



PMC Winter Cycle Fact Sheet

About PMC Winter Cycle:

The PMC Winter Cycle is a charitable stationary cycling event held each January in Boston, comprised of five 45-minute rides led by popular local stationary cycling instructors. As the kick-off to the [Pan-Mass Challenge's](#) (PMC) yearly fundraising campaign, the PMC Winter Cycle traditionally 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).

While PMC Winter Cycle is typically an indoor event, this year, participants will have an even more exclusive experience, with the opportunity to ride **on the field at Fenway Park** (pending City of Boston and public health approval). The PMC remains unwavering in its commitment to its mission, supporting Dana-Farber through these unprecedented times.

As the first-ever stationary cycling event held at Fenway Park, the PMC Winter Cycle makes sure each session led by different instructors has its own high energy. Rides will be led by a group of top Boston area instructors, with each session featuring a live DJ, DJ Chris Roxx, to keep participants moving! If one can't make it to Fenway Park, virtual riders can show their commitment to fundraising for Dana-Farber by cycling from home on a stationary bike with a live stream of each session.

In 2020, the PMC Winter Cycle raised more than \$825,000 as part of the PMC's meaningful gift to Dana-Farber amid the pandemic, 100 percent of which supports cancer research and treatment at the Institute. This year's event will kickstart the PMC's 2021 fundraising efforts. For those who want to participate in the on-field ride, there is a non-refundable \$50 registration fee and a \$1,000 fundraising minimum per session. For those who want to participate virtually in a class led by Boston area's best instructors, there is a non-refundable \$25 registration fee and \$100 fundraising minimum. To become a top fundraiser or Pacesetter, participants must raise at least \$2,000. All fundraising minimums must be met by March 1, 2021. On March 1, a very generous donor will double the impact of the total PMC Winter Cycle fundraising with a 1:1 matching grant, up to \$2 million. (This unrestricted matching gift will be recorded as a general donation and will not be credited to individual riders' fundraising.)

The PMC Winter Cycle and Fenway Park will follow all Boston public health regulations and guidelines by limiting large groups to no more than 50 participants per session and practicing safe, social distancing. Masks are mandatory.

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

- Cycling: On-Field stationary bikes; pending City of Boston and public health approval; weather permitting

When:

Saturday, January 30th from 8 a.m. to 2 p.m.

Registration opens for PMC Winter Cycle Pacesetters on November 10th; general registration opens November 17th

Contact:

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

For media inquiries around PMC Winter Cycle, please contact Ari Billias, arianna.billias@porternovelli.com

