



Cyclists Ride Through Niagara to Support Kids with Serious Illness

Tour d'Epicure Is Raising Funds for Campfire Circle's Rainbow Lake Overnight Camp in Waterford

Niagara, ON, June 13, 2025 On Saturday, June 21, 2025, 70 cyclists from across Ontario will head out on Tour [d'Epicure](#), a one-day cycling experience through the scenic Niagara region in support of [Campfire Circle](#), a charity that brings healing through happiness to kids with cancer or serious illness and their families. Riders choose between a 50 km or 100 km route, all leading to an unforgettable evening capped off with a gourmet dinner and a live performance by Canadian rock icons Sam Roberts Band.

Tour d'Epicure fuels life-changing experiences at Rainbow Lake, Campfire Circle's medically supported overnight camp for families. The 2025 event aims to raise \$150,000 toward renovating one of Rainbow Lake's camper cabins—upgrading it with essential accessibility features, including a second shower for additional family privacy, and air conditioning for children on active treatment.

“This isn't just about cycling through wine country,” says Alex Robertson, CEO of Campfire Circle. “Tour d'Epicure brings people together to create real change for families going through unimaginably difficult times. Every dollar raised brings us closer to giving more kids the chance to experience camp, connection, and joy—in a safe and accessible way.”

Tour d'Epicure is open to cyclists of all levels, with limited spots remaining. To register, donate, or learn more, visit tour-depicure.ca.

-30-

For media inquiries, please contact:

John McAlister
Vice President, Marketing and Communications
Campfire Circle
647-286-7675
jmcalister@campfirecircle.org

Karen Parucha
Senior Communications Officer
Campfire Circle
416-898-4336
kparucha@campfirecircle.org

About Campfire Circle

Since 1983, Campfire Circle (formerly Camp Ooch & Camp Trillium) has brought healing through happiness to kids with cancer or serious illness and their families. Through our in-hospital, community, and overnight camp programs, we create opportunities for children to build friendships and social skills, develop self-confidence and resiliency, and improve their overall well-being. By providing play-based experiences, we empower kids to take back their childhood, regardless of their medical diagnosis. Visit www.campfirecircle.org for more information or join our online community on [Facebook](#), [Instagram](#) or [LinkedIn](#).