

Velocity Ride in Support of Caledon Seniors to be held June 15

Caledon Community Services announces details of annual cycling fundraiser

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Details for an annual pedal-powered pledge drive supporting Caledon seniors have been announced.

On March 14, Donna Cragg, Caledon Community Services' (CCS) Marketing and Communications Director, announced that the 2024 Velocity Ride in Support of Caledon Seniors would be held on June 15.

The annual cycling event raises money for CCS programs and services that support seniors in Caledon.

Individuals and teams sign up to ride 10, 25, 50 or 100-kilometre routes for the event and commit to raising money in the months leading up to the ride.

When factoring in riders, sponsors, and community donors, last year's ride raised over \$70,000 for CCS. This year, CCS has set a fundraising goal of \$65,000.

This year's event takes place on Caledon Day and features a new starting location in Caledon East Park.

Cragg said the "legendary family-friendly ride" invites cyclists of all skill levels to experience the scenic beauty of Caledon along the Caledon Trailway and well-marked road routes. Those who can't make it on June 15 are still invited to participate in the event virtually, by raising money and choosing a cycling route of their choice.

Cragg said funds raised from the Velocity ride support vital transportation services and health and wellness programs for local seniors.

CCS CEO Geraldine Aguiar said supporting seniors in Caledon makes a difference, especially as seniors are the fastest-growing demographic today.

"Velocity isn't just about rides," she said. "It's about Age-Friendly Caledon, offering our cherished seniors access to critical life-saving resources, [and] fostering independence and well-being for all. We all have seniors in our lives we care about. So, gather your family and friends, and let's pedal the extra mile for a worthy cause?"

More information about the Velocity Ride in Support of Caledon Seniors is available on CCS' website, ccs4u.org.

Anyone with questions about the event, or those interested in sponsoring it, can contact event lead Carol Petrini by email at cpetrini@ccs4u.org or phone at 905.584.2300 extension 236.

The 2024 edition of the Velocity will be the sixth-ever to be held.