



## Pan-Mass Challenge Fact Sheet

### About the PMC:

The Pan-Mass Challenge® (PMC) is a bike-a-thon that today 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 \$4 billion athletic fundraising industry when it was founded in 1980 by Billy Starr, who remains the event’s executive director, an annual cyclist and a 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 52 percent of the annual revenue at The Jimmy Fund®. The PMC has raised more than a half-billion dollars for adult and pediatric cancer care and research at Dana-Farber since 1980. In 2016, the PMC gave a record gift of \$47 million and was honored as Program of the Year by the Peer-to-Peer Professional Forum.

### The Ride:

The PMC 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 6,200 cyclists from ages 15 to 84 rode in 2016, choosing from 12 routes designed to cater to all levels of cycling and fundraising ability. There are six two-day routes that range from 132 to 192 miles and six one-day rides that range from 25 to 110 miles. Cyclists are required to raise between \$500 and \$7,500 to ride in the PMC, depending on the chosen route.

### Timing:

The 38<sup>th</sup> PMC will take place on Aug. 5 and 6, 2017, with three starting lines in Sturbridge, Wellesley and Bourne, and five finish lines in Provincetown (2), Bourne, Wellesley and Foxboro.

### Participants and Partners:

Cyclists travel from more than 40 states and seven countries. Some PMC cyclists are weekend warriors, others are trained triathletes. Most ride in honor of a family member or friend fighting the disease. Six hundred riders and volunteers are cancer survivors or current patients, and considered Living Proof® of the PMC mission. The average PMC cyclist is 45 years old, trains for three months, solicits 40 sponsors and raises more than \$7,000. During PMC weekend and throughout the year, more than 4,000 volunteers donate their time, and 200 corporations provide more than \$5 million in products and services each year. The PMC is presented by the Red Sox® Foundation and New Balance®.

<u>YEARS</u>	<u>RIDERS</u>	<u>VOLUNTEERS</u>	<u>DONATION</u>
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	6,200	4,000	\$47,000,000
37 Year Total	93,999	56,124	<b>\$547,000,000</b>

