



## 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 57 percent of the annual revenue at The Jimmy Fund®. In 2019, the PMC raised a record-breaking \$63 million for Dana-Farber, the largest financial gift the institute has ever received, bringing its 40-year contribution to more than \$717 million.

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 25 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, which typically includes 12 routes spanning 25 to 192 miles over the first weekend of every August. This year's ride has been reimagined due to the coronavirus pandemic. PMC 2020 Reimagined will bring to life the spirit of PMC weekend, including many of the beloved activities that riders, volunteers, donors and spectators partake in during the traditional PMC – complete with fun twists and unique virtual adaptations that make it easy to participate from home or their neighborhood.

### Timing:

PMC 2020 Reimagined will take place on Saturday, August 1, bringing together thousands of riders, volunteers, donors and supporters from their hometowns around the globe to make an unparalleled impact in the fight against cancer.

### Participants and Partners:

PMC riders and volunteers hail from 43 states and 12 countries. Most participate in honor of a family member or friend fighting the disease and more than 950 riders and volunteers are cancer survivors or current patients, considered Living Proof® of the PMC mission. More than 150 Dana-Farber employees committed to the cause as riders and volunteers in 2019 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 essential funds, products and services each year. The PMC is presented by the Red Sox® Foundation.

<b>YEARS</b>	<b>RIDERS</b>	<b>VOLUNTEERS</b>	<b>DONATION</b>
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
2019	6,804	4,000	\$63,000,000
40-Year Total	119,068	68,124	<b>\$717,000,000</b>

