



PMC Winter Cycle Fact Sheet

About PMC Winter Cycle:

The PMC Winter Cycle, a spoke in the wheel of the [Pan-Mass Challenge](#) (PMC) that kicks off its yearly fundraising campaign, is a charitable spin event held in Boston at Fenway Park. The PMC Winter Cycle is comprised of five 45-minute rides led by popular local spin instructors and brings together hundreds of people of varying athletic ability, who channel physical, mental and emotional energy to fight cancer by raising money for Dana-Farber Cancer Institute (Dana-Farber).

As the first-ever spin event held at Fenway Park, the PMC Winter Cycle holds high-energy cycling sessions led by top Boston instructors. In 2023, the event is moving to The 521 Overlook, located in center field, offering participants an iconic view of Fenway Park as they ride.

This year's PMC Winter Cycle has a fundraising goal of \$750,000, which will kickstart the PMC's 2023 fundraising efforts. In 2022, the PMC Winter Cycle contributed to the organization's record-breaking \$69 million gift to Dana-Farber, 100 percent of which supports cancer research and treatment at the Institute. The PMC is Dana-Farber's single largest contributor, accounting for more than 60 percent of its Jimmy Fund's annual revenue.

For those who want to participate in the ride, there is a non-refundable \$50 registration fee and a \$500 fundraising minimum per session. To become a top fundraiser or Pacesetter, participants must raise at least \$1,000. All fundraising minimums must be met by March 1, 2023.

To learn more about the PMC Winter Cycle and to register for this year's event, visit wintercycle.pmc.org.

Where:

The 521 Overlook at Fenway Park, 14 Lansdowne St, Boston, MA 02215

- Cycling: The 521 Overlook, located in right center field
(After party: Lansdowne Pub, 9 Lansdowne St, Boston, MA 02215)

When:

Saturday, February 4, 2023, from 8 a.m. to 1:45 p.m.

(After party to follow 3 p.m. to 7 p.m.)

Contact:

For questions around participating, fundraising or volunteering, contact Justine Darmanian, justine@pmc.org

For media inquiries around PMC Winter Cycle, contact Taylor Sheehan, taylor.sheehan@porternovelli.com