



## PMC Winter Cycle Fact Sheet

### About PMC Winter Cycle:

PMC Winter Cycle is an indoor charitable spin event held each January in Boston, comprised of six 45-minute rides led by popular local spin instructors. As a “spoke in the wheel” of the [Pan-Mass Challenge](#)'s (PMC) yearly fundraising campaign, the PMC Winter Cycle brings together 1,000 people of varying athletic ability and spin experience, who channel physical, mental and emotional energy to fight cancer by raising money for Dana-Farber Cancer Institute (Dana-Farber). One hundred percent of every dollar raised benefits Dana-Farber, and most participants spin in honor or in memory of a family member or friend fighting cancer, making their ride that much more meaningful.

As the first-ever spinning event held at Fenway Park, each ride during PMC Winter Cycle has its own unique high-energy, team atmosphere with the historic ballpark as a backdrop. Following the event, an after party at Lansdowne Pub is held for riders, friends and supporters to celebrate their efforts in the fight for a cure.

In 2019, the PMC Winter Cycle raised \$456,000 as part of the PMC's record-breaking \$63 million gift to Dana-Farber, 100 percent of which supports cancer research and treatment at the institute. This year's event aims to raise \$500,000, which will kickstart the PMC's 2020 fundraising efforts. There is a non-refundable \$40 registration fee and a \$350 fundraising minimum per session. For those brave enough to face the elements, there is an “extreme rider” option that allows a small group of spinners to partake in their class outdoors, overlooking the field at Fenway. Extreme riders carry a \$700 fundraising minimum per session.

To learn more about PMC Winter Cycle and to register for this year's event, visit <https://wintercycle.pmc.org/>.

### Where:

Fenway Park, 20 Jersey St., Boston, MA 02215

- Spinning: State Street Pavilion
- Registration & Relaxation: EMC Lounge

(After party: Lansdowne Pub, 9 Lansdowne St, Boston, MA 02215)

### When:

Saturday, January 25<sup>th</sup> from 9 a.m. to 3 p.m.

(After party to follow 3 p.m. to 8 p.m.)

### Contact:

For questions around participating, volunteering or fundraising, please contact Justine Darmanian, [justine@pmc.org](mailto:justine@pmc.org)

For media inquiries around PMC Winter Cycle, please contact Ameara Harb, [aharb@conecomm.com](mailto:aharb@conecomm.com)

