



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 53 percent of the annual revenue at The Jimmy Fund®. In 2017, the PMC gave a record gift of \$51 million to Dana-Farber, bringing the PMC's 38-year contribution to Dana-Farber to more than \$598 million since its inception in 1980. In 2018, the PMC has a fundraising goal of \$52 million.

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 6,300 cyclists from ages 13 to 85 will ride in 2018, 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 \$600 and \$8,000 to ride in the PMC, depending on the chosen route.

Timing:

The 39th PMC will take place on Aug. 4 and 5, 2018, 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 43 states and ten countries. Some PMC cyclists are weekend warriors, others are trained triathletes. Most ride in honor of a family member or friend fighting the disease. More than 900 riders and volunteers are cancer survivors or current patients, and considered Living Proof® of the PMC mission, and 155 Dana-Farber employees have committed to the cause as riders and volunteers as well.

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 \$7 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
2017	6,200	4,000	\$51,000,000
38 Year Total	100,199	60,124	\$598,000,000

