

SOLUTION BRIEF



SPOT GEN3 AND SPOT GLOBAL PHONE

Satellite Communications Deliver Safety and Peace of Mind for National Cancer Charity Events

Coast to Coast Against Cancer Foundation is Canada's only national charity devoted to fighting childhood cancer. The registered charitable foundation raises funds by conducting a series of high quality, physically challenging, national and regional events that encourage active and healthy lifestyles and engage sponsors, participants, donors and volunteers. From cycling rides to team-building activities, the Foundation uses these events to raise much needed funding for worthy childhood cancer charities whose programs improve the survival rate and quality of life of children and their families impacted by cancer.

CHALLENGE

Conducting national and regional cycling events requires reliable communications between participants, volunteers and organizers at all times – and in all locations, including off the cellular grid. This helps ensure safety and facilitates quick response by emergency services if the need arises. Reliable satellite-based location and communications service are critical since two of the major events are conducted in areas of Canada that are without cellular communications coverage.

SPOT SATELLITE SOLUTION: TOUR FOR KIDS ALBERTA

Tour For Kids Alberta is a 3-day, 500 km cycling fundraiser in support of children's cancer camps. The route takes participants into Banff National Park, along the Glacier Parkway, through the Thompson Valley and along the eastern foothills of the Rocky Mountains. Much of this area is without cellular coverage. Teams of organizers, route marshals, mechanics and medics are equipped with SPOT GPS Satellite Messengers and SPOT satellite phones. In the event of an incident requiring assistance, the route marshals can activate one of four different SPOT pre-programmed signals, depending on severity of the incident. The messages, which include detailed GPS location coordinates, are routed through a communications centre and, based on the situation, acted on accordingly. Lower severity incidents may call for a message to the appropriate on-route support team that was equipped with a SPOT satellite phone. More severe situations would require that the satellite communications devices be used to initiate direct communication with emergency services such as police and ambulance. This protocol ensured that no matter what the situation or severity, organizers were able to know the exact location and dispatch the right response almost immediately.

SPOT SATELLITE SOLUTION: SEARS NATIONAL KIDS CANCER RIDE

Sears National Kids Cancer Ride is a 17-day cross-Canada cycling event that raises funds for childhood cancer research at pediatric oncology centres all across Canada. The 7000 km route takes the riders through many areas of Canada that are without reliable cellular coverage. The Sears National Kids Cancer Ride depends on a very tight schedule. Riders stop in over 175 communities all across Canada, where they are often greeted by local media, dignitaries, supporters, hospital staff and even children and families. The SPOT GPS Messengers fill a critical need to track the progress of the teams and help recalibrate arrival and departure times at community stops. In addition, as the team rides across the country families and supporters can follow the riders along their route of travel using Google Maps, with peace of mind knowing that in the event of an emergency, SPOT can transmit GPS location data along with specific requests for emergency response. This real-time online tracking of the progress of the riders also helps build more awareness, interest and support of this important fundraising program.

CONCLUSION

Globalstar Canada Satellite Co., the Canadian distributor of SPOT satellite devices, has provided the Foundation with satellite phones, satellite services using the world's most modern satellite network, SPOT GPS Messengers and access to the supporting global emergency response system. Globalstar also provided training and support to ensure that teams were able to leverage the technologies to satisfy organizational and safety protocols. In simple terms, without the satellite phones and GPS technologies and services provided by Globalstar, the Coast to Coast Against Cancer Foundation would not be able to safely and effectively run these important fundraising events.

For more information about Coast to Coast Against Cancer Foundation please visit www.beyondkidscancer.ca or call (647) 352-6470



Sears National Kids Cancer Ride participants cycle from Vancouver to Halifax in just 17 days to raise funds for childhood cancer research.

**4,000 WORLDWIDE
RESCUES & COUNTING**

For more information on **SPOT** devices, visit: FindMeSPOT.com

SPOT products are distributed in Canada by Globalstar Canada Satellite Co., a company that offers satellite voice and data services to commercial and recreational users in more than 120 countries around the world. For more information, visit www.globalstar.ca.