



Pan-Massachusetts Challenge



2008 Fact Sheet

About the PMC:

The Pan-Massachusetts 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. In 2007, the PMC raised \$33 million, and, since 1980, it has raised more than \$204 million for cancer research and treatment at Dana-Farber Cancer Institute through its Jimmy Fund. The PMC is a model of fundraising efficiency. In 2007, the PMC donated 100 percent of every rider-raised dollar directly to the cause. The PMC generates half of the Jimmy Fund's annual revenue and it is Dana-Farber's single largest contributor. Over 230,000 individual contributions were made in last year's fundraising campaign. This year's goal is to raise \$34 million.

The Ride:

The Pan-Massachusetts Challenge is a fully supported bike-a-thon — with food and waterstops, mechanical and medical assistance, luggage transportation, and lodging — that runs through 46 towns across Massachusetts. More than 5,500 cyclists are expected to ride this year. Cyclists choose from seven 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; or the 153-mile Wellesley-Bourne-Wellesley route. One-day riders cycle the 110-mile Sturbridge-Bourne route, the 84-mile Wellesley-Bourne route, and the 47-mile Wellesley-Wellesley Sunday loop. Cyclists were required to raise between \$1,300 and \$4,000 to ride in the PMC, depending on the chosen route.

When:

The 29th annual PMC will be held on August 1, 2 and 3, 2008. It will begin on Friday, Aug. 1, with an opening ceremony that will be televised live on NECN. The ride has two starting lines on Saturday, Aug. 2, in Sturbridge and in Wellesley, and four finish lines: one-day riders finished in Bourne on Saturday, Aug. 2 or in Wellesley on Sunday, Aug. 3, and two-day riders finished on Sunday, Aug. 3, in either Wellesley or Provincetown.

Who:

Cyclists will travel from 36 states and eight countries to ride in PMC 2008. Nearly 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 15 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, 2,600 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 and Overstock.com.

Growth:

YEAR	RIDERS	CONTRIBUTION
1980	36	\$10,200
1985	472	\$250,000
1990	980	\$1.3 million
1995	1,715	\$3.5 million
2000	2,847	\$12.5 million
2005	3,883	\$23 million
2007	4,960	\$33 million

MEDIA CONTACT: Jackie Herskovitz (617) 269-7171 jackie@pmc.org

