



## Pan-Mass Challenge Fact Sheet

### About the PMC:

The Pan-Mass Challenge® (PMC) is a bike-a-thon that raises more money for charity than any other single athletic fundraising event in the country. Benefiting the Dana-Farber Cancer Institute, the PMC pioneered the \$5 billion athletic fundraising industry when it was founded in 1980 by Billy Starr, who remains the event's executive director and a yearly rider and fundraiser.

The PMC donates 100 percent of every rider-raised dollar directly to Dana-Farber and is the institute's largest single contributor, raising more than 55 percent of the annual revenue at The Jimmy Fund®. In 2018, the PMC gave a record gift of \$56 million to Dana-Farber, the largest ever donated to the institute by an organization, bringing its 39-year contribution to more than \$654 million. In 2019, the PMC has a fundraising goal of \$60 million. If the organization achieves its goal, Overstock.com CEO Patrick Byrne has pledged to donate an additional \$1 million to the cause.

As spokes in the wheel of its fundraising campaign, the organization also hosts PMC Winter Cycle, a charitable indoor spin event, at Fenway Park in January, and more than 33 PMC Kids Rides, mini bike-a-thons that allow children ages two to 15 to fight cancer just like the adults, throughout New England and New York each year.

### The Ride:

The PMC is a fully supported bike-a-thon — with food and water stops, mechanical and medical assistance, luggage transportation and lodging — that runs through 47 towns across Massachusetts. More than 6,600 cyclists from ages 13 to 85 ride each year, choosing from 12 routes ranging from 25 to 192 miles, designed to cater to all levels of cycling and fundraising ability. Cyclists are required to raise between \$600 and \$8,000 to ride in the PMC, depending on the chosen route.

### Timing:

The milestone 40<sup>th</sup> PMC will take place on Aug. 3 and 4, 2019, with three starting lines in Sturbridge, Wellesley and Bourne, and five finish lines in Provincetown (2), Bourne, Wellesley and Foxboro.

### Participants and Partners:

Cyclists travel from 43 states and 10 countries to ride the PMC and some are trained athletes, while others are weekend warriors. Most ride in honor of a family member or friend fighting the disease and more than 900 riders and volunteers are cancer survivors or current patients, considered Living Proof® of the PMC mission. 155 Dana-Farber employees committed to the cause as riders and volunteers in 2018 as well, in some cases to fund their own cancer research.

During PMC weekend and throughout the year, more than 4,000 volunteers donate their time, and 200 corporations provide more than \$7 million in products and services each year. The PMC is presented by the Red Sox® Foundation and New Balance®.

<u>YEARS</u>	<u>RIDERS</u>	<u>VOLUNTEERS</u>	<u>DONATION</u>
1980 - 1989	4,969	1,778	\$3,665,800
1990 - 1999	16,668	11,921	\$38,750,000
2000 - 2012	55,329	31,825	\$332,584,200
2013	5,533	3,300	\$39,000,000
2014	5,500	3,300	\$41,000,000
2015	6,000	4,000	\$45,000,000
2016	6,260	4,000	\$47,000,000
2017	6,209	4,000	\$51,000,000
2018	6,345	4,000	\$56,000,000
39-Year Total	112,264	64,124	<b>\$654,000,000</b>

