Racer Sportif cycling club to embark on charity ride from Toronto to Montreal in support of The Power Plant’s Power Kids program

24 - 25 August 2018: Racer Sportif Charity Ride

For the third year, Equipe 78' is set to embark on the Toronto To Montreal Charity Ride. Each year Equipe 78’, an official Toronto-based Racer Sportif Cycling Club, selects a Local Charity within the community to be the beneficiary of their fundraising efforts. This year they have selected The Power Plant’s Power Kids program and Greenest City Environmental as the recipients of their proceeds. The Power Plant is excited to take part in this ambitious initiative, combining contemporary art, community outreach and athletics.

Comprised of a group of elite cyclists, the ride will begin in Ajax, ON on Friday, 24 August and is set to end in Montreal, QC on Saturday, 25 August with a stopover in Kingston. Cyclists will ride up to 240 km per day throughout the journey, an incredible demonstration of endurance and athleticism. Collectively, Racer Sportif and the ridership will cover all costs associated with the ride, with 100% of proceeds directly supporting the Power Kids and Greenest City Environmental. The ride is sponsored by Memnon Management Inc.

Gaëtane Verna, Director of The Power Plant: “Often athletics and the arts are seen in stark contrast-differing fields with no overlap however it’s important for us as a society to realize that these two areas do not necessarily contrast but can in fact come together for a common goal. We are very thankful to Racer Sportif and Equipe 78' for realizing the important potential of this integration, and for approaching us with this unique opportunity to bring athletics and contemporary art together. We are thrilled that our Power Kids program will be the beneficiary of this year’s fundraising efforts, and we commend the team of racers for their generosity and endurance as they embark on their Toronto to Montreal ride.”

All who are interested in taking part are encouraged to register for the ride. Those who do not wish to join the ride are invited to join by supporting Equipe 78's fundraising efforts. For full details and to register or make a donation, click here.

About Power Kids

The Power Plant’s Power Kids program provides free arts workshops for children ages 7-12. Each workshop begins with a tour of the gallery and concludes with an art activity, inspired by the ideas behind the current exhibitions.

Power Kids tours and workshops provide children from all demographics and
backgrounds with invaluable access to opportunities in art and thought, and an introduction to some of the most important and relevant topics of our time. Power Kids workshops happen twice monthly during exhibition seasons and are free of charge. All children ages 7-12 are welcome and encouraged to participate. Learn more about Power Kids here.

**About Equipe 78’**

Equipe 78’ was founded in 2014 by Anthony Monastero of Monacom Productions and Krys Tomaszewski of Racer Sportif. In the hopes of putting their cycling club’s energy to good use, Monastero and Tomaszewski challenged a small team of road cyclists—members of their club—to train and condition in preparation for a 540 km grand fondo from Toronto to Montreal. The journey was to be completed in just two days as a fundraising campaign, with 100% of the proceeds going to local community beneficiaries. With the assistance of generous sponsors and the hard work and ambition of each rider, the formula proved to be an incredible success, and is now proceeding into its third year.

**About Racer Sportif**

Racer Sportif was founded by Dennis Mizerski and Krys Tomaszewski in January of 1978, built on a foundation of extensive competitive racing in Europe. Upon migrating to Canada, both Mizerski and Tomaszewski began sharing their wisdom, a practice continuing to this day. Over the years Racer Sportif has become known as a specialty cycling outfitter that primarily caters towards road racers. However, as the sport of cycling has evolved, their outreach has expanded far past the purist to also embrace the new emergence of cyclists.

In addition to providing unsurpassed service, Racer Sportif also prioritizes consistent community involvement. From weekly club rides geared towards riders of all capabilities, to an ongoing junior development program and various annual charity rides, Racer Sportif has continually supported the sport and the communities they reside in.

**About Memnon Management**

Memnon Management Inc. was created in 1995 by founder and principle Vincent Tangredi. The boutique real estate company specializes in creative solutions for commercial office loft buildings and developments. Vincent Tangredi is an international artist that has been exhibiting and working in the visual arts since 1978. He was historically represented by art dealer Carmen Lamanna, a world premier art dealer until his death in 1991. Tangredi’s works appear in many collections, including the collections of both the National Gallery
of Canada and the Art Gallery of Ontario. Cycling has been a passion for Tangredi, which started with Racer Sportif approximately 15 years ago, and Tangredi is proud to have participated in various charities and sponsorships.

About The Power Plant Contemporary Art Gallery

The Power Plant is Canada’s leading public gallery devoted exclusively to contemporary visual art. It is a vital forum for the advanced artistic culture of our time that offers an exceptional facility and professional support to diverse living artists, while engaging equally diverse audiences in their work. The Power Plant pursues its activities through exhibitions, publications and public programming that incorporate other areas of culture when they intersect with visual art.

Director: Gaëtane Verna

ADMISSION: ALL YEAR, ALL FREE
presented by BMO FINANCIAL GROUP

Providing as many people as possible with access to these programs and events remains the gallery’s top priority. The initiative leading these efforts is a renewed partnership with BMO Financial Group, whose support of the ALL YEAR, ALL FREE initiative is vital to expanding and diversifying audiences by eliminating the cost of admission to The Power Plant’s exhibition program.

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