

# 2006 Tour de Cure

*Team*

*Johnson & Johnson*

*Riders Wanted!!*



# What is the Tour de Cure?

- Fund-raising Event benefiting the American Diabetes Association
- Awareness/Education event
- Bicycle Ride
- Fun, Food and Festivities



***Riders Wanted!!***



# The Mission Statement of the American Diabetes Association

*To prevent and cure diabetes and improve the lives of all those affected by diabetes*



***Riders Wanted!!***



# Tour 2005 Results

- Team J&J # 1 team in the USA
  - Raised \$136K
    - LFS \$95K + 48%
  - 158 riders LFS (77), Alza, Scios, NDC, Baby
- Total raised:\$323,000
- Total riders: 600



American Diabetes Association.  
Cure • Care • Commitment.

***Riders Wanted!!***





# Why Participate?

- ***“We are responsible to the communities in which we live and work...”***
  - *Johnson & Johnson* **Credo**
- **Aligns with our vision:**  
***“Creating a world without limits for people with diabetes.”***
- **Most of us have been touched personally by diabetes and want to help.**



# Why Participate?

- One of the most important community events for LifeScan.
- Great partnership opportunity with HCPs
- Fun! Tour options for all including novices, families, children and serious riders.



# This year LifeScan is going Global!

- Team USA – Roy Albiani, Team LFS/JJ global captain
- Team APAC – Casline Chu
- Team LATAM – Alejandro Tobolski
- Team Benelux – Sandi Hassett
- Team Canada – Julie Devlin
- Team Switzerland – Uli Hubert
- Team Scotland – Zevi Watmough
- Team Puerto Rico – Eduardo Baez



***Riders Wanted!!***



# We Want You!

- Ways you can help
  - Be a Team Captain
    - for your local tour event and create a team with Team J&J!
  - Anyone can ride
    - participate as an individual rider and join your local tour as part of Team J&J
  - Participate in the “Create your own Tour” if you can’t ride
  - Pledge
  - Volunteer to help your local Tour event with ADA



***Riders Wanted!!***





# Tour 2006 Goals

- J&J # 1 US National Team
- LifeScan riders across the world!
  - Most riders on Team J&J:
    - 120 riders (+ 54%)
      - Breakthrough goal is 200 riders
- Raise > \$150,000 (+55%)
  - Average of \$1,250/rider (including matching gifts)
  - Breakthrough is \$200,000



***Riders Wanted!!***



# Team J&J Jersey

J&J Team riders who raise \$200<sup>1</sup> or more will receive a commemorative team jersey!



<sup>1</sup> Limited availability to be provided to top fund raisers first.

***Riders Wanted!!***



**...for your Commitment to the Mission of the  
American Diabetes Association.**



**Receive your choice of...**

Tour de Cure Deluxe Commemorative Package, Canon® Digital Camcorder, Trek® Deluxe Doodlebug, Coach® Legacy Leather Cabin Bag and more...

Tour de Cure Champions Package 3, Burk's Bay® Leather Jacket , Trek® Doodlebug, Swiss Army® Bracelet Watch, Polaroid Under Counter 7" LCD TV with DVD Player, FitnessQuest® Edge® Recumbent Exercise Bike, Canon® PowerShot Digital Camera and more...

**Tour de Cure Champions Package 2, Weber® Baby Q™ Grill, Sarris® Bones 3 Bike Rack, Oregon Scientific® Waterproof MP3 Player, Delphi® RoadyXT XM Satellite Radio, Coach® Signature Gallery Pouch and more...**

**Tour de Cure Champions Package 1, Topeak® RC Turn Signal Light, Swiss Army® Strap Watch, Jensen® Under Cabinet CD/Clock/Radio, George Foreman® Outdoor Portable Propane Grill, Coach® Signature Zip Swingpack and more...**

Tour de Cure Jersey & Shorts, Trek® Flat Pack Repair Kit, Trek® Bicycle Computer, Regal 3-in-1 Digital Camera, Horizon Fitness® Heart Rate Monitor, and more...

Tour de Cure Jersey & Socks, Topeak® Aero Survival Tool Wedge, HoMedics® Back Energizer™, Coby® Personal CD/Pocket Radio/Mini Speaker System, Cobra® 22 Channel 2-Way Radio Set and more...

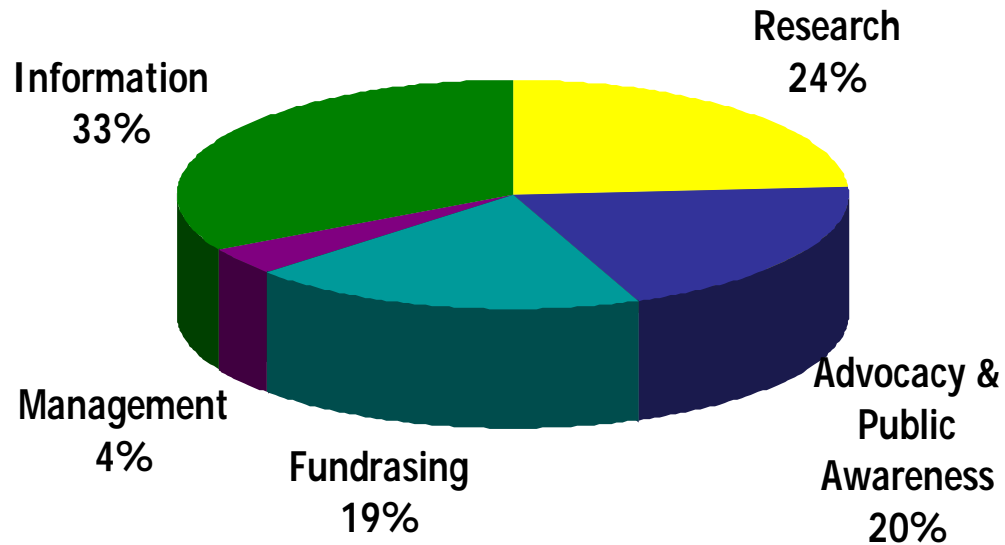
Tour de Cure Jersey, Relic Strap Watch, Performance Blanket Tote, Freestyle Messenger Bag, CamelBak® UnBottle™ and more...

**Tour de Cure Crewneck Sweatshirt, Topeak® Mini MasterBlaster™, Topeak® 10 Function X-Tool, Omni Expandable Sport Duffel, Digital Desktop Clock and more...**

Tour de Cure Cotton Long Sleeve T-Shirt, Transitions Backpack Tote, Performer Pulse Meter, Americana Tumbler and more...

**To view all items, visit our web site [diabetes.org/tour](http://diabetes.org/tour) and click on Thank You Gifts. Gifts are not cumulative. Participants will receive redemption certificates following the event.**

# Where your dollars go:



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# Ride Your Own Tour Option

- Audience
  - Riders who cannot participate on a specific Tour date or Tour not offered
  - Riders who don't feel comfortable riding on the road.
- Options
  - Create own 25, 50, 100K or 100 mile route
  - Live for Life (Milpitas) – contact Pamela Simms x4556
  - Fitness center cycle



***Riders Wanted!!***





# Ride Your Own Tour Option

- How:
  - Turn funds into local Tour Team Captain before Tour date with matching gift forms completed by sponsors.
- OR
  - If you do not have a Team Captain representing you in a local Tour event, turn in your funds to Roy Albiani before May 21.



***Riders Wanted!!***

