

(With apologies to MasterCard)
Last year's (3^{1st}) annual PMC
(www.pmc.org)

Riders: 5,000+
Ages: 13 - 83
Volunteers: 2,800
Contributors: 250,000
Money raised: \$33,000,000
Helping find the cure: *Priceless*



July 4, 2011
Dear Friends and Colleagues:

My brother Bob and me in 2008 with
our favorite PMC cheerleaders!

Yes, I'm at it again! For some of you, this is my 8th annual shameless request for a tax deductible donation. In the first 7 years, donations from more than 200 friends and colleagues have brought my total to more than \$40,000. Last year alone, donors helped me raise \$8,400, reaching the "Heavy Hitter" level (>\$6,500) for a third straight year.

Back in April, 2004 I began training to ride in the 25th annual Pan-Massachusetts Challenge. That August, I joined my brother and nearly 4,000 other cyclists for the two day, 190 mile bicycle ride across Massachusetts. Now, over the previous 31 years, the PMC has raised over \$300 million for cancer research and treatment for the Boston based Dana-Farber Cancer Institute. Last year alone, despite the tough economy, some 5,000 of us raised more than \$30 million from 250,000 donors like you. *Every penny* of the money raised by riders went to the Dana-Farber. This year, nearly 5,200 cyclists have registered so far to ride. Our goal: \$34 million!

My original incentive for getting back in shape to ride in the PMC was the death in 2002 of my sister, Arlene, ending a four year dance with breast cancer. Since then, I've encountered so many people who have lost loved ones, and numerous others who overcame their own personal experience with cancer. In 2006, I added another reason to ride. One of my nieces, Laura, was diagnosed with an aggressive type of liver cancer after having been successfully treated for eye cancer 10 years earlier. Until 2009, she had still been defying the odds, but that December I had to say goodbye to her, too.

So now, on August 6th and 7th I'll be riding in my 8th PMC to again honor those whose lives ended early because of cancer, to help further research and treatment efforts so that more may live, and to celebrate those who are still with us because of the many advances that have been made in treatment.

I will be grateful if you are able to help again this year. Tax deductible donations (payable to "Pan-Mass Challenge") can be mailed to me, or an eGift can be made on-line at www.pmc.org using my eGift ID: "PS0099". For more information and pictures: <http://www.drpaulschenk.com/PMC.htm>

Please send me your e-mail address, too, so I can keep you posted and acknowledge your gift. Thank you!

Paul W. Schenk, Psy.D.
drpaulschenk@earthlink.net



A small part of the 2009 PMC start in Sturbridge, MA