



LifeLink®

Ride for Life 2010 & 2011

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Why an event like this?

- LifeLink of Puerto Rico has engaged in:
 - Walk-a-thons
 - 5K races
 - Volleyball tournaments
 - Beach Festivals
- Always looking for new opportunities and diverse types of events to promote donation
- Celebrate NDLM



Why an event like this?

- In Puerto Rico the sport has gained followers:
 - Diverse road types
 - Nice scenarios
 - Great weather
- Bicyclers are excellent cause sponsors
- The sport allows the riders to travel long distances



Why?

Raise awareness on an extended territory while opening and strengthening relationships that would offer other educational opportunities and increase donor designations.



How?

- Create an organizational committee
 - One year ahead coordination process
 - Monthly meetings
 - Biweekly meetings & conference calls
- Identify an expert in the sport to help with the coordination
- Identify route
 - Las Piedras to Toa Baja (2010)
 - Las Piedras to Río Grande (2011)
- Schedule meetings with municipalities (possible sponsors)
- Event logo design
- Promotion



The First 100 Miles...

- 2010

- First meeting in July 2009
- Event date: April 25, 2010
- Depart from Las Piedras at 5:30 a.m. (return to Las Piedras at 2:00 p.m.)
- 100 miles
- 300 riders
- Seven municipalities (Las Piedras, Juncos, Gurabo, Caguas, Guaynabo, Bayamón, Toa Baja)
- Major sponsor Las Piedras: lunch, facilities, personnel,
- Juncos: 1 stop; breakfast
- Two water stations in each municipality



The First 100 Miles...





...The Following 85 Miles...

- 2011

- First meeting in July 2010
- Event date: May 29, 2011
- Depart from Las Piedras at 6:00 a.m. (return to Las Piedras at 2:00 p.m.)
- 85 miles
- 325 registered riders plus 45 who tagged along
- Seven municipalities (Las Piedras, Humacao, Naguabo, Ceiba, Fajardo, Luquillo, Río Grande)
- Major sponsor Las Piedras: breakfast, lunch, facilities, personnel,
- One water station in each municipality



...The Following 85 Miles...





2010 vs. 2011

- 2010

- 300 registered riders
- 7 municipalities
- \$11,147 cost for LLPR
- 1,000 community outreach
- Major highways and roads
- April (last Sunday)
- Flyer
- Promotion

- 2011

- 325 registered riders plus 45 on their own
- 7 municipalities
- \$5,600 cost for LLPR
- 5,000 community outreach
- Mostly coastal roads and tourist area
- May (last Sunday & a holiday)
- Flyer & postcard
- Media Tour to promote event
- WPFL with municipalities

80% of participants in 2011 were new in the event (not participated in 2010). 10% increase in women participation. 45 out of 78 municipalities were represented.



Results

- Designations

- Not able to track, brochures and FNC were distributed in both events

- 1,000 in 2010
- 5,000 in 2011

- Phone Calls

- 2010 event generated 757 calls

- Media

- 2011 (32 radio interviews, 12 TV interviews, 3 Newspaper articles)

- Facebook

- 267 more fans / 2010
- 325 more fans / 2011



...Next Miles...

- 2012
 - First meeting: August 2011
 - New route: metropolitan San Juan
 - Lower cost for LLPR
 - Donor registration stations in Breakfast areas, water stations along the route and at the end where lunch will be served. Registration will be available not only for riders, but for general public in each municipality.



Every mile counts...



Elton Ramírez
Kidney Recipient

Carlos Merced
Liver Recipient

Faustino Rosario
Heart Recipient

Tania Pérez
Heart Recipient

...because every mile means a life saved.