



Billy Starr
Founder & Executive Director
Pan-Mass Challenge

As Founder and Executive Director of the Pan-Mass Challenge, Billy Starr has dedicated 39 years to funding life-saving breakthroughs in cancer research. Combining his passion for cycling with his activist spirit, Starr has led the organization in contributing more than \$654 million for adult and pediatric cancer care and research at Dana-Farber Cancer Institute.

Founded in 1980, the PMC, a bike-a-thon with 12 routes ranging from 25 to 192 miles, raises more money for charity than any single athletic fundraising event in the country and contributes 100 percent of every rider-raised dollar to Dana-Farber. In 2018, the organization raised \$56 million for Dana-Farber, the largest gift ever contributed to the institute by an organization, representing more than 54 percent of the Jimmy Fund's annual revenue. The PMC is Dana-Farber's single largest contributor.

Starr has built a unique organization that performs at a level of proficiency rarely found in either the corporate or nonprofit worlds. The PMC infrastructure consists of ten full-time and six part-time employees; a 13-person volunteer coordinating staff; a 14-person Board of Trustees; 6,300+ cyclists; 4,000 volunteers; 200 companies, which donate more than \$7 million worth of merchandise and services; and more than 227,000 individuals who sponsor PMC cyclists.

Starr has received many honors throughout his time with the PMC. In 1993, the Jimmy Fund honored Starr and the PMC at Fenway Park by awarding him the Tom & Jean Yawkey Memorial Award for outstanding service. In 1998, Starr was the speaker at Babson College's graduate commencement and received an honorary degree for "entrepreneurial vision and leadership." In 2004, Starr was featured in a documentary about entrepreneurs entitled *Lemonade Stories*, along with corporate moguls Richard Branson, Russell Simmons and Arthur Blank. That same year, Dana-Farber awarded Starr the Sidney Farber Medical Research Award, a very prestigious honor given to those who have made an exceptional contribution to reduce the burden of cancer on society. In 2006, the National Lung Cancer Alliance presented Starr with its Lifetime Achievement Award. Starr received an honorary degree from Bay Path College in 2008 where he also served as commencement speaker. The Friends of Dana-Farber honored Starr in 2010 for his more than 30 years of support and service to the Institute. In 2014, Starr received the President's Council on Fitness, Sports & Nutrition's Community Leadership Award and an honorary degree from Salem State University where he also served as commencement speaker. In 2017, the PMC was honored as Program of the Year by the Peer-to-Peer Professional Forum.

Starr consults on event programming around the globe. He's worked with Pelotonia to benefit the James Cancer Center in Columbus, OH; the Eagles Autism Challenge in Philadelphia, PA; the Dolphin Cycling Challenge for the Sylvester Comprehensive Cancer Center in Miami, FL; Pedal the Cause for the Siteman Cancer Center in St. Louis, MO; the Ride to Conquer Cancer for Princess Margaret Hospital in Toronto; Cure on Wheels for the Moffitt Cancer Center in Tampa, FL; the Aspen Ride for the Cure for the Susan Komen Group in Aspen, CO; and with a cycling fundraising event in Tuscany, Italy.

Before starting the PMC, Starr was a reporter for newspapers in Massachusetts and Colorado, worked in public relations, and was the squash coach at Babson College. He received his bachelor's degree from the University of Denver in 1973, a Master's in Education from Northeastern University in 1978, an honorary Doctorate of Laws from Babson College in 1998, and an honorary degree from Bay Path College in 2008. An avid cyclist, skier, and racquet player, Starr has ridden in and fundraised for his own event for each of its 39 years. Starr lives with his wife, Meredith, and daughters, Hannah and Sophia, in Wellesley, MA.

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