



PMC Winter Cycle Fact Sheet

About PMC Winter Cycle:

PMC Winter Cycle is a way to channel physical, mental and emotional energy to fight cancer. Empowering their year, participants resolve to find a cure for all types of cancer by raising money for Dana-Farber Cancer Institute (Dana-Farber).

Regardless of their athletic ability and cycling experience, those who participate in PMC Winter Cycle have an emotional commitment to helping others, while joining in an effort much larger than themselves. In return, they experience a powerfully inspiring event, make new friends and empower their year.

The Event:

PMC Winter Cycle is the first ever indoor cycling event held at Fenway Park, bringing together 1,000 participants in a high-energy, team atmosphere, creating a robust community of support. PMC Winter Cycle 2018 has a fundraising goal of \$500,000, as part of the PMC's overall 2018 fundraising campaign.

The event will be hosted at Fenway Park, and will be followed by an after party at Lansdowne Pub for cyclists, friends and supporters to celebrate their efforts in the fight for a cure.

When:

Saturday, January 27th from 8 a.m. to 2 p.m.
(After party to follow)

Where:

Fenway Park, Yawkey Way, Boston, MA 02215

- Indoor Cycling: State Street Pavilion
- Relaxation, Health and Fitness Expo: EMC Lounge

(After party: Lansdowne Pub, 9 Lansdowne St, Boston, MA 02215)

Who:

Athletes travel from Boston and beyond to participate in PMC Winter Cycle. Most participants cycle in honor or in memory of a family member or friend fighting cancer.

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. The PMC was founded in 1980 by Billy Starr, who remains the event's executive director, an annual cyclist, and a fundraiser. The PMC has since raised \$598 million for adult and pediatric cancer care and research at Dana-Farber through the Jimmy Fund, accounting for more than 52% of the Jimmy Fund's annual revenue. Both the PMC and PMC Winter Cycle donate 100% of every rider-raised dollar directly to Dana-Farber. PMC Winter Cycle intends to continue the PMC model of efficiency while simultaneously increasing the level of participation. PMC Winter Cycle offers athletes another opportunity to commit to the cause and the fight against cancer. For more information about the PMC and PMC Winter Cycle, visit www.pmc.org and www.wintercycle.org.