Ashes to Dust
Mountain Bike Camp
September 7 - 8, 2017

Transforming young lives, one trail at a time.....

Community Sponsorship Opportunities
Deadline to confirm support is August 15, 2017

New in 2017 - Accepting Female Participants!

Sponsorship Contact: Deanna Moncion 250-299-1259
To become a Community Supporter email A2D@phoenixcentre.org
Find us on Facebook @AshesToDustKamloops and on Instagram @ashestodustkamloops
or on the web www.phoenixcentre.org/bike-camp

Our 4 years of success is possible due to our partnership with
The Kamloops Bike Riders Association and The Phoneix Centre
Dear Community Partner,

At the Phoenix Centre, we partner with over 1500 adults, youth and family members who are struggling with substance use, providing different programs and treatments, and seeking new ways to connect young people with healthy alternatives. Ashes to Dust has been a passion project for us and our focus has always been on early intervention and engaging with youth in positive, healthy communities. We are able to accomplish this through our partnership with The Kamloops Bike Riders Association, by providing each participant with a membership to the KBRA. We are able to include them in a positive community that they otherwise may not have had access to. Not having access to organized sports is just one of the many barriers youth in our community face, and Ashes to Dust breaks down this barrier!

We are all about giving youth a healthy lifestyle alternative. In this 2 day epic bike camp, up to 35 at-risk youth will ride and maintain the trails with an incredible group of coaches and mentors (and even the occasional pro-rider). We can accept up to 25 new participants and they will all receive a new bike and riding gear. Ten returning participants are invited to bring their bike and gear and join the new group. Food, transportation and bike shuttling is also provided – all thanks to our amazing community partners.

Since we started in 2013, we have learned a great deal about the youth in our community and built wonderful relationships with many partners, like yourselves. With the help of our partners we have positively impacted the lives of 65 vulnerable youth over the past 4 years.

We are now excited to turn one of our goals into a reality. In 2017 we are excited to announce that we will be including both male and female participants. Kamloops has a great network of women riders and we are now able to make that network accessible to female youth in the community. In 2016 we had the pleasure of riding with Kamloops very own Olympic Bronze Medalist, Catharine Pendrel. She joined us on the last day of camp and rode her home trails with our kids. Now in 2017 we want to see what our young women in the community can do!

None of our goals, plans and visions would be possible without our community behind us. Our 4 years of success have been because of people like you. We hope you will join us in continuing to transform the lives of the at-risk youth in our community – one trail at a time!

Warm regards,

Sian Lewis, MSW, RSW Executive Director
MEET THE MENTORS

Ted Morton

Ted has been an incredible asset to the camp since it began in 2013. His work with Tourism Kamloops has helped promote Kamloops as a world-class mountain biking destination. Ted runs the BC Enduro Series, a stepping-stone to the World Cup Circuit. He is also an executive member of the Kamloops Bike Riders Association. As a certified mountain bike instructor and professional event organizer, Ted knows two important things: how to ride a bike and how to have fun while doing it!

He is motivated by the high-fives, laughs and skids shared by the participants of the camp.

Follow Ted's adventures here:
www.facebook.com/teddingmorton
https://Instagram.com/tedwmorton/
www.bcenduro.com

Paul Berry

As a long time bike shop owner, Paul has helped the Phoenix Centre (an organization that knew nothing about bikes and biking before taking on a bike camp) to learn the ropes of the biking industry. Paul has been involved with the bike camp since 2013 as a coach and the supplier for the bikes and equipment through his shop, Spoke Bike & Ski. Paul is an outdoor enthusiast. For the past few years he has participated in endurance mountain biking, and was the 2012 world champion in the six-hour mountain bike discipline. Paul has coached youth in mountain biking for eight years.
Tera Meade

Tera joined the camp in 2014 and has brought a competitive and caring attitude to the program. Tera was awarded the Kamloops This Week's Readers' Choice Award for Best Personal Fitness Trainer in 2015 and 2016. She is a qualified mountain bike instructor, a three-time Canadian Dual Slalom Mountain Bike Champion, multi-time Canadian national team member, fitness programmer and personal trainer, fitness competitor, and sociology graduate. Her positive attitude and amazing skills inspire the young men in the camp. You can learn more about Tera on her Facebook page TMT Tera Meade Training

Kevin Wood

Kevin is an incredible mentor and coach. His ten years of coaching experience and supportive and easygoing attitude resonates with the youth in the camp. Kevin enjoys all types of biking - downhill, cross-country, trails, BMX - and is an accomplished dirt biker. When he is not on the trails, Kevin designs functional art, making stunning furniture and home décor. Check out his website www.kevinwood.ca

Blair Jones

Blair has been an inspiring mentor with the camp since 2014. As an avid outdoor recreational and extreme sport enthusiast and wheelchair athlete, he shows that barriers can be overcome. He is active in many able-bodied and wheelchair sports including Wheel Chair Basketball, mountain biking/racing, road riding, and sit skiing/racing. Jones is currently training for the 2018 South Korean Paralympic winter games. He enjoys working with people of all ages, as a coach and mentor who helps create fun memories sharing his outdoor life passions and love of mountain biking. Jones is a Professional Certified Bicycle Tech, wheel and suspension tech, and Sponsored Canadian ambassador team rider for TSG at www.ridetsg.com
Jay Roque

Jay brings something very special to the camp - a history of addictions and recovery through the Phoenix Centre, with a passion for biking that helped him through. Jay joined the camp in 2015 and connected very deeply with the youth. Jay is a proud First Nations mountain biker and bike mechanic who has worked and ridden in the pro bike industry for 18 years. Although he is not yet a qualified coach (we are working on that), he has the skills and attitude that makes him a perfect mentor in the Ashes to Dust Mountain Bike Camp. Jay continues on his path to recovery and demonstrates that a passion for biking is transformative.

Dutchie Forshner

Dutchie got involved with the camp in 2014 through his work with Urban Systems. The Urban Systems Foundation staff volunteered to shuttle bikes and riders at the 2014 camp. Upon discovering that he was an experienced rider, Dutchie was recruited to be mentor and support rider for 2015 camp.

Mountain biking has been a huge part of Dutchie’s life for the past 13 years. He grew up in northern BC and bought his first decent bike when he was 19 (and had a real job). Since moving to Kamloops and discovering the abundance of trails (relative to the north) he spends winters looking forwards to riding in the spring, summer and fall. It is on the trails that Dutchie has made me some of his best friends and had some of the best experiences of his life. When he saw the video for the Ashes to Dust camp on Pink Bike, he wanted to be part of giving others the feeling he gets every time he throws his leg over his steed - whether doing laps at the bike park, or an epic four-hour shred!

Amanda Passmore

Amanda has long been a supporter getting involved in one's local community, and empowering youth. Rather new to mountain biking herself, Amanda is still very familiar with getting over those first big mental and physical hurdles that come across any rider’s path. She credits mountain biking with being a life changing force that became massive source of empowerment and strength for her. "I wanted to get into mountain biking for years and years and I finally did in the spring of 2016, the first ride I went on, it changed my life. I was so scared, and I spent a lot of my first few rides choking back tears; but one thing I knew from the very first time I threw my leg over that frame, was that I was going to be doing this for the rest of my life. Mountain biking grounds me while also showing me that I am more powerful than I ever imagined. I am so excited to be playing a role in putting together this life changing camp; and helping these kids learn to chase that magic I think all of us are after every time we ride."
With Special Appearances from Pro-Riders like........

Matt Hunter

Matt made appearances in both the 2014 and 2015 camps. Matt is an incredible inspiration for the youth, showing that anything is possible if you follow your dreams. Born and raised in Kamloops, B.C., he is a professional mountain cyclist whose career began when he won the 2003 "Ultimate Freeride Challenge." Matt prefers shooting movies and photos of his riding rather than competitions. Some of his films include Follow Me, Seasons, Strength in Numbers and From the Inside Out. You can follow Matt on Twitter @MattRHunter

Brett Tippie

Brett was the driving force behind the 2013 camp, whose support and influence in the mountain bike world helped bring the camp to where it is today. Brett is one of Canada's premier dual sport athletes, and has been both a professional mountain biker and snowboarder for well over a decade. He has been coaching on snow and dirt for over 20 years. Brett is a born leader, and self-titled Director of Good Times!
Ashes to Dust – An Event with Impact
Highlights and Feedback from 2016

Program Evaluation:

- Promotion of social equality
- Strong ongoing and numerous new collaborative partnerships
- New community grants received
- Several return coaches
- New volunteers and coaches
- Additional trail building day added
- 2016 Rio bronze medalist, Catharine Pendrel, came out to show her support, and ride with the boys! It was truly a special experience for them to hold her medal and ride with an Olympian!

Goals:

- In the theme of promoting equality we are happy to announce the camp will be open to everyone next year. No more gender specifications for admissions!
- We will continue to strive to meet our fundraising target
- Recruit more woman coaches to align with the new addition of girls to the camp
- To focus on growing and evolving into a sustainable network that encourages and supports at risk youth in making positive choices early on.
# Community Sponsorship Opportunities

## Sponsorship Levels and Recognitions

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Community Supporters</th>
<th>Community Booster</th>
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<td>$5000-$2600</td>
<td>$2500-$1600</td>
<td>$1500-$600</td>
<td>$500</td>
<td>Under $500</td>
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- **VIP invite for a rep to speak at fundraising event and at the wrap-up of the bike camp**
- **Interview in annual event video promoted to community partners, the mountain biking industry and target population**
- **Logo placement in the 2018 Ashes of Dust Mountain Bike Camp Community Support Opportunity Package distributed to 300+ local organizations**
- **Two complimentary tickets to all fundraiser events**
- **Logo placement in credits of the annual event video promoted to community partners, the mountain biking industry and target population**
- **Logo Placement on 80 event T-shirts distributed to event participants and volunteers**
- **Prominent logo placement on signage at the Camp**
- **Recognition in post event thank you on Social Media**
- **Photo and acknowledgement in social media (Facebook and Instagram)**
- **Text-based acknowledgement in 2018 Ashes to Dust Mountain Bike Camp Application Form**

In-Kind contributions are happily accepted and will be recognized according to value.

Thank you to our 2016 Community Trail Blazers and Partners.