future for kids at #CHEO and worldwide. <https://cncycle.ca/>
- A child with a cold might change your daily routine, but a child with cancer will change your life. Support families' transition to their new realities at #CNCycle. We need your help on May 3, 2020. <https://cncycle.ca/>

**LINKEDIN**

- Ensure that working together is synonymous with teamwork at CN Cycle for CHEO. Collaborate with your organization in the fight against childhood cancer on May 3, 2020 at the Canadian War Museum. <https://cncycle.ca/>
- Participate as a workplace team; engage your staff and build employee spirit while supporting children's cancer care and research at CN Cycle for CHEO on May 3, 2020. <https://cncycle.ca/>
- Take part in this opportunity for corporate growth with a guaranteed heartwarming return on investment. CN Cycle for CHEO takes place on May 3, 2020 at the Canadian War Museum. <https://cncycle.ca/>
- Does your organization value philanthropy and giving back? Proudly showcase your commitment to the future and join a like-minded community at CN Cycle for CHEO on May 3, 2020 in support of oncology care and research. <https://cncycle.ca/>

**ADDITIONAL RESOURCES**

Use these videos and resources to help amplify the impact of your social media posts. The more visuals you can include with your posts, the better! People tend to engage (like, comment, share) more with posts that have videos or images.

- Cancer Research at CHEO with Dr. Tommy Alain and Jonah: <https://youtu.be/kz2v93FRluU>  
Learn more about current cancer research with CHEO patient Jonah & CHEO's Dr. Tommy Alain.
- CHEO Telethon Update: Lily Jewett – February 2019 : <https://youtu.be/semJ8a4I0Xk>  
When we first met Lily Jewett, she was an infant struggling with a rare, inoperable brain cancer. Thanks to CHEO donors, she got the lifesaving medication she needed. Now, her team at CHEO is helping her grow and thrive!
- Lexi's Bell Ringing! <https://youtu.be/pNvtKpGFqiM>  
Lexi from the 2019 CN Cycle McDonald's Dream Team wrapped up her 2.5 year cancer treatment with a Bell Ringing celebration in CHEO's Medical Day Unit. In addition to her parents and sister, Lexi was also joined by her CHEO family on the big day.

