



KRIS YIP MEMORIAL FONDO PRINCE GEORGE 2025

2025 Kris Yip Memorial Fondo

The third Kris Yip Memorial Fondo (KYMF) built on the momentum of its inaugural year, once again celebrating Kris's life and passions through cycling while raising awareness of heart health. With 162 riders participating, the Fondo reaffirmed its place as a meaningful event in the Northern BC cycling calendar.

Event Highlights

- **Participation and Reach:** Cyclists travelled from across Northern British Columbia, the Lower Mainland, the Okanagan, and Alberta to participate. Social media activity extended reach further, **engaging 8.7K people on Facebook** and **1.8K on Instagram** (between February 1 and July 31, 2025), with high levels of content interaction and community support.
- **Positive Feedback:** Despite a lower-than-expected survey response rate (influenced by the tragic passing of a local cyclist), the feedback gathered was strongly positive:
 - 85% of riders gave the highest possible recommendation rating
 - Net Promoter Score (NPS): 85.4
 - 93% expressed a definite intent to return next year

Participants highlighted the community spirit, welcoming atmosphere, and the challenge and enjoyment of the route. Volunteers and committee members were consistently praised for their encouragement and dedication.

- **Youth Riders:** We were thrilled to see 14 youth riders on the course this year! A huge leap from 3 last year and a testament to the growing enthusiasm among young cyclists.
- **Community and Fun:** From first-time riders to seasoned cyclists, the Fondo continued to strike a balance between a personal challenge and a community celebration. The positive, family-like environment, combined with the after-ride atmosphere, reinforced the Fondo as both a cycling event and a gathering that honours Kris's legacy in a meaningful way.



Key Learnings and Improvements

Each year, we learn and grow, guided by the voices of those who ride, volunteer, and cheer along the route. Feedback helps us make the Kris Yip Memorial Fondo stronger, safer, and even more fun for everyone.

What We Heard

Participants told us they loved:

- The **sense of community and camaraderie** that defines the event.
- A **welcoming and supportive atmosphere**, from the start line to the finish line.
- **Beautiful route design, friendly volunteers, and smooth organization** make the Fondo feel special in Northern BC.
- The **purpose behind the ride**, celebrate Kris's spirit and bring people together.

Many called it their **"favourite Fondo"** or **"most enjoyable ride ever"**, describing it as well-organized, uplifting, and deeply meaningful.

What We're Improving

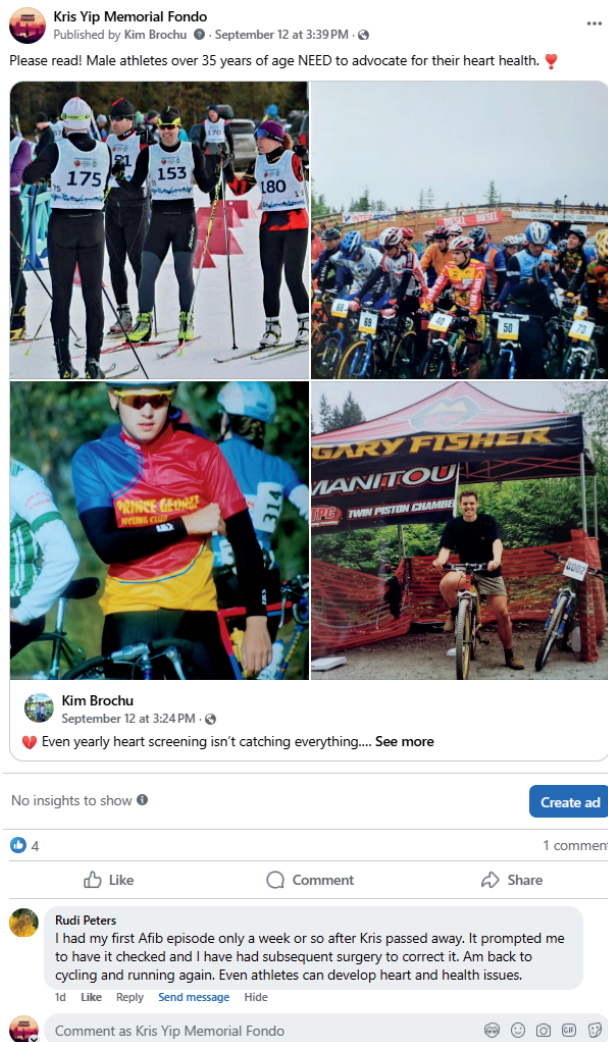
We also heard great suggestions to make next year's event even better:

- **Start & Finish Flow:** We'll slow down the neutral rollout and improve route marshalling, signage, and finish-line direction for smoother traffic management and a safer, more coordinated start. **We're looking into options to invest in traffic control on 1st Ave. and Dominion.*
- **Route Signage:** We'll add earlier directional signs and explore fun, motivational signage along the course.
- **Post-Ride Experience:** We'll aim to diversify food and shade options, enhancing the festival feel, and exploring additional entertainment at the finish.
- **Recognition & Categories:** We'll review opportunities for finisher medals, age/gender categories, and name announcements to celebrate every rider.
- **Communication Enhancements:** We'll make key announcements easier to hear and ensure all event details (like bag check and aid stations) are visible and clear in pre-event materials.

Looking Ahead

The feedback this year was overwhelmingly positive; riders consistently shared that they felt welcomed, inspired, and connected to the event's purpose. We're incredibly proud of how far the Fondo has come and grateful for a community that shares in its growth. We can't wait to welcome everyone back next year to build on this momentum, *stronger, smoother, and more extraordinary than ever.*

Vision and Mission Alignment



The Kris Yip Memorial Fondo remains committed to promoting heart health, safety, and inclusivity, while ensuring Kris's legacy is felt through both advocacy and cycling. In 2025, Kris's sister and event organizer, Kim Brochu, further amplified this mission through advocacy efforts that extended beyond the ride itself. She penned an open letter to the Heart and Stroke Foundation, the BC Ministry of Health, the College of Physicians and Surgeons of BC, and political leaders, a message later shared by Canadian Cycling magazine on their website and social media.

Kim also interviewed with CBC Daybreak North and appeared on CKPG Today, delivering heartfelt interviews that extended the Fondo's impact. Her message was presented again at the close of the Fondo and continues to be shared on KYMF's social channels.

This expansion of the Fondo's advocacy voice underscores its alignment with Kris's legacy and the event's mission to promote awareness, education, and collective action around heart health.



KYMF Vision, Mission, and Values

The Kris Yip Memorial Fondo is dedicated to

- Celebrating the life, values, and passion of Kris Yip by hosting an annual cycling event that brings people together in the spirit of kindness, inclusivity, and sportsmanship.
- Promoting heart health and raising awareness of coronary artery disease, particularly in athletes and physically fit individuals, to encourage broader cardiac screening and prevention efforts.
- Building a supportive and diverse community of cyclists, fostering participation from all levels, and ensuring that everyone, regardless of experience, feels welcome.
- Raising funds to support heart health research and initiatives that focus on early detection and prevention of coronary artery disease in active populations.

Our Vision

To inspire a community where cycling and kindness unite, creating a legacy that celebrates inclusion, sportsmanship, and heart health for all. The Kris Yip Memorial Fondo seeks to be a platform for raising awareness of coronary artery disease while honouring the life and passion of Kris Yip through a shared love of cycling.

Our Values

Inclusion

We welcome cyclists of all levels, abilities, and backgrounds to join in the spirit of participation and togetherness. Whether you are a beginner or a seasoned cyclist, the Kris Yip Memorial Fondo is a place for everyone.

Kindness

Kris embodied kindness in everything he did, and we are committed to fostering a warm and supportive atmosphere where participants and volunteers feel valued and appreciated.

Sportsmanship

Upholding the highest standards of fairness, respect, and camaraderie, we promote a positive competitive spirit that enhances the experience for all participants.

Health Advocacy

We are committed to raising awareness of heart health, particularly the risks of coronary artery disease in athletes. By sharing knowledge and resources, we aim to save lives through education, detection, and advocacy.

Community

Building lasting connections and fostering a sense of belonging within the cycling community is central to the Kris Yip Memorial Fondo. Together, we celebrate Kris's legacy and work towards a healthier, more inclusive future.

Fun

Above all, we aim to create a joyful experience for all participants. The event is as much about celebrating life, joy, and the thrill of cycling as it is about raising awareness and funds for a crucial cause.





Sponsorship Impact

We extend our deepest gratitude to our sponsors for their vital role in the success of the inaugural Kris Yip Memorial Fondo. Your support not only made this event possible but also helped us create a meaningful impact in several key areas:

- Community Engagement,
- Heart Health Awareness,
- Participant Experience,
- Event Growth and Visibility,
- Legacy and Future Impact.

Community Engagement



Your sponsorship enabled us to bring together 162 participants (14 of whom were youth) from various regions, fostering a sense of community and inclusivity that aligns with the spirit of Kris Yip.

The event became a platform for cyclists of all levels to connect, share experiences, and celebrate their shared passion for cycling.

Participant Experience



Thanks to your contributions, we provided a well-organized, enjoyable event that participants rated highly, with 85% likely to recommend the event and 93% eager to return next year. The positive feedback reflects the quality and impact of the experience made possible by our sponsors.

With your support, we raised crucial awareness about coronary artery disease, particularly among athletes and physically active individuals.

The Kris Yip Memorial Fondo is organized through the **Kris Yip Memorial Foundation**. Funds raised through the event will directly contribute to heart health research and initiatives, helping to save lives through early detection and prevention.

By sharing Kris's story, we aim to prevent another devastating death and inspire a future where everyone is more vigilant about heart health.

www.pgcf.ca/fund/Kris-Yip-memorial-fund/25

Heart Health Awareness



Your partnership enhanced our outreach efforts, helping us achieve significant engagement on social media platforms. With a combined reach of 9.4K across Facebook and Instagram and 3.5K content interactions, your brand gained exposure within a highly engaged and appreciative community.

Event Growth & Visibility



Legacy & Future Impact



Your support has laid a strong foundation for the Kris Yip Memorial Fondo's future.

Together, we've not only honored Kris's legacy but also set the stage for a growing event that will continue to inspire, educate, and bring joy to participants while advocating for heart health.

Sponsorship ROI

Your brand's presence was prominently featured throughout the Kris Yip Memorial Fondo, providing excellent visibility and engagement opportunities. From event banners and branded materials at the registration area and finish line, your sponsorship was showcased in key locations to maximize exposure. Additionally, your logo was highlighted on participant jerseys, volunteer shirts, posters, and featured on the KYMF social media channels, reinforcing your support for this meaningful cause.

Below are examples of how your sponsorship assets were displayed, ensuring strong brand recognition and connection with our community of participants and supporters.

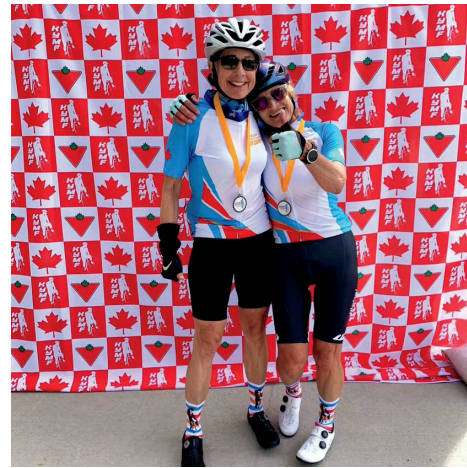
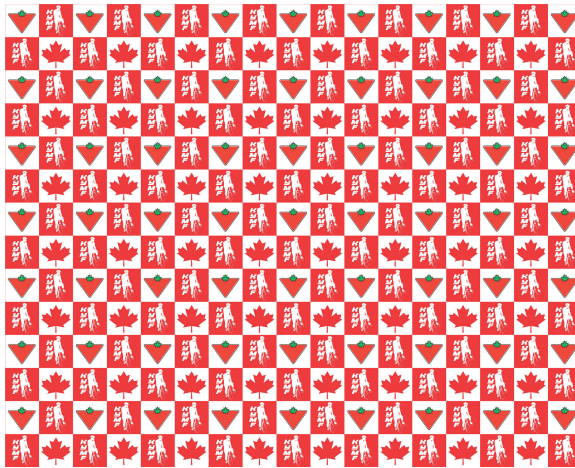
Participant Swag Bag



Water Bottle and Bike Plates



Title Sponsor Backdrop, Participant Package Envelopes, and Posters



SCHEDULE OF EVENTS
 Prince George Conference & Civic Centre
 808 Canada Games Way
 Saturday June 21 2025

7:00 am - 7:45 am	Sign in and bag check
7:45 am - 8:00 am	Official opening welcome
8:00 am	All distances START
10:00 am	Vendor and food trucks open
2:00 pm - 3:00 pm	Draw prizes and presentations
4:00 pm	Finish line closes

PRESENTED BY

We can't wait to see you CRUSH IT!

START is located under the clock tower at Canada Games Plaza. Official FINISH is on Canada Games Way. Please see trade envelope for other important information.

PRESENTED BY

CRUSH IT IN PRINCE GEORGE!
 CANADA GAMES PLAZA

120KM | 95KM | 60KM | **21 JUNE** | **START 08AM**

www.krisiipmemorialfondo.ca

Jersey and Volunteer T-shirts



Venue Signage





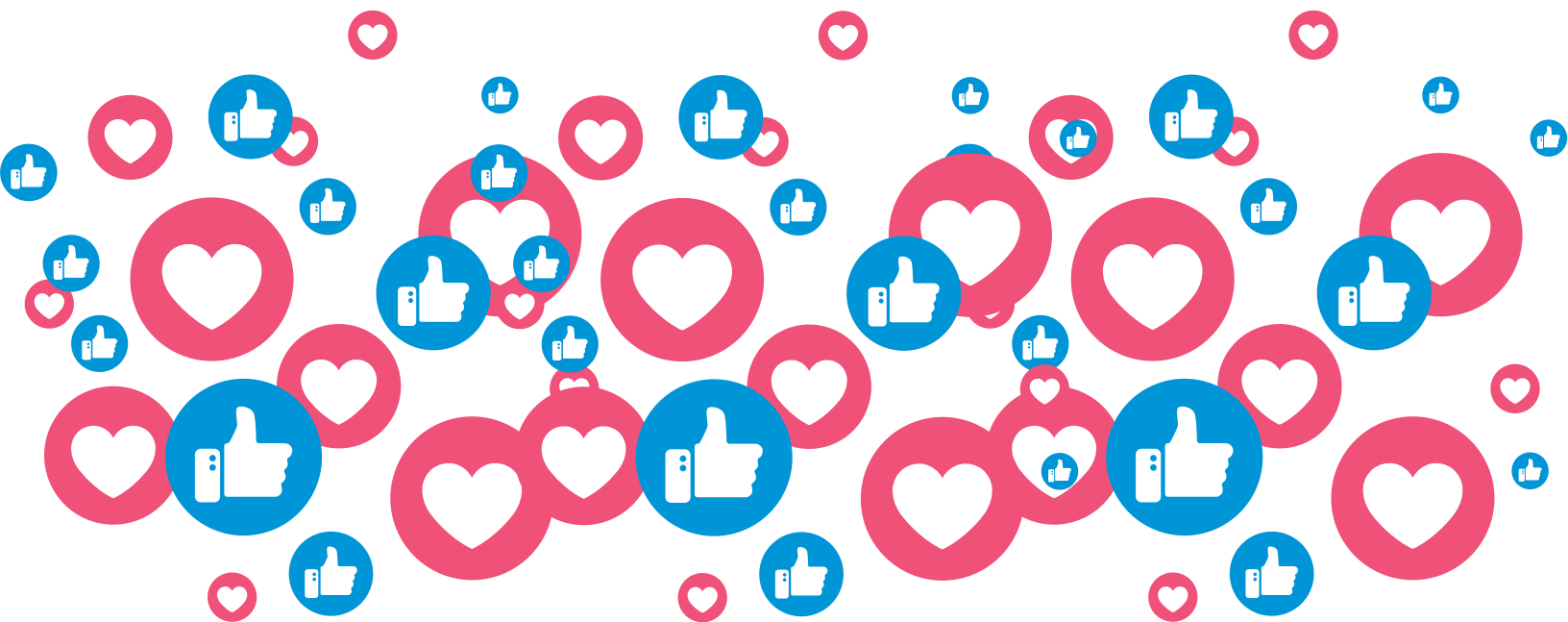
Social Media ROI

Our online presence continues to grow alongside the event itself, with incredible reach, engagement, and storytelling impact. Between **February 1 and July 31, 2025**, the Kris Yip Memorial Fondo generated exceptional organic visibility across Facebook and Instagram:

- **Over 79,000 total organic views;** a **combined 325%+ growth** from the previous year.
- **3,300+ engagements**, showing strong community connection and sponsor visibility.
- No paid ads were used! *Every impression was earned organically* through authentic stories, event updates, and participant enthusiasm.

Top-performing posts celebrated rider stories, registration milestones, and heartfelt community moments, demonstrating that our audience responds most to real people, local pride, and meaningful purpose.

This level of organic reach translates to **tens of thousands of brand impressions** for our sponsors, at no added cost, and showcases the deep community engagement surrounding the Fondo. Our social media platforms remain one of the most effective ways to elevate sponsor visibility and connect with riders, volunteers, and supporters across Northern BC and beyond.



How We Did on Facebook

Content overview

Breakdown: Organic/ads ▾

All Reels Videos Live Posts Stories

Views ⓘ

63.2K

Reach ⓘ

8.4K ↑ 337.1%

3-second views ⓘ

1.3K ↑ 356.6%

1-minute views ⓘ

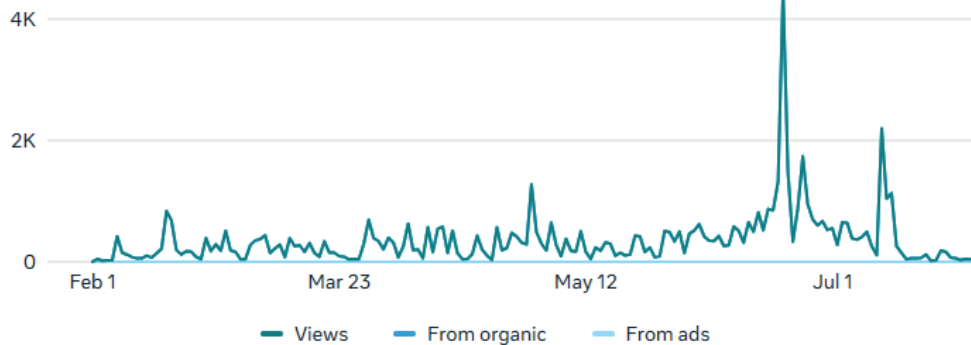
4 ↑ 100%

Content interactions ⓘ

2.5K ↑ 851.2%

Watch time ⓘ

6h 36m ↑ 3



Views breakdown

Feb 1 – Jul 31

Total

63,230

From organic

63,230

From ads

0

Top content by views

Boost content

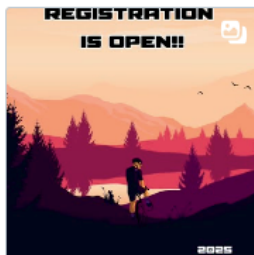
See all content



💛 In Memory of Shane Kelly There are no...

Fri Jul 11, 1:44pm

👁 3.6K ❤ 87
🗨 0 ➡ 1



🚴 REGISTRATION IS OPEN for the 2025...

Sun Feb 16, 4:09pm

👁 2.6K ❤ 63
🗨 10 ➡ 10



What to Expect - After Party Edition: What t...

Wed Jun 18, 9:00am

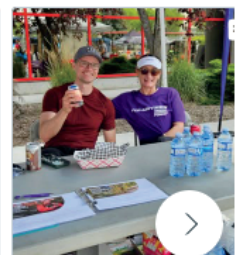
👁 2.1K ❤ 42
🗨 1 ➡ 5



We are incredibly saddened and hurt b...

Thu May 1, 4:50pm

👁 1.3K ❤ 44
🗨 16 ➡ 4

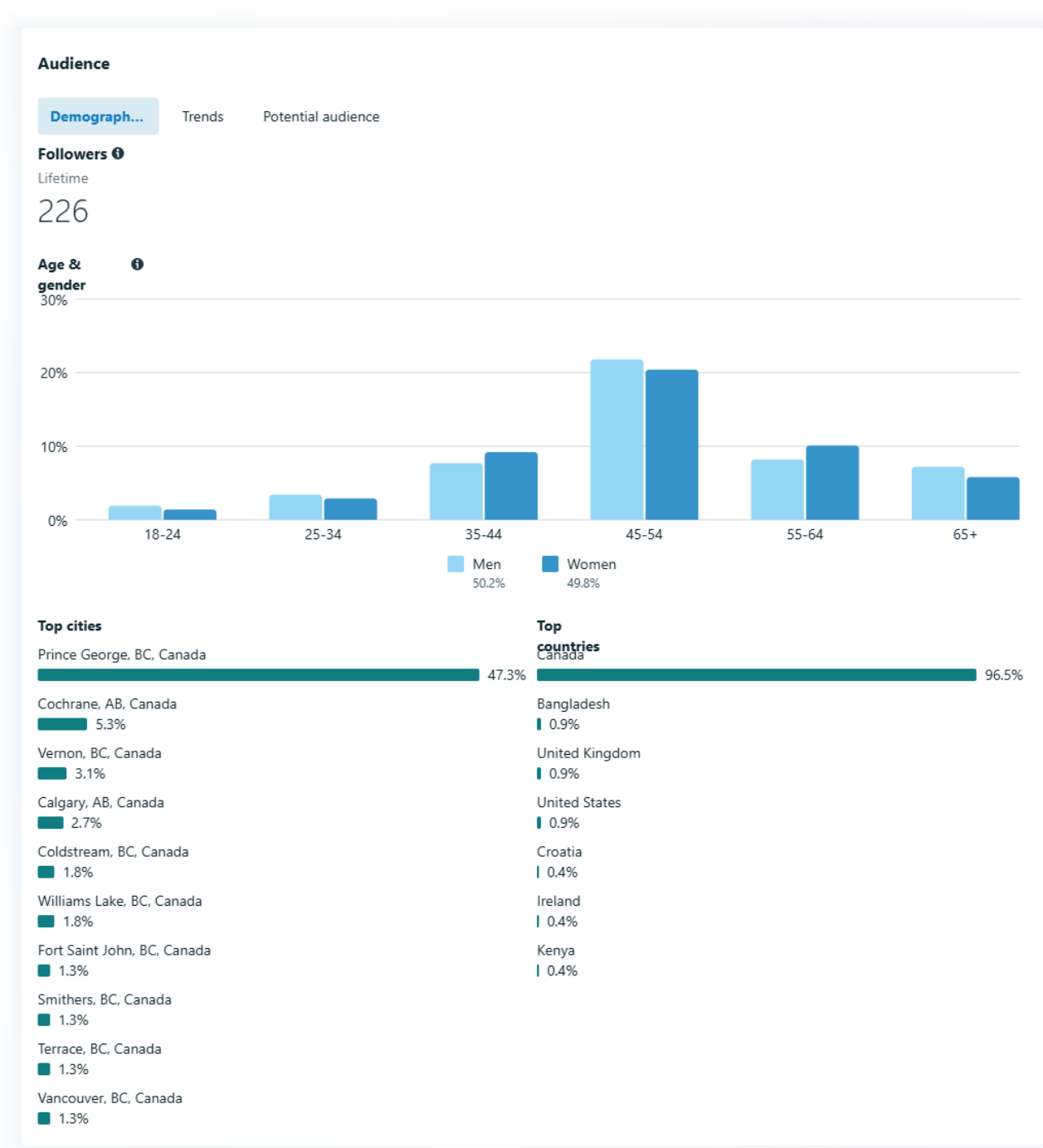


A hearty thank you to all the amazing...

Mon Jun 30, 9:34am

👁 1.3K ❤ 25
🗨 1 ➡ 5

Facebook Demographics



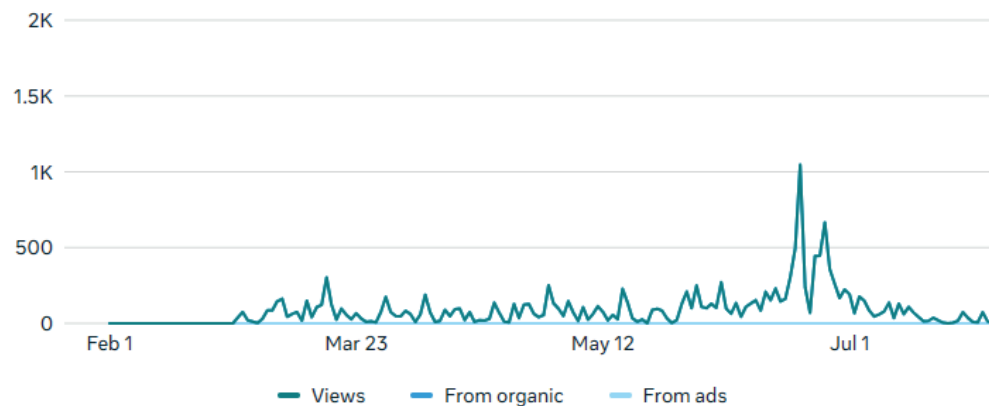
How We Did on Instagram

Content overview

Breakdown: Organic/ads

All Posts Stories

Views **16K** ↑ 100% Reach **1.6K** ↑ 322.7% Content interactions **879** ↑ 100%



Views breakdown

Feb 1 - Jul 31

Total

15,975 ↑ 100%

From organic

15,975 ↑ 100%

From ads

0 0%

Top content by views

Boost content

See all content



Unreal. Inspiring. Unforgettable. You al...

Tue Jun 24, 10:27pm

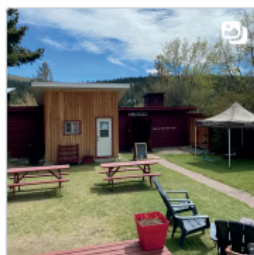
1.5K 19 1 1



To our incredible supporters, thank yo...

Thu Jun 26, 9:00am

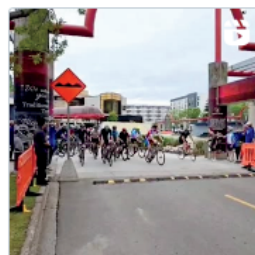
550 17 0 1



Win the ultimate gravel getaway Tutti...

Wed Jun 4, 7:00am

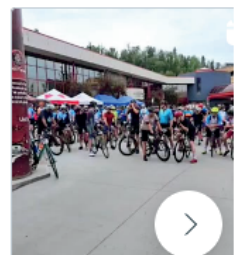
348 11 4 2



110 riders are in - are YOU?! There are...

Wed May 28, 7:10pm

339 23 1 0



Only 4 weeks left to register for the 2025.

Fri May 16, 2:53pm

338 16 0 2

Instagram Demographics

Audience

Demograph...

Trends

Potential audience

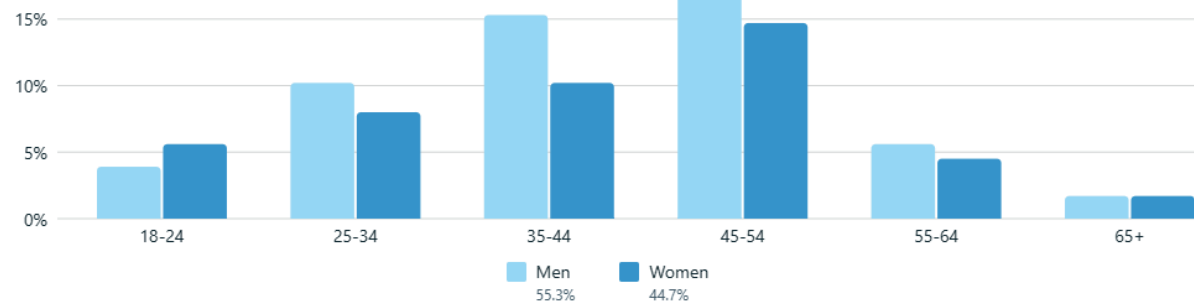
Followers ⓘ

Lifetime

222

Age & gender ⓘ

20%



Top cities

Prince George, BC, Canada

57.7%

Calgary, AB, Canada

6.3%

Kamloops, BC, Canada

1.8%

Vancouver, BC, Canada

1.8%

Victoria, BC, Canada

1.8%

Richmond, BC, Canada

1.4%

Quesnel, BC, Canada

1.4%

Saint-Lambert, QC, Canada

0.9%

Vernon, BC, Canada

0.9%

Surrey, BC, Canada

0.9%

Top

countries

Canada

92.3%

United States

1.4%

China

0.9%

Pakistan

0.9%

United Kingdom

0.9%

Germany

0.5%

Belgium

0.5%

United Arab Emirates

0.5%

Iraq

0.5%

Argentina

0.5%

Title Sponsor Post (example)



Sponsor Posts (Examples)







Innovation and Growth

Each year, we continue to evolve, building on what works, improving what can be better, and keeping participant experience and safety at the forefront.

Website

www.krisyipmemorialfondo.ca



Our custom-built website, launched in 2025, now serves as the central hub for registration, volunteer coordination, and event updates. It allows us to share stories, manage communications, and promote the Fondo more effectively through integrated SEO and marketing tools. Future updates will include expanded photo galleries, potential for merchandise sales, and streamlined volunteer access to assignments and communications.

Safety

Safety has always been at the heart of this event, and it will continue to be our top priority moving forward. In light of recent tragedies within the cycling community, including the loss of Shane Kelly and a rider at the Okanagan Gran Fondo, we are placing renewed focus on **course safety, traffic control, and participant education**.

For 2026, we are:

- Reviewing start and finish logistics to ensure safer, slower rollouts and smoother traffic integration.
- Expanding partnerships with RCMP, traffic management, and local safety officials.
- Enhancing volunteer training for road safety and rider support.
- Increasing rider awareness through pre-event briefings and communications.

Stay Involved

Our focus for 2026 is to grow responsibly, ensuring that every rider, volunteer, and partner feels proud to be part of an event that values community, safety, and heart. Together, we'll continue to honour Kris's legacy through action, connection, and care for every participant who takes part in the ride.

As we look ahead to 2026, we're filled with the same spirit that started it all, one of connection, community, and commitment to something greater than ourselves.

Your support has helped transform the Kris Yip Memorial Fondo into one of Northern BC's most inspiring cycling events; a ride that not only celebrates the sport but also champions heart health, safety, and togetherness.

We invite you to continue this journey with us.

Partner with us for 2026 to deepen your brand's engagement with an active, passionate, and growing community while supporting a cause that truly makes a difference.

THANK YOU FOR YOUR SUPPORT!



For further information and sponsorship options, please reach out to us at krisyipmemorialfondo@gmail.com

Or, scan the QR code below to view the Sponsorship page.

