

# THE ROAD TO TOKYO 2020

The dream to compete in the Tokyo 2020 Paralympic Games!



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## THE DREAM!

We are in search of “the ultimate dream”, to qualify and compete for the Tokyo 2020 Paralympic Games! Our dream may sound ambitious, however it is completely achievable! The journey has already begun for us, as we have both been identified as talented riders by Cycling Canada and have been selected to train and compete with the Next Generation Development Program!

Every Olympic dream takes a village of support from various sources and requires a significant amount of personal sacrifice, passion and dedication. We are hoping to share our journey with the community and hopefully we can inspire people to live healthier, active lifestyles, in all circumstances.

We are in search of financial sponsors to help fund our journey and to represent Canada. We would be most honoured to include you within our village of support!



## WHO ARE WE?

We are women and athletes first, and are driven to achieve our own goals, while supporting both the inclusion of women and those with lesser access into sports.

### CARLA SHIBLEY (THE TANDEM STOKER)



*Carla rides a tandem bicycle (exactly what it sounds like!); a bike that two people can cycle on simultaneously as an equal team. “Stoker” is the term used to describe the rider in the rear position, whose main goal is to provide as much power output as possible to help propel the team forward.*

Carla (27) is a visually impaired, para-athlete who is striving to compete in the 2020 Paralympic Games in Tokyo. She has already qualified for and been selected to represent Canada in the Next Generation-West Development program offered by Cycling Canada. This program’s main intention is to aid athletes within the

development process and to prepare them for the transition into the High Performance Elite team, where athletes have the opportunity to be selected for international events (World Cups, Championships, and the **Paralympics!!!**).

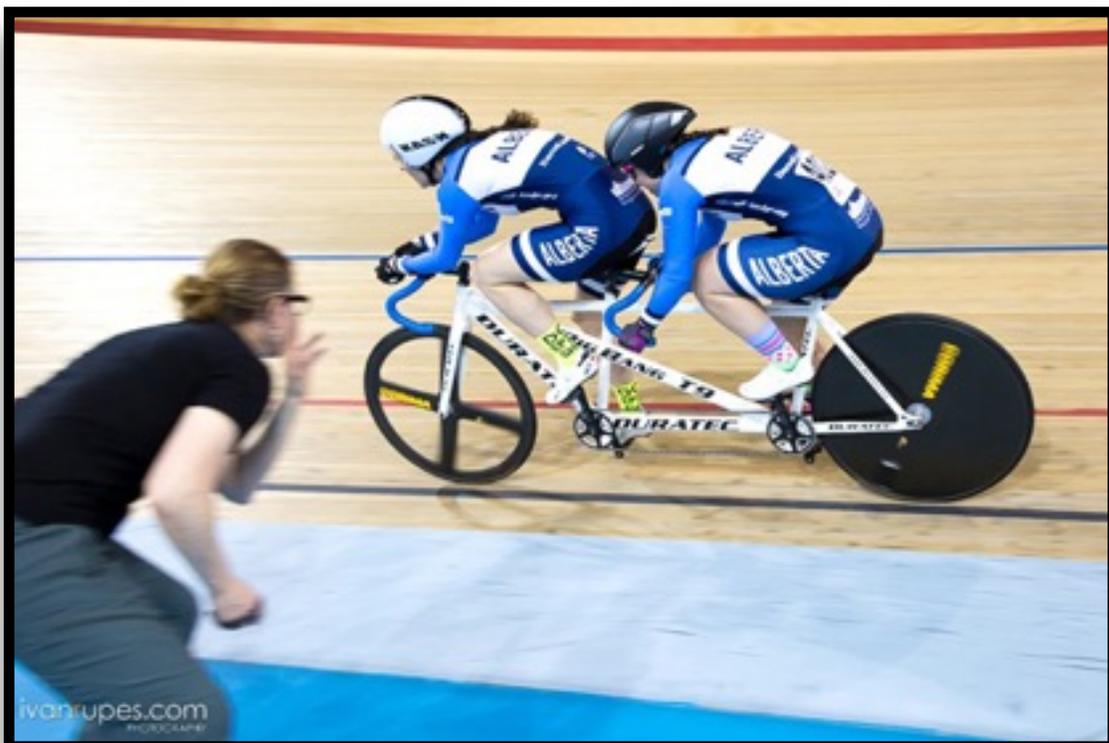
Many would likely describe Carla as a sharp firecracker. She is exuberant and strong-willed, which is likely where her dedication and drive for excellence is

derived from. She was diagnosed with Stargards Syndrome and legally termed “blind” at the age of ten, following 3 years of unsuccessful and stressful tests to determine the cause of her eyesight issues.

Despite her progressive diagnosis, Carla maintained an active lifestyle participating in swimming, soccer, gymnastics and dance as a child. She transferred to visually impaired sports in her later teens as it became increasingly dangerous for her to compete among sighted athletes.

Her athleticism became apparent when she discovered Goal Ball (a sport for individuals with vision loss or blindness). She excelled immediately within this sport and played for the Canadian National team and trained full time.

During her Goal Ball Career, Carla was discovered by a local Cycling coach (Stephen Burke) who convinced her to cross-train in cycling. The rest is history! She fell in love with the sport and eventually chose to pursue cycling full time in 2015. Since her transition, she and her Pilot partner (Erin Ruttan) have been competing and medalling at the National level. Just one week ago, she placed 2nd in the Canadian Para-Road Championships Individual Time trial and 3rd in the Road Race! With her level of developmental progression and her current testing results, her Paralympic dreams seem like a realistic goal.



## **KARA DOUVILLE (HANDCYCLIST)**

*Kara rides a handcycle, which is a recumbent bike that is propelled solely with the power generated from her upper body (Aka. Pipes of steel!). Within para cycling there are five categories for handbikes based on ability level H1 through H5. H5 is least affected (often amputees) and H1 is most affected (often tetra or quadriplegics). Kara races within one of the most competitive female handcycle categories, H4.*

Kara (29) sustained a rock climbing accident in May of 2013 that resulted in several traumatic injuries; a compound fracture in the left coccyx, a fractured pelvis, a dislocated left elbow, a broken wrist and a burst fracture of the L1 vertebrae. Following several surgical procedures, Kara was diagnosed with an L2 Spinal cord injury, resulting in some loss of function below her injury level.

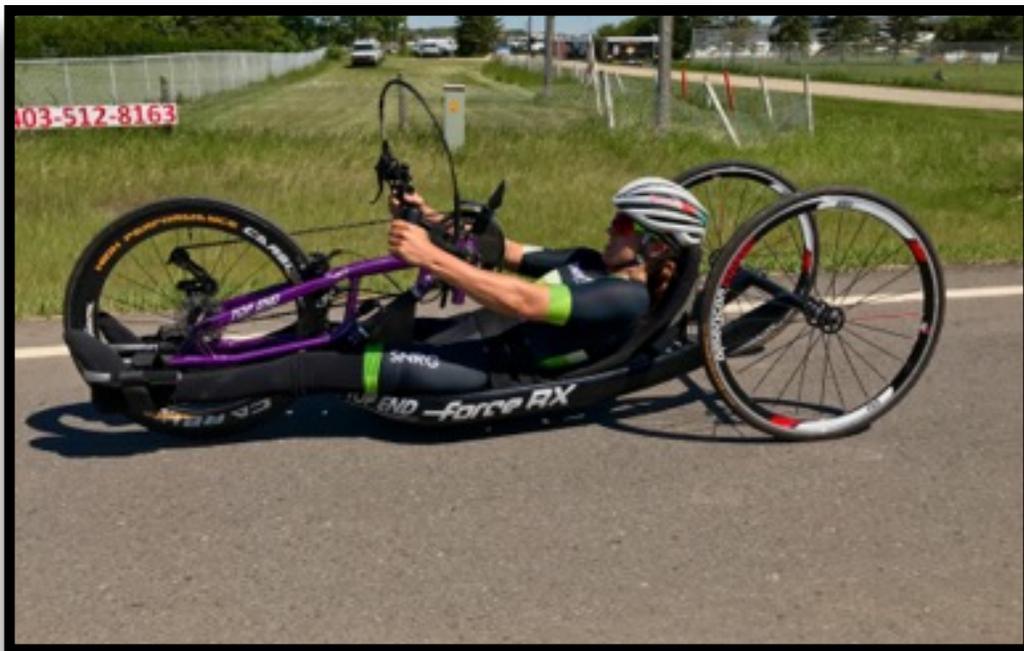
Prior to her accident Kara had pursued a career as an outdoor guide taking clients on climbing, cycling, hiking, skiing and paddling adventures in the Rockies. Being the motivated and optimistic individual that she is, she vowed to maintain this identity throughout her recovery and to find new avenues to continue pursuing her passions.

She was introduced to hand cycling while still in the rehabilitation program at the Foothills Hospital and, like Carla, was spotted by a local coach (Stephen Burke) who insisted she continue with the sport once she was discharged from the hospital. After 4 months of recovery at Foothills, she did just that! She trained



and raced recreationally at first to gain strength and to learn how to live an active and adventurous lifestyle within her new circumstances. Kara pursued other adaptive sports simultaneously, competing for Alberta in the Canada Winter Games in Prince George as a nordic skier, and started to climb again. However, there was something special about cycling and she began training full time, making huge developments in tactical strategies and wattage outputs. This last year she was selected to train with the Next Generation West program offered by Cycling Canada with the ultimate dream of qualifying for World Cups and the Paralympics!

In June of this year she placed first in both the Individual Time Trial and the Road Race, making her the current Canadian Champion!



## **2018 RACE CALENDAR**

**FEBRUARY 16 – 19:** Western Canadian Track Championships Race/Training Camp (Burnaby, BC)

**MARCH 2 – 12:** Para-Cycling Canada Training Camp (California, USA)

**APRIL 14 – 15:** Canadian Track Championships (Milton, ON)

**APRIL 27 – 28:** Defi Sportif  
Road Race & Time Trial  
(Montreal, QC)

**JUNE 11 – 15:** Pre-National  
Road Championships Prep  
Camp (Calgary, AB)

**JUNE 16:** CABO Time Trial  
(Red Deer, AB)

**JUNE 22 – 25:** Canadian Para-  
Cycling Road Championships /  
Road Race & Time Trial  
(Saguenay, QC)

**JULY 6 – 8:** Para-Cycling  
World Cup / Road Race & Time  
Trial (Emmen, Ned)

**AUGUST 16 – 19:** Para-Cycling World Cup / Road Race & Time Trial (Baie-Comeau, QC)

December: Para-Cycling Canada Training Camp (Tucson, USA)

*\* The 2019 and 2020 seasons will follow a similar calendar but with more track races, international race dates and World Cup events.*



## **SPONSORSHIP REQUEST**

This is an adventure that requires the aid and support of our village and it is one of our main goals to share this process with family, friends and sponsors as we take each step towards Tokyo 2020. Our biggest challenge will be financial in nature as the sport demands a lot of funds towards the cost of travelling, and equipment demands. We are gracious to our individual cycling clubs for aiding us with the costs of race registration and team cycling attire and to Cycling Canada for subsidizing select para-cycling events. The rest of this journey is entirely self-funded and this is why we have chosen to reach out to our community for financial aid, with the goal that you will view this as a mutually beneficial opportunity for collaboration.

## WHAT WE CAN PROVIDE

We are aware that without the support of our community we could not reach our goals, and, as such, we want to give back as much as possible. Here are a few ways we can help and to recognize your invaluable support.

**BRAND RECOGNITION/LOGO PLACEMENT:** Company logos can be placed onto our individual cycling club attire which is worn for all training rides and races that are not Provincial or National projects.

**COMMUNITY OUTREACH:** We can organize events that involve our sponsors and community, such as a meet and greet, spin classes, outdoor collaborative road rides, and essentially any other event that would be beneficial for the corresponding audience/clientele.

**PUBLIC SPEAKING PROJECTS:** We would love to facilitate public speeches surrounding our personal stories and our journey towards achieving all our goals, with an emphasis on “Ability” and Women in sport.

**SOCIAL MEDIA/T.V/PRINT/WEB:** We will create regular social media posts documenting our journey, as well as written posts ensuring we tag and thank the support of our sponsors.



## PARA CYCLING BUDGET 2018

**TRAVEL - \$5,000** (air-fare, vehicle rentals, bike/baggage fees, fuel)

**ACCOMMODATION - \$5000** (hotel/motel accommodation for training camps and races)

**EQUIPMENT -\$15,000** (wheels for road & track, shoes, glasses, branding of kits, maintenance of bikes, carbon frame upgrades)

**COACHING SERVICES - \$ 2500** (\$220/month x12 months)

**TOTAL: \$27,500**

These prices are estimates based on current flight and vehicle rental fees, hotels at a rate of \$150/night for a room that sleeps two, equipment costs from MSRP websites and monthly coaching invoices sent from Cycling Canada. We can provide receipts for all monthly and/or annual costs.

Thank you in advance for your consideration in a collaboration with us, we would love to discuss any opportunities further and greatly appreciate all your support.



Sincerely,

Carla and Kara