



2013 Pan-Mass Challenge Fact Sheet

About the PMC:

The Pan-Mass Challenge is an annual bike-a-thon that today raises more money for charity than any other single athletic fundraising event in the country. The PMC was founded in 1980 by Billy Starr, who remains the event's executive director, an annual cyclist, and a fundraiser. The PMC has since raised \$375 million for adult and pediatric cancer care and research at Dana-Farber Cancer Institute through the Jimmy Fund. In 2012, the PMC gave a record gift of \$37 million. The PMC pioneered the athletic fundraising industry and is today a model of fundraising efficiency. The event donates 100 percent of every rider-raised dollar directly to the cause. In 2012, the PMC generated 52 percent of the Jimmy Fund's annual revenue and was Dana-Farber's single largest contributor. More than 233,000 individual contributions were made to last year's fundraising campaign. In 2013, PMC cyclists will ride with the goal of raising \$38 million for Dana-Farber.

The Ride:

The Pan-Mass Challenge is a fully supported bike-a-thon — with food and water stops, mechanical and medical assistance, luggage transportation, and lodging — that runs through 46 towns across Massachusetts. Approximately 5,500 cyclists ride in the event. Cyclists choose from 11 routes of varying mileage designed to cater to all levels of cycling strength and fundraising ability. There are six two-day routes that range from 153 to 190 miles and five one-day rides that range from 25 to 110 miles. Cyclists are required to raise between \$500 and \$5,000 to ride in the PMC, depending on the chosen route.

When:

The 34th annual PMC is Aug. 3 and 4, 2013. The ride has two starting lines Sturbridge and in Wellesley, and five finish lines in Provincetown (2), Bourne, Wellesley and Foxboro.

Who:

Cyclists travel from 36 states and eight countries to ride in the PMC. Over 350 riders are cancer survivors or current patients. Some PMC cyclists are weekend warriors, others are trained triathletes. Most PMC participants ride in honor of a family member or friend fighting the disease. Cyclists range in age from 13 to 88. The average PMC cyclist is 45 years old, trains for three months, solicits 40 sponsors, and raises more than \$6,000. During PMC weekend and throughout the year, more than 3,000 volunteers donate their time, and 200 corporations provide more than \$5 million in products and services. 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 - 2011 | 50,095 | 28,525 | \$295,584,200 |
| 2012 | 5,234 | 3,300 | 37,000,000 |
| 33 Year Total | 76,966 | 45,524 | \$375,000,000 |

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