

# Media Release



For Immediate Release  
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## THE VICTOR DAVIS MEMORIAL RIDE CYCLES THROUGH EIGHT COMMUNITIES

*Greg Davis rides from Guelph to Quebec City to raise awareness for organ and tissue donation*

Toronto, ON – Greg Davis, brother of the late Canadian Olympic swimmer Victor Davis, yesterday embarked on an 11-day cycling tour in memory of Victor and to raise awareness of the dire need for Ontarians to register their consent to organ and tissue donation.

Victor died after being involved in a hit-and-run accident in Montreal.

“Losing Victor was an enormous tragedy for the family,” said Greg. “But we agreed to donate Victor's organs and the good that came from our loss was that five people received a new lease on life.”

Greg began his journey in Guelph. From there he travels to Toronto, Cobourg, Belleville, Brockville and Ottawa. Once in the province of Quebec, he will cycle to Montreal and end his trip in Quebec City where he will participate in ceremonies of the Canadian Transplant Games as well as award medals to athletes in the cycling events.

This year's ride will celebrate the Ontario transplant recipients who are participating in the Canadian Transplant Association Games in Quebec City from August 9<sup>th</sup> to 14<sup>th</sup>. Many of these recipients will be meeting Greg at each stop along the way. Liver recipient Robert Kolatschek was in attendance to see Greg leave Toronto.

“Greg, the Davis family and all of this year's transplant games participants have shown tremendous support in our goal to educate Ontarians on the importance of registering as organ and tissue donors,” said Frank Markel, President and CEO of Trillium Gift of Life Network (TGLN). “They have worked tirelessly to encourage others to register so that even more lives can be saved.”

“We hope that Ontarians will look at these wonderful people and choose to follow their lead. Each of us can register our consent to be a donor and each of us has the potential to save up to eight lives and enhance the lives of 75 others. The gift of life is the greatest gift of all.”

You can register your consent to donate your organs and tissue by visiting your local ServiceOntario office where you apply for or renew your health card. You can also register by downloading and filling out a Gift of Life Consent Form from [www.giftoflife.on.ca](http://www.giftoflife.on.ca) and mailing it to the address on the form.

Even if you've signed your donor card in the past, you still need to register your decision so that your loved ones will know of your wish to save others.

For more details on the Victor Davis Memorial Ride please visit the event website at [www.victordavismemorialride.com](http://www.victordavismemorialride.com).

For more details on Trillium Gift of Life Network, please visit our website at [www.giftoflife.on.ca](http://www.giftoflife.on.ca). You can also call 416-363-4001 or toll free 1-800-263-2833.

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