



WELCOME TO THE ROUTE.

The Route sees a team of extraordinary women take on The Tour de France Femmes avec ZWIFT - one day ahead of the professionals.

Established in 2024, with a trailblazing team of 5 women, the event has grown to our biggest ever team in 2026, with 21 women from all over the world taking on the challenge.

Funds raised by The Route are vital to support children battling blood cancer, with funds raised helping to accelerate the opening of the ATICUS Network – which will be the world’s first national infrastructure dedicated to paediatric stem-cell transplant trials.

NOW IS YOUR TIME.

For the first time ever, The Route will start with a Grand Départ in the UK with stages in Manchester, Leeds, Sheffield and London.

Push your limits across iconic climbs, fast flats and unforgettable landscapes – all with full support and a passionate team by your side.

Every pedal powers pioneering research. Every stage helps to save lives. By supporting Cure Leukaemia, you’re supporting groundbreaking clinical research and providing hope to children and families across the globe.

Whether you’re taking on the full nine stages or the Grand Départ, this is your opportunity to achieve something extraordinary for yourself, and something truly miraculous for others.





A MESSAGE FROM JO HAWKRIDGE

“As a mum, your absolute worst nightmare is hearing that your child has cancer. When my son, Jude, was diagnosed, our entire world shattered. In those darkest days, we were staring into the unknown, terrified of what the future held. But when standard treatments weren’t enough, we were thrown a lifeline: a pioneering clinical trial.

That trial didn’t just treat Jude; it saved his life. Today, Jude is here, thriving, and living the future we feared he’d never get to see.

I know firsthand that clinical trials aren’t just medical jargon—they are the literal difference between life and death for families like mine. And they don’t happen without funding. That is why The Route is so incredibly close to my heart.

The Route is a brutal, exhausting, and monumental endurance challenge. But every single mile tackled by our riders is fuelled by a profound mission, to find a cure for children battling blood cancer.

Standard treatments aren’t always enough. For children like Jude, clinical trials are the only second chance they get.

By signing up for The Route, you are ensuring that the next terrified parent gets the same phone call I did, the one where the doctor says, “We have

a trial, and we think it will work.”

“Without the funding raised by extraordinary people taking on The Route, the clinical trial that saved Jude simply wouldn’t exist. You aren’t just signing up for a cycle; you are helping to keep families whole.”

If you’re reading this, you’re already considering doing something truly remarkable. Take it from a mum who owes everything to this research: The Route will test your limits, inspire your soul, and change your life, just as this science saved Jude’s.”

With heartfelt thanks,

JO HAWKRIDGE
PROUD MUM TO JUDE



IN PARTNERSHIP WITH
CURE
Leukaemia

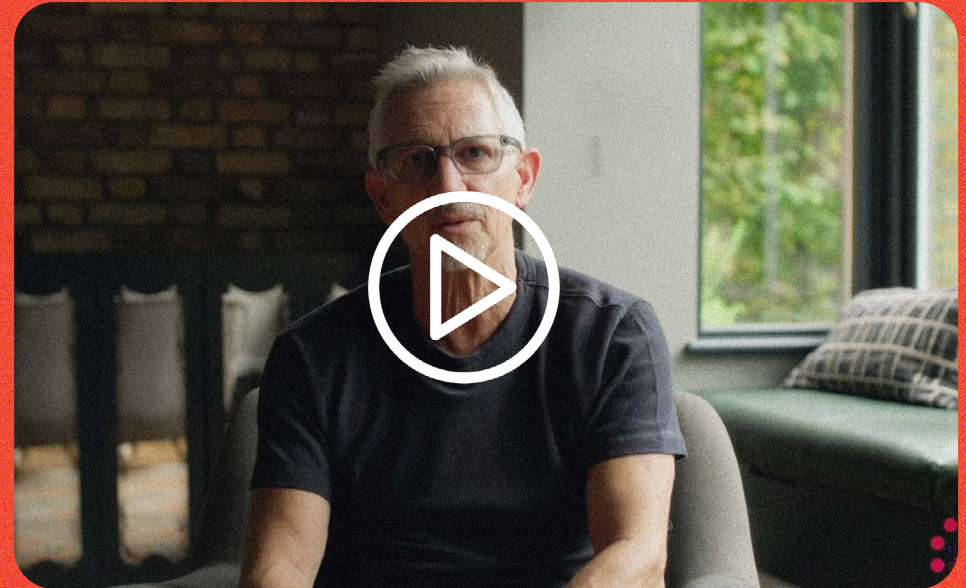
The ATICUS Network will be the world's first national infrastructure dedicated to paediatric stem-cell transplant trials.

The network brings together leading children's hospitals across the UK – including Great Ormond Street, Birmingham, Manchester and Glasgow – to ensure young patients have the same access to innovative, potentially life-saving treatments as adults.

Without The ATICUS Network, there is no coordinated way for children to take part in these vital studies, meaning many are missing out on the latest advances in care.

This network is designed to transform outcomes for young patients by testing new approaches to make transplants safer, reduce complications, and improve long-term survival. ATICUS is a pioneering step towards closing the gap in childhood blood cancer research and ensuring that every child has the chance to benefit from tomorrow's treatments today.

SAY HELLO TO ATICUS!



Funds raised by The Route are vital to support children battling blood cancer, with funds raised helping to accelerate the opening of the ATICUS Network.

Each Route rider is connected with an ATICUS Network Hospital meaning you'll have the chance to meet the clinical teams and patients you will be making a difference today!

MAKING AN IMPACT ON BLOOD CANCER PATIENTS ACROSS THE GLOBE



**JO HAWKRIDGE
'WE KNOW TRIALS SAVE CHILDREN'**

[WATCH NOW](#)



**WOMEN'S CYCLING IS
UNDERGOING THIS AMAZING TIME**

[WATCH NOW](#)

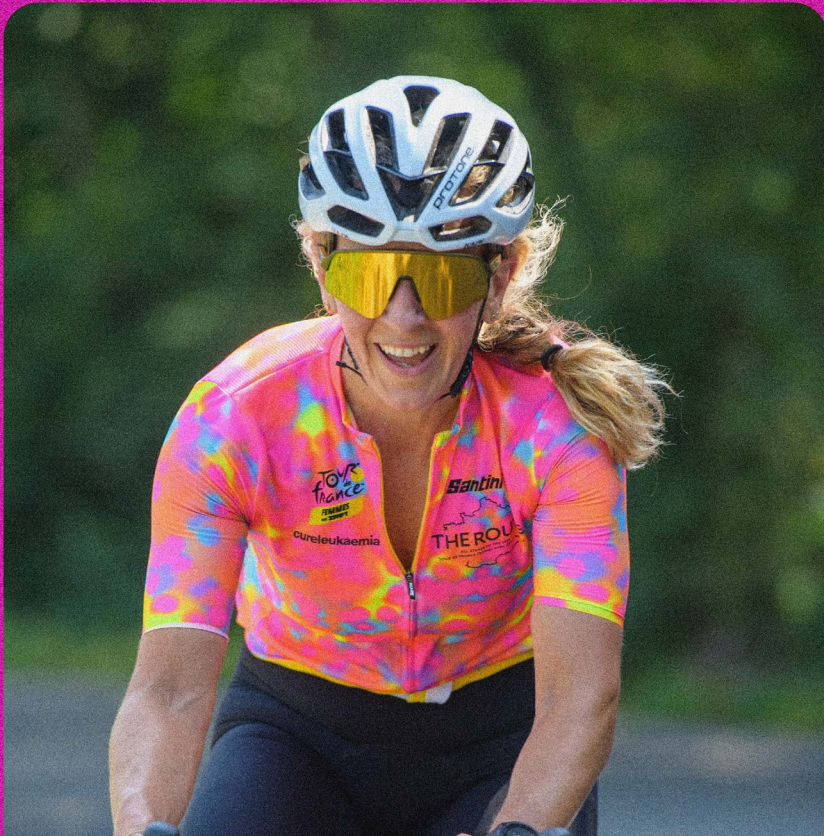


NOW FEATURING ON LET'S TALK BLOOD CANCER: THE PATIENTS' PODCAST

WHAT'S INCLUDED IN YOUR ENTRY FEE

ENTRY FEE
£4,500

MIN FUNDRAISING
£10,000



FUNDRAISING SUPPORT:

- ✓ Connection to an ATICUS Network Hospital
- ✓ SumUp fundraising account, branded content, merchandise, and fundraising support.
- ✓ Access to official event partners for equipment, clothing, nutrition, and recovery.

OFFICIAL SANTINI PRODUCED ROUTE KIT:

- ✓ Pre-event training kit for training rides and PR activities.
- ✓ Team rider jerseys and event kit for all stages.
- ✓ Off-bike clothing for media engagements and between stages.

ULTIMATE TRAINING & ON-EVENT EXPERIENCE:

- ✓ Two-day European training camp.
- ✓ Rolling road closures, experienced mechanics, and sports therapists.
- ✓ Official tour bus transport and full-board accommodation throughout.

COMMUNICATION:

- ✓ Regular team calls with experts, sponsors, clinicians, patients, and Route alumni.
- ✓ Professional content and imagery to support fundraising and key event milestones.

EQUIPMENT, TRAINING AND RECOVERY

- ✓ Expert support on nutrition, training, bike fitting, performance, and recovery through Cure Leukaemia partners.

THE ROUTE KIT



The Route has partnered with renowned cycling apparel brand Santini to supply the official kit, ensuring riders experience pro-level performance and comfort throughout the event.

EACH RIDER WILL RECEIVE:

Short Sleeve Jerseys
Bib Shorts
Gilet
Rain Jacket
Base Layer
Long Sleeve Jersey
Leg / Arm warmers
Socks
Mitts
Caps

CREW & SUPPORT TEAM

When you join the team, you aren't just left to tackle the stages alone, you are backed by a full support team that mirrors a World Tour team's setup.

From the moment you begin your journey, to the spring training camp, to the final roll over the finish line, the package provides everything from accommodation and pro-level mechanical support to official Santini cycling kits and the luxury of moto outriders.

Every detail, including the official team bus and dedicated sports therapists, is designed to ensure you can focus entirely on the road ahead conquering each stage.

FIND OUT MORE



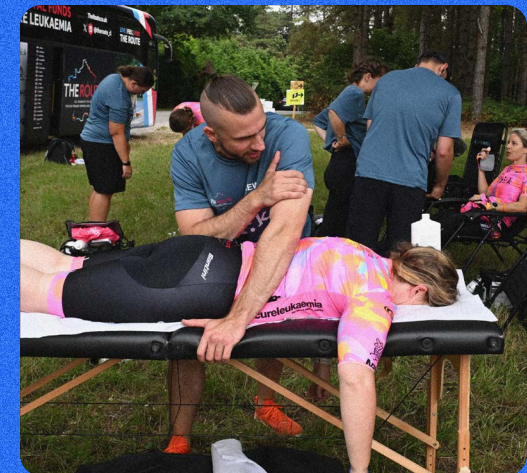
CATERING



MECHANICS

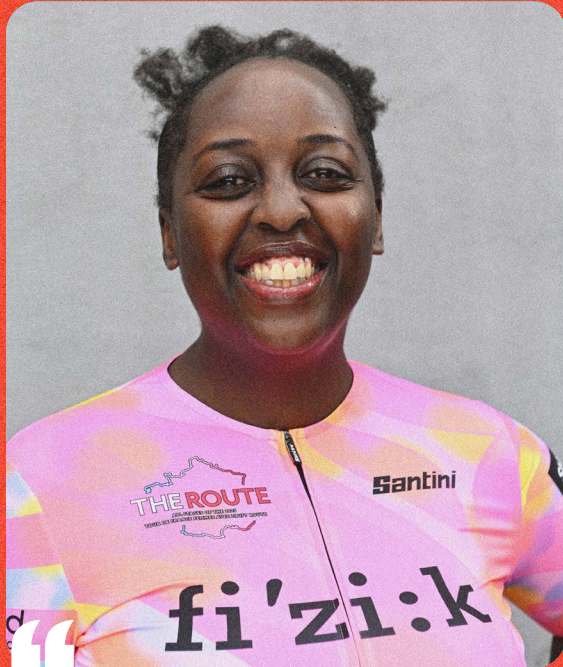


THE ROUTE TEAM BUS & ADVANCE VEHICLE



SPORTS THERAPISTS

THE ROUTE ALUMNA



**SHE HAD NO IDEA
WHAT WAS
INSTORE FOR HER**

**ALUMA
NIGOH**

THE ROUTE 2025 FINISHER

Want to speak to Aluma about her experience?
Message Lumes on Instagram @lumes.cc

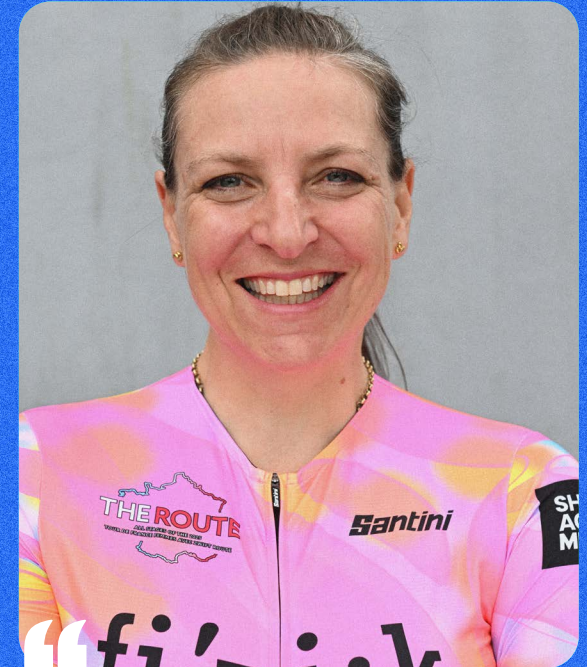


**INSPIRATIONAL,
CHALLENGING,
LIFE CHANGING**

**INGRID
KANE**

THE ROUTE 2024 FINISHER

Want to speak to Ingrid about her experience?
Contact her on ingrid.kane@doctors.org.uk



**SENSATIONAL,
STUNNING,
SPIRITED & SMILEY**

**LAURA
LAWSON**

THE ROUTE 2025 FINISHER

Want to speak to Laura about her experience?
Contact her on laura.specializedambassador@gmail.com

FUNDRAISING SUPPORT

Taking on the Tour de France Femmes avec ZWIFT is only half the challenge! Raising the minimum fundraising goal requires equal ambition.

Thankfully, the Cure Leukaemia team has lots of experience with big and small ways to maximise fundraising opportunities.

Here are some tips and tricks to help you pass your target.



START EARLY

Take advantage of the full year and get fundraising as soon as you can!

COMPANY SUPPLIERS

Do you work in an industry with a lot of suppliers? Past riders found that reaching out to them was a great way to gain support.

FRIENDS, FAMILY, AND COLLEAGUES

As well as asking them to personally donate, ask your circle to spread the word and approach their contacts for support.

AUCTIONS AND RAFFLES

If you have access to premium prizes, auctions and raffles are a great way to drive your fundraising through your Just Giving page.

EVENTS

Get creative! From quiz nights to gala dinners, sport tournaments, organised group rides, or static challenges in public - find events that work for you!

MATCHED FUNDING

Check with your employer to see if they can double - or triple! - your donations.

TRUSTS AND FOUNDATIONS

One of the quickest ways to access large donations. Chat to friends and colleagues to find out if anyone in your personal or business circle has access to trusts and foundations. We've previously sourced donations from £2k-£100k this way!

SPONSORSHIP

We have a number of sponsorship bundles available around the event ranging from £5k

to £100k with branding rights included and support toward your fundraising target built in.

IT DOESN'T HURT TO ASK

Be ambitious! However big or small you think the donation might be, don't be afraid to ask - when people see the scale of your challenge, they will be keen to support you!

FURTHER SUPPORT

We can provide you with branded collateral, marketing materials, card machines and so much more to be used at your events.

Cure Leukaemia can also facilitate a range of donation methods - whether via your fundraising page, bank transfer, invoice, credit card payment, charity accounts and many more (please refer to the FAQ section of this pack).



SPONSORSHIP

The Route offers a unique and powerful sponsorship opportunity for businesses looking to make a tangible difference in the fight against blood cancer.

By partnering with this inspiring event, sponsors can align their brand with a globally recognised cause, reach tens of thousands and engage with a passionate audience, whilst directly contributing to advancing life-saving research and treatments for blood cancer patients around the world.

PARTNERSHIPS WITH THE LIKES OF:



f1'z1:k

BALFE'S



LIVWELL

BOOTH'S
THE GOOD GROCERS

THE BIKER
FITTERS

veloviewer

Continental

WIN YOUR
DREAM BIKE...

BLOXX



PINARELLO

Z ZWIFT

Santini

PACKAGES

All The Route sponsorship packages can be built and tailored exclusively to specific brand objectives, opportunities and budgets with a broad initial outline below.

WAYS TO SPONSOR



1. KIT



4. EQUIPMENT



2. TOUR BUS



5. SUPPORT CREW



3. DIGITAL/SOCIAL
MEDIA CONTENT

FIND OUT MORE

To find out more contact **ALEX SMITH, HEAD OF SPONSORSHIP**
07734 857519 | alex@cureleukaemia.co.uk



**OVER 152
HOURS**

Of watching the official The Route documentary series co-produced and distributed with NBC Sports.



**40+
ALUMNI**

Riders ranging from the UK, the US and New Zealand have ensured a truly global feel, engagement and impact for The Route.



OVER 100

Santini produced rider jerseys with sponsors branding have been worn by The Route participants, images of which have been shared many thousands of times online, across social media and in broadcast/print media.



**OVER
250,000**

impressions of across social media platforms.

A TASTE OF THE ROUTE

Take on the ultimate cycling adventure with our 2-stage Taste of The Route package, riding the historic UK Grand Départ, one day ahead of the professional race.

With full support, expert guides and accommodation, this is your chance to push your limits and embrace the spirit of the Tour de France Femmes avec ZWIFT alongside the team of The Route riders, while raising vital funds for kids battling blood cancer.

In 2027, ride stages 1 and 2 of the Tour de France Femmes avec ZWIFT Route with the , with stages in Leeds, Manchester and Sheffield – all cities with ATICUS Network centres.

ENTRY FEE
£800

MIN FUNDRAISING
£2,500

SIGN UP TODAY!
CLICK HERE



UK GRAND DÉPART



FAQS



WHY IS AN ENTRY FEE REQUIRED BY EACH RIDER?

The Route requires a huge amount of organisation and planning - from accommodation to kit production to travel plans and more. As a result, the charity incurs considerable cost. Your entry fee ensures go directly towards the lifesaving work of Cure Leukaemia.

WHAT IF I CANNOT COMMIT TO THE ENTRY FEE?

Unless agreed in advance with the Cure Leukaemia team, your place on the ride will be released to other interested riders.

WHAT ADDITIONAL COSTS WILL I INCUR BEFORE THE EVENT?

Before the event, additional costs that you may incur include:

- Flights/insurance for the training camp in Calpe
- New bike (if required)
- Training events (if required)
- Injury insurance (proof required prior to the event)
- Additional extras, including extra kit or family and friends joining in Paris.

WHAT COSTS MIGHT I INCUR DURING THE EVENT?

Again, all accommodation, travel between stages, food, physios and bike support is covered. However, any additional expenditure, such as evening bar bills (outside the allocated meals/drinks already provided by the hotel) will need to be purchased by yourself. Riders may also wish to go out for lunch/dinner on rest days, which will need to be paid for separately too.

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I NEED A NEW BIKE FOR THE EVENT, CAN YOU HELP?

Yes, our official bike partner Balfe's Bikes offer discount on selected bikes. For more information on the offer available, please contact our Head of Sponsorship, Alex Smith.

WHAT WILL HAPPEN IF I PICK UP AN INJURY OR CANNOT TAKE PART IN THE EVENT FOR UNFORESEEN CIRCUMSTANCES?

Each individual case would be assessed independently and the process will be confirmed in due course.

WHO WILL BE MY MAIN POINT OF CONTACT AHEAD OF, AND DURING, THE EVENT?

A: All cycling and training enquiries should go to the Event Director, who will also be your primary contact during the event. All general event, PR and fundraising questions should go to Cure Leukaemia.

DOES THE EVENT HAVE A WEBSITE?

Yes TheRoute.co.uk

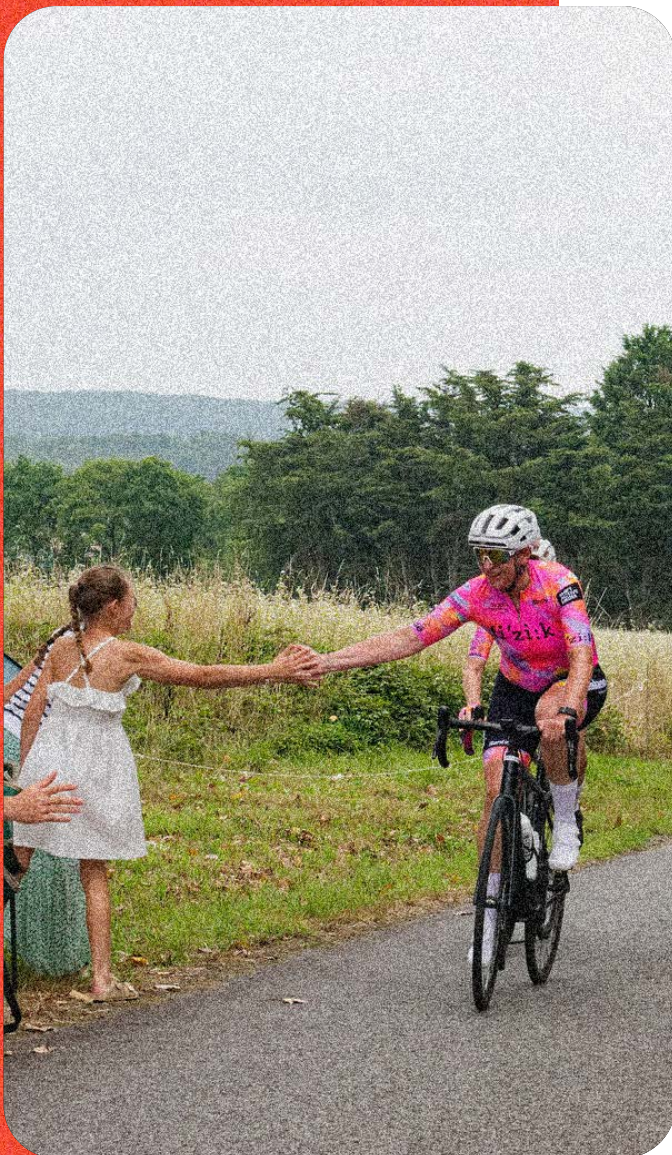
DOES THE EVENT HAVE AN X (TWITTER), INSTAGRAM & TIKTOK ACCOUNT?

Yes search @TheRoute

HOW WILL THE TEAM KEEP IN TOUCH AHEAD OF THE EVENT?

We have a team WhatsApp group. There's also regular meetings and rider days to be scheduled. If you don't have WhatsApp, we can update you via email.

FAQS



HOW DO I GENERATE PR?

PR is important to the event and we encourage all riders to approach their local media. You're undertaking a massive challenge for a pioneering charity which should be of interest to both local and national media!

HOW DO I SET UP A FUNDRAISING PAGE?

Our chosen fundraising platform is JustGiving to set up your page with your minimum target. Your page will appear alongside the whole team's, giving us a grand total.

Please note: Riders are asked not to set up fundraising pages via other platforms.

HOW DO I ADD ANY CASH DONATIONS TO MY FUNDRAISING PAGE?

You can edit your page to update the offline total, before sending the funds to us. Alternatively, bank the funds yourself and donate directly to the page with a note as to who donated.

WHAT IS THE PROCESS FOR CHEQUE DONATIONS?

All cheques should be payable to Cure Leukaemia and sent to: Cure Leukaemia, PO Box 18280, Solihull, B90 9NA. Please ensure the sender includes a note indicating who the donation is for.

WHAT IS THE PROCESS FOR DONATIONS FROM CHARITY ACCOUNTS, SUCH AS CAF, CAF USA, BENEVITY AND THE CHARITIES TRUST?

We accept donations from a variety of charity accounts, including CAF, Charities Trust and Benevity. If you have a separate charity account to these, please contact the Cure Leukaemia team for more information. Where donations are made through these systems, all riders must log donations and send to Cure Leukaemia so the accounts team can reconcile when the donations come in.

CAN WE TRANSFER FUNDS BY BACS?

Yes, you can transfer funds via BACS.

OUR DETAILS ARE:

Bank: HSBC
Name: Cure Leukaemia
Account Number: 04711734
Sort Code: 40 11 18

FOR INTERNATIONAL PAYMENTS:

BIC: H B U K G B 4 B
IBAN: GB30HBUK40111804711734

Ensure that you clearly label the transfer so we know where to allocate the funds. For example, 'YourSurnameTheRoute'. When the funds have cleared you can then add them to your fundraising page as an offline donation.

CAN I USE CONTACTS AFFILIATED WITH TRUSTS AND FOUNDATIONS TO GET DONATIONS?

Yes, this is a fantastic way to get large donations via relationships you may have - whether that is personally or through businesses - with charitable Trusts and Foundations. If you are planning to use this as a method of fundraising please speak to the Cure Leukaemia team; our Head of Trusts & Foundations will advise and support accordingly.

DOES GIFT AID COUNT TOWARDS MY FUNDRAISING TOTAL?

No, Gift Aid is classed as an additional benefit to the charity.

MY COMPANY OFFERS A MATCHED FUNDING SCHEME. DOES THIS COUNT TOWARDS MY TOTAL?

Yes, however the funds can only be added to your fundraising total once cleared in the Cure Leukaemia account.

FAQS



WHAT HAPPENS IF I DO NOT ACHIEVE THE MINIMUM FUNDRAISING TARGET?

By taking part in this event, you are committing to raising a minimum of £10,000 for Cure Leukaemia. The aim is to have each individual reach this target by Day 1 of the event unless agreed otherwise with Cure Leukaemia. You were selected on the basis of your guarantee in raising the minimum fundraising target.

MY COMPANY OR MY CONTACTS MAY BE INTERESTED IN SPONSORING THE EVENT, DOES THIS COUNT TOWARDS MY FUNDRAISING?

We have a range of sponsorship bundles around the event which include both exclusive sponsorship rights for brands and support toward your fundraising target built in.

Literature describing the sponsorship bundles will be created to assist your discussions and our Head of Sponsorship, Alex Smith, is available to support throughout.

DO I HAVE TO ORGANISE ANY TRAVEL?

The official tour bus will provide all transport needs throughout the Route. The tour bus will also provide travel from the UK to stage 1 pre-event, but if you wish to travel separately to or when returning, this will need to be organised yourself at your own expense.

CAN I EXTEND MY STAY IN FRANCE?

You are welcome to extend your stay in France after the event however we would ask that you inform us of your plans at the earliest possible time.

WHAT HAPPENS IF I AM INJURED DURING THE EVENT?

It is the responsibility of all riders to organise their own insurance. Proof of insurance will need to be approved prior to the event or you will not be able to take part.

CAN MY FAMILY VISIT DURING THE EVENT?

Requests of this kind to be discussed with the Event Director.

CAN MY FAMILY COME OUT TO THE FINISH FOR THE END OF THE EVENT?

Of course! We will organise a meeting party for all family and friends at the finish line. All will be welcome for the evening celebration as well. Details will be shared well in advance of the event by the Cure Leukaemia team.

HOW TO SIGN UP!

ARE YOU READY TO CONQUER THE ROUTE?

Help us raise lifesaving funds for those living with leukaemia, and make lifelong friends whilst experiencing an unforgettable challenge.



THE ROUTE

IN PARTNERSHIP WITH

veloviewer

SIGN UP TODAY

