

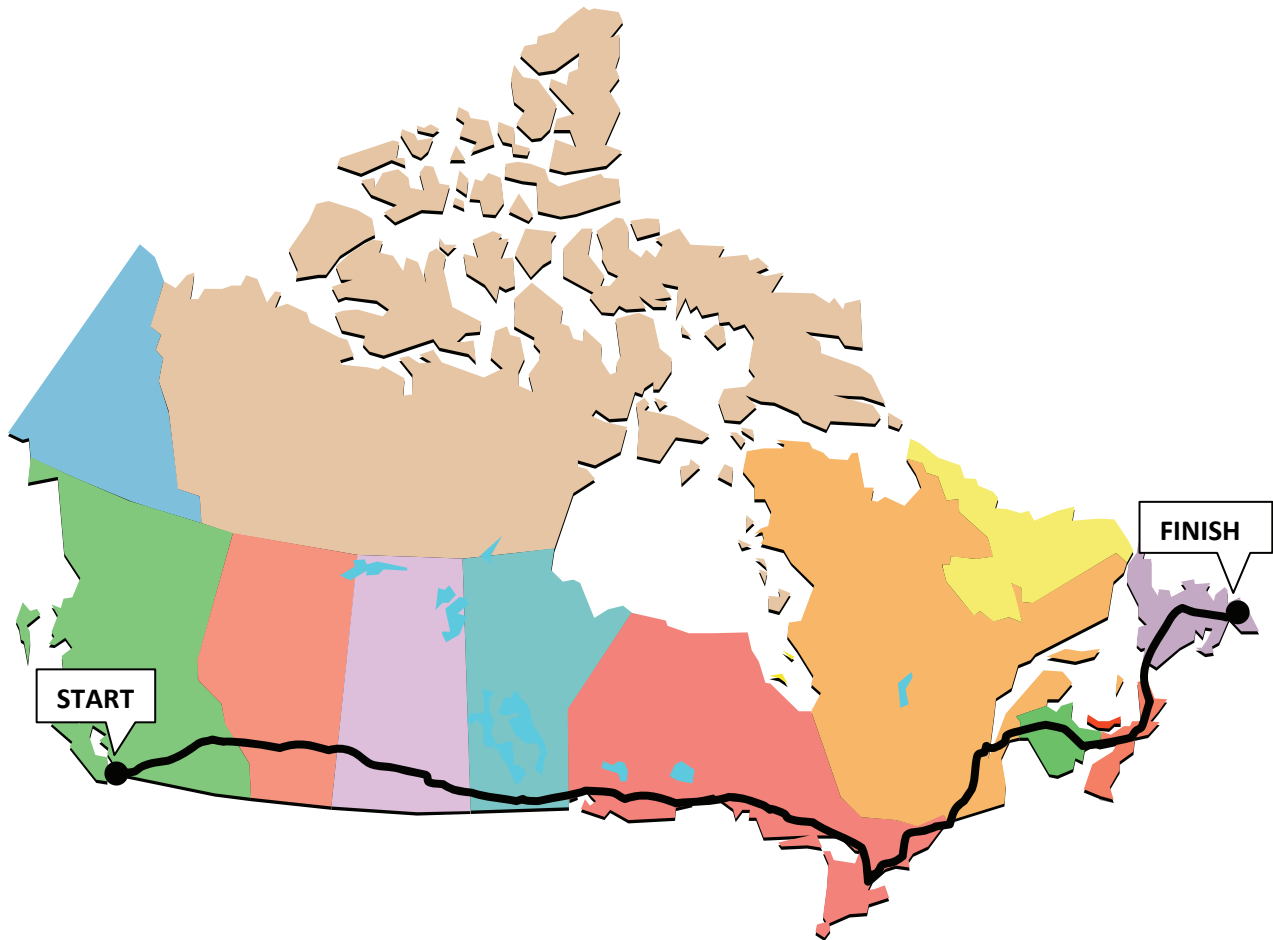


**BE PART OF THE CANADIAN COAST TO COAST
CELEBRATION! RAISING AWARENESS AND FUNDS
FOR BREAST CANCER RESEARCH!**

2011

MAC Rally of Hope - July 17th – 29th

Information Package





FOR IMMEDIATE RELEASE

2011

MAC Rally of Hope Supporting The Canadian Breast Cancer Foundation

On Sunday July 17th, the 2011 MAC Rally of Hope will depart from Vancouver, British Columbia and make its way across Canada and arrive in St. John's Newfoundland on Friday July 29th.

This motorcycle event is open to all riders in Canada. Riders can join for a specific segment of the ride or participate in entire the coast-to-coast MAC rally of Hope ride. This special event has been created to raise awareness and funds in support of breast cancer research....a disease that affects thousands of women, men and families every year in Canada.

This is an annual fund raising event supporting breast cancer research. In 2010 the rally raised over \$85,000 dollars and this year we are hoping to surpass that achievement.

Riders who wish to join this event have two options for raising donations: 1) Riders who raise a minimum of \$50 in donations can join for any one segment of the ride and 2) riders who generate a minimum of \$500 in donations can ride across Canada in the MAC Rally of Hope.

Anyone who has ever dreamed of riding across this beautiful country we call Canada or who wishes to be part of the event can log on to www.macrallyofhope.ca to get more information or register for the 2010 MAC Rally of Hope!

For more information, you can also contact Louie Bettio at 416-499-5454.



2011 MAC Rally of Hope

Dear Valued Partner,

This year, we are increasing our support and commitment to raising awareness and funds in support of The Canadian Breast Cancer Foundation.

You may recall in 2010 the Mac Rally of Hope raised over \$85,000 towards fighting this dreadful disease that affects so many Canadian women, their families and friends. Our efforts generated significant public awareness across the country that ended with a 100 motorcycle escort into St. John's.

In 2011, this annual event will depart from Vancouver BC on July 17th and wind its way across Canada to St. John's NF arriving on Friday July 29th. Our goal is raising more than \$100,000. We are kindly asking all our valued associates and business partners to assist us in making this year's event a tremendous success by participating.

We are asking for a corporate donation of \$2,500. In return your company logo will be placed:

- On the wrapped pace van that will be seen by thousands of people across the country
- Included on the www.macrallyofhope.ca website which receives thousands of hits and also our facebook page www.facebook.com/rallyofhope
- On the MAC Rally of Hope T-shirts worn by all riders who participate in the ride and sold to supporters across the country
- Plus all posters and promotional materials created to support the rally.

This year's event is open ALL motorcycle riders in Canada who can join for a single segment or coast-to-coast!

For more information please visit www.macrallyofhope.ca or contact Melissa Rizzi at 416-499-5454 extension# 203 or email mrizzi@mortgagealliance.com.

We sincerely thank you for your support and would also like to extend an invitation to you and any of your employees to join us for this historic event!

Regards,



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2011 MAC Rally of Hope Route & Calendar

Segment:	Date:	Start Point:	End Point:	Kilometres
1	Sunday, July 17th	Vancouver, BC	Salmon Arm, BC	468
2	Monday, July 18th	Salmon Arm, BC	Calgary, AB	514
3	Tuesday, July 19th	Calgary, AB	Regina, SK	808
4	Wednesday, July 20th	Regina, SK	Winnipeg, MB	613
5	Thursday, July 21th	Winnipeg, MB	Thunder Bay, ON	708
6	Friday, July 22th	Thunder Bay, ON	Sault Ste Marie, ON	707
7	Saturday, July 23th	Sault Ste Marie, ON	Toronto, ON	650
8	Sunday, July 24th	Toronto, ON	Ottawa, ON	437
9	Monday, July 25th	Ottawa, ON	Quebec, QC	451
10	Tuesday, July 26th	Quebec, QC	Miramichi, NB	590
11	Wednesday, July 27st	Miramichi, NB	Sydney, NS	596
12	Thursday, July 28nd	Sydney, NS	Corner Brook, NL	420/Ferry
13	Friday, July 29rd	Corner Brook, NL	St. John's, NL	687



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2011 MAC Rally of Hope Hotel Information

(Rally of Hope rates available)

Vancouver, BC

Best Western Capliano Inn
1634 Capliano Road N
Vancouver, BC
(604)987-8185

Coquitlam, BC

Best Western Coquitlam Inn Convention Centre
319 North Rd.
Coquitlam, BC
(604) 931-9011

Salmon Arm, BC

Travelodge Salmon Arm BC
2401 Trans Canada Highway
Salmon Arm, BC
(250)832-9721

Calgary, AB

Travelodge Calgary
2750 Sunridge Blvd NE
Calgary, AB
(403)291-1260

Calgary, AB

Best Western, Calgary Centre
3630 MacLeod Trail South
Calgary, AB
(403)287-3906

Regina, SK

Comfort Inn Regina
3221 E. Eastgate Drive
Regina, SK
(306)789-5522

Winnipeg, MB

Comfort Inn Winnipeg
1770 Sargent Avenue
Winnipeg, MB
(204)783-5627

Thunder Bay, ON

Comfort Inn Thunder Bay
660 West Arthur Street
Thunder Bay, ON
(807)475-3155

Sault Ste Marie, ON

Comfort Inn Sault Ste. Marie
333 Great Northern Road
Sault Ste Marie, ON
(705)759-8000

Toronto, ON

Best Western and Sheraton Parkway
600 Highway 7 East,
Richmond Hill, ON L4B 1B2,
(905) 881-2600 or (905) 882-3101

Ottawa, ON

Best Western Macies Hotel
1274 Carling Avenue
Ottawa, ON
(613)728-1951

Quebec, QC

Best Western Hotel L'Aristocrate
3100 Chemin St-Louis,
Quebec City, QC G1W 1R8,
(888) 842-3810

Miramichi, NB

Lakeview Inns & Suites
333 King George Highway
Miramichi, NB
(877)355-3500 or (506)627-1999

Sydney, NS

Comfort Inn
368 Kings Road
Sydney, NS
(902)562-0200

Corner Brook, NL

Steele Hotels – The Glynmill Inn
1B Cobb Lane
Corner Brook, NL
(709)634-5181

St. John's, NL

Steele Hotels – The Capital Hotel
208 Kenmount Road
St. John's, NL
(709)738-4480



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2011 MAC Rally of Hope Daily Departure Times & Events

Accommodation: Best Western Coquitlam Inn, 319 North Rd. Coquitlam, BC V3K 3V8, (604) 931-9011

Kickoff Breakfast
Sunday July 17th 9-11am 130 Brew St. Port Moody, BC V3H 0E3

DAY ONE: Beautiful BC Interior - Vancouver BC to Salmon Arm BC
(Departure 11:00 am, Sunday, July 17th, 130 Brew St. Port Moody)

Accommodation - Travelodge., 2041 Trans Canada Hwy, Salmon Arm, BC V1E 1E4, (250) 832-9721

DAY TWO: Magnificent Rockies - Salmon Arm BC to Calgary AB
(Departure 8:00 am, Monday, July 18th, Travelodge Salmon Arm)

****Calgary Event**
Monday July 18th- 5pm-11pm - Dobsons Restaurant and Bar 7116 MacLeod Trail S, Calgary

Accommodation – Best Western Calgary Centre, 3630 MacLeod Trail South, Calgary, AB (403)287-3906

DAY THREE: Prairie Splendour - Calgary AB to Regina SK
(Departure 8:00 am, Tuesday, July 19th Travelodge Calgary)

Accommodation - Comfort Inn, 3221 E. Eastgate Drive Regina, SK (306)789-5522

DAY FOUR: Canada's Heartland - Regina SK to Winnipeg MB
(Departure 8:00 am, Wednesday, July 20th, Comfort Inn Regina)

Accommodation - Comfort Inn, 1770 Sargent Avenue Winnipeg, MB (204)783-5627

DAY FIVE: The Beautiful Canadian Shield - Winnipeg MB to Thunder Bay ON
(Departure 8:00 am, Thursday, July 21st Comfort Inn Winnipeg)

Accommodation - Comfort Inn, 660 West Arthur Street Thunder Bay, ON (807)475-3155

DAY 6: Superior to the SOO - Thunder Bay ON to Sault Ste Marie ON
(Departure 10:00 am, Friday, July 22nd, Comfort Inn Thunder Bay)

****Oil Change in Thunder Bay**
Friday July 22nd, 2011 – 8:00 to 10:00 - Excalibur Motorcycle Works-1425 Walsh St W.,Thunder Bay, ON
Complimentary Oil change for those riding all the way from coast to coast

Accommodation - Comfort Inn, 333 Great Northern Road Sault Ste Marie, ON (705)759-8000

DAY 7: On to the Big Smoke - Sault Ste Marie ON to Toronto ON
(Departure 8:00 am, Saturday, July 23rd Comfort Inn Sault Ste Marie)

****Toronto Events**
Saturday July 23rd, 2011 - 3 to 5pm - 1750 Steeles Avenue W. Toronto, ON
- 6pm to 8pm - Willie Stout's Pub, 2175 Sheppard Avenue E. Toronto, ON





Accommodation - Best Western 600 Highway 7 East, Richmond Hill, ON L4B 1B2, (905) 881-2600

DAY 8: The Capital Region Ride - Toronto ON to Ottawa ON
(Departure 8:00 am, Sunday, July 24th, Best Western Sheraton Parkway)

****Ottawa Event**
Sunday July 24th, 2011 – 11 am to 5pm - Ottawa Goodtime Centre 450 Hunt Club Rd. West, Ottawa, ON

Accommodation - Best Western Macie's Hotel, 1274 Carling Avenue, Ottawa, ON K1Z 7K8, (613) 728-1951

DAY 9: La Belle Province - Ottawa ON to Montreal QC to Quebec City QC
(Departure 8:00 am, Monday, July 25th, Best Western Macie's)

Accommodation - Best Western Hotel L'Aristocrate
3100 Chemin St-Louis, Quebec City, QC G1W 1R8, (888) 842-3810

DAY 10: Marvellous Maritimes - Quebec City QC to Miramichi NB
(Departure 8:00 am, Tuesday July 26th, Best Western Hotel L'Aristocrate)

****Miramichi Event**
Tuesday July 26th, 2011 – 6 to 8 pm -Waterford Green- Located off Water Street on Loggie Drive

Accommodation - Lakeview Inns & Suites, 333 King George Highway, Miramichi, NB
(877)355-3500 or (506)627-1999

DAY 11: Cape Breton Highlands - Miramichi NB to Sydney NS
(Departure 8:00 am, Wednesday, July 27th, Econolodge Miramichi)

Accommodation - Comfort Inn, 368 Kings Road, Sydney NS (902) 562-0200

DAY 12: Wind and Water – Sydney NS to Corner Brook NL
(Departure 2:00 pm, Thursday, July 28th, Ferry Dock)

****4:15 pm Maritime Atlantic Ferry to Port Aux Basques**

Accommodation - Steele Hotel – The Glynmill Inn, 1B Cobb Lane, Corner Brook, NL (709) 256-3956

DAY 13: Tour of the Island – Corner Brook NL to St John's NL
(Departure 7 am, Friday July 29th, The Glynmill Inn)

****St John's Event**
Friday July 29th, 2011 – 7 to 10 pm - Johnson Geocentre 175 Signal Hill Rd, St. John's, NL

Accommodation - Steele Hotels – The Capital Hotel, 208 Kenmount Road St. John's, NL (709) 738-4480



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2011 MAC Rally of Hope Motorcycle Shipping Information

BOB LEDREW & SONS

78 Glencoe Drive, (Donovan's Industrial Park) Mt Pearl, NL
Tel: (709) 747-1140 Toll Free: 1-877-747-1140 Fax: (709) 747-1165 Email: ledrew@nf.aibn.com
www.bledrewandsonsmoving.ca

MACKIE MOVING STSTEMS

Oshawa (Head Office) 933 Bloor St. West, Oshawa ON L1J 5Y7
toll free 1.800.565.4646 - tel (905) 728.2400 - Toronto (GTA) (416) 222-2266
www.mackiegroupp.com



2011 MAC Rally of Hope Sponsors

We wish to recognize and thank our corporate sponsors for without their generous support this endeavour would not be possible.



2011 MAC Rally of Hope Waiver

WHEREAS the Participant desires to attend at and participate in the MAC Rally of Hope (the "Event"), which involves a motorcycle run across Canada on July 17 through to July 29th, 2011;

I do hereby state and declare that I, (print name) (the "Participant") am over the age of majority in my jurisdiction of residence or I have had my parent or legal guardian execute this Release on my behalf (see below). In consideration for the opportunity to participate in the Event, the receipt and sufficiency of which is hereby acknowledged, I, on behalf of myself, and my successors, heirs, assigns and anyone else who may make any claim for or on my behalf, hereby irrevocably and unconditionally:

1. represent and warrant that I am in good health and physical condition and can participate in the Event, and acknowledge and understand that participation in and attendance at the Event involves certain risks and dangers of accidents, serious personal and bodily injury, including (without limitation) death, and property loss or damage. I understand, have considered and evaluated the nature, scope, and extent of the risks involved, and I voluntarily and freely choose to assume these risks;
2. fully and forever release, discharge and indemnify Mortgage Alliance of Canada Inc. ("Company") and its parent companies, affiliates, divisions, subsidiaries, directors, officers, employees, agents, insurers, assigns and successors, together with all Event directors, volunteers and staff (collectively, the "Released Parties") of and from any and all causes of action, lawsuits, losses, damages, injuries (including personal and bodily injuries, death and injury to property) howsoever caused (whether by negligence or otherwise), claims, demands, sums, costs, expenses (including legal fees and disbursements), and any other liability of any kind, of or to me or any other person, directly or indirectly arising out of or in connection with the Event, including, without limitation, my participation in the Event;
3. agree not to initiate any lawsuit, court action or other legal proceeding against the Released Parties, nor join or assist in the prosecution of any claim for money damages, which anyone may have, on account of loss, damage or injury sustained by me or others in connection with my participation in the Event;
4. agree to hold harmless, indemnify and reimburse the Released Parties from and for any sums, costs, or expenses (including legal fees and disbursements) incurred or suffered by any of the Released Parties or paid by them to any person (including me or my insurers) in connection with any accident, loss, damage, injuries, howsoever occurring, whether by negligence or otherwise (including death), claims, demands, lawsuits, expenses and any other liability of any kind, sustained by me or others in connection with my participation in the Event. This means that I will reimburse the Released Parties if anyone makes a claim against them based on damages or injuries I suffer in connection with the Event;
5. understand that the Released Parties do not provide any insurance, either life, medical or liability, for any illness, accident, injury, loss, or damage that may arise in connection with my participation in and attendance at the Event. I will pay my own medical emergency expenses and all subsequent medical expenses in the event of any illness, accident, or injury in connection with the Event;
6. give and grant perpetually to Mortgage Alliance of Canada Inc., exclusively, the irrevocable right (including, without limitation, all now and hereafter existing common law, statutory and moral rights throughout the world and regardless of whether or not such rights are now known) to use my name, address, voice, photograph, image and/or other likeness (the "Attributes") in any and all publicity purposes, commercial or otherwise, in any and all media without compensation or further notification including, without limitation, the perpetual and unlimited right to reproduce (by electrical transcription, tape or other recording process whether now known or hereafter developed) any materials produced by the Mortgage Alliance of Canada Inc. incorporating the Attributes, and the complete and unencumbered right throughout the world, to exhibit, record, reproduce, broadcast, transmit, publish, sell, distribute, perform and use for any purpose, in any manner, by any means and in any medium, whether now known or hereafter developed, all or any part or parts of the matter and things referred to in this paragraph. I acknowledge that shall not have or claim to have any right, title or interest in or to any materials produced hereunder incorporating the Attributes;
7. acknowledge that if any portion of this Release is held to be invalid or unenforceable, all other provisions shall nevertheless continue to be valid and enforceable. This Release supersedes any oral or written statements made by any of the Released Parties, or to me, in connection with the Event. This document is governed by the laws of the Province of Ontario and operates to the benefit of the Released Parties, as well as their administrators, successors and assigns, and is binding on me and my heirs, administrators, successors, assigns, insurers and estate;

Date: _____ Print Name: _____ Signature: _____