



# CYCLE FOR LIFE

# LIFE



## Aims of Cycle For Life

- To save as many lives as possible from Sudden Adult Death Syndrome and Mental Health issues
- To promote positive mental health
- To raise awareness of Sudden Adult Death Syndrome
- To raise funds for our four chosen charities
- To have raised 500000 for our charities by the end of 2015

## Background to the Initiative

In September 2011, Cormac Ryan was a goalkeeper in the Dublin Minor Hurling Team that reached the All Ireland Final in Croke Park against Galway. Five months later he was diagnosed with a condition called atrioventricular block, more commonly known as heart block. His heart was stopping for up to 5 seconds at a time, skipping beats and dropping as low as 26 beats per minute at night. He was discharged from hospital 2 weeks later with a pacemaker.

Had he lost his life it would have fallen under the category of Sudden Adult Death Syndrome. It was after this that the Cycle For Life initiative was set up with Cormac wanting to try and make the best out of his situation. In September 2014, Cormac went public on his battle with depression during interviews with the Sunday Independent and TV3's Ireland AM. It was after this the mental health aspect was added.

## Cycle For Life 2013

Over an 8 month period in 2012/2013, awareness campaigns and charity events were held in DCU, local GAA Clubs and various towns all over the country, all incorporating the wider community. In April 2013 it culminated in the Cycle For Life core team of 8 completing a 1100km cycle around the coastline of Ireland in aid of The Irish Heart Foundation, Cardiac Risk in the Young and The Cormac McAnallen Trust. The Initiative raised 35,000 and massive awareness of the dangers of undetected heart conditions in both local and national media circles and the wider community throughout the country. Ultimately saving lives.



## What is Cycle For Life?

Cycle for life is an initiative established in September 2012 by DCU student Cormac Ryan aiming to raise awareness of Sudden Adult Death Syndrome and vital funds for various cardiac charities. Since August 2014 it has taken a more holistic approach by adding a mental health charity (Aware), with a major emphasis on battling depression and promoting positive mental health, especially among younger people. Our ultimate vision: 'To Save Lives!'



Over €400000  
Raised Already For



## Cycle For Life and the Community

Cycle for Life engages directly with both local and national communities by travelling the country and telling their story. Awareness campaigns have been hosted in DCU, local GAA clubs, secondary schools and at national sporting events.

By telling our story and nothing more complex than that we are aware of the difference we can make.

## Posters and Photos



## Media Coverage



## Cycle For Life 2015

In August 2014 it was announced that the Cycle For Life Initiative would once again return in 2015 in a 1200km 32 county challenge. The 31/07/15 - 08/08/15 will see the team cover 1200km bringing the message of both positive physical and mental health to every county in Ireland. Since its announcement the initiative has once again raised awareness of positive mental and physical health on both local and national tv, radio, newspapers and social media. The initiative has also held awareness events in DCU and Cormac and the team have given talks on the importance of cardiac screening and mental health at the All Ireland u21 hurling final and in local secondary schools

