



PMC Unpaved Fact Sheet

About PMC Unpaved:

PMC Unpaved is a new one-day charitable gravel bike-a-thon that will take place in Massachusetts' Berkshires on Saturday, October 1, 2022. Off-road cycling has increased in popularity in recent years, particularly through the pandemic, and the [Pan-Mass Challenge](#) (PMC) is excited to deliver a new type of fundraising ride for its community and beyond. As a 'spoke in the wheel' of the organization's yearly fundraising campaign, PMC Unpaved will bring together up to 500 new and existing PMC riders for a fun and challenging off-road cycling experience to raise money for Dana-Farber Cancer Institute (Dana-Farber).

PMC Unpaved will include two off-road gravel routes, 30- and 50-mile options (dubbed "The Raven" and "The Eagle," respectively), allowing riders of varying ability to participate in the PMC's mission. As with all PMC cycling events, 100% of every rider-raised dollar from PMC Unpaved will directly benefit lifesaving cancer research and treatment as part of the PMC's 2022 gift to Dana-Farber. In 2022, the PMC has a fundraising goal of \$66 million.

For those interested in participating in PMC Unpaved, registration opened to the public on Tuesday, May 3. There is a non-refundable registration fee ranging from \$150-200 and a \$1,500 fundraising minimum for all riders. Participants who have raised at least \$3,000 will be recognized as 'Summit Fundraisers' and receive special acknowledgement. All fundraising minimums must be met by November 1, 2022.

To learn more about PMC Unpaved and to register for this year's event, visit [Unpaved.org](https://unpaved.org).

Where:

Camp Mah-Kee-Nac, [6 Hawthorne Rd, Lenox, MA 01240](#)

When:

Saturday, October 1, 2022

- Rider Check-In and Entertainment will take place on Friday, September 30, 2022
- Rider Registration opened Tuesday, May 3, 2022

Contact:

For questions around participating, fundraising or volunteering, contact Bill Alfano, alfano@pmc.org
For media inquiries around PMC Unpaved, contact Ameara Harb, Ameara.Harb@porternovelli.com