



Pan-Massachusetts Challenge®

77 4th Avenue Needham Massachusetts 02494 www.pmc.org



31st Annual Pan-Massachusetts Challenge Aug. 7 & 8, 2010

PMC Fact Sheet

About the PMC:

The Pan-Mass Challenge, an annual bike-a-thon, is a pioneer of the athletic fundraising industry and today raises more money for charity than any other single event in the country. The organization was founded in 1980 and has since raised \$270 million for cancer research and treatment at Dana-Farber Cancer Institute through its Jimmy Fund. The PMC is a model of fundraising efficiency. In 2009, for the third consecutive year, the PMC donated 100 percent of every rider-raised dollar directly to the cause. The PMC generates more than half of the Jimmy Fund's annual revenue and it is Dana-Farber's single largest contributor. Over 250,000 individual contributions were made to last year's fundraising campaign.

The Ride:

The Pan-Massachusetts 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. More than 5,000 cyclists are expected to ride this year. Cyclists choose from ten routes of varying mileage designed to cater to all levels of cycling strength and time availability. Two-day rides include the original 190-mile Sturbridge to Provincetown route; 180-mile Sturbridge-Bourne-Wellesley route; 163-mile Wellesley-Bourne-Provincetown route; the 153-mile Wellesley-Bourne-Wellesley route; the 157-mile Sturbridge-Bourne-Wellesley-Wellesley and the 131-mile Wellesley-Bourne-Wellesley-Wellesley. One-day riders cycle the 110-mile Sturbridge-Bourne route, the 84-mile Wellesley-Bourne route, and the 47-mile Wellesley-Wellesley Sunday loop. In 2010, cyclists are required to raise between \$500 and \$4,200 to ride in the PMC, depending on the chosen route.

When:

The 31st annual PMC will be held on August 7 & 8, 2010. It will begin on Friday, August 6, with an opening ceremony that will be televised live on NECN. The ride has two starting lines on Saturday, Aug. 7, in Sturbridge and in Wellesley, and four finish lines: one-day riders finished in Bourne on Saturday, Aug. 7 or in Wellesley on Sunday, Aug. 8, and two-day riders finished on Sunday, Aug. 8, in either Wellesley or Provincetown.

Who:

Cyclists will travel from 36 states and eight countries to ride in PMC 2010. More than 300 riders will be cancer survivors or current patients. Some PMC cyclists are weekend warriors; others are trained triathletes. Many PMC participants ride in honor of a family member or friend fighting the disease. Cyclists range in age from 13 to 83. The average PMC cyclist is 43 years old, trains for three months, solicits 40 sponsors, and raises more than \$6,000. During PMC weekend and throughout the year, 3,000 volunteers donate their time and 200 corporations provide in-kind donations of products or services. The PMC was founded in 1980 by Billy Starr, who remains the event's executive director, an annual cyclist and a fundraiser. It is presented by the Red Sox Foundation.

Growth:

YEARS	RIDERS	VOLUNTEERS	DONATION
1980 - 1989	4,968	1,778	\$ 3,665,800
1990 - 1999	16,668	11,921	\$ 38,750,000
2000 - 2009	39,972	22,575	\$ 227,200,000
30 Years Total	61,608	36,274	\$ 270,000,000
2010 Goal	5,200	3,000	\$ 31,000,000

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