



PMC Unpaved Fact Sheet

About PMC Unpaved:

PMC Unpaved is a one-day charitable gravel ride that will take place in Massachusetts' Berkshires on Saturday, September 23, 2023. With off-road cycling popularity increasing in recent years, the [Pan-Mass Challenge](#) (PMC) will offer this unique fundraising ride for its community and beyond after a successful inaugural event in October 2022. 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 2023 will include two off-road gravel routes, 50- and 30-mile options (dubbed "The Eagle" and "The Raven," respectively), allowing riders of varying ability to participate in the PMC's mission. As with all PMC cycling events, 100 percent of every rider-raised dollar from PMC Unpaved will directly benefit lifesaving cancer research and treatment as part of the PMC's gift to Dana-Farber. In 2022, PMC Unpaved contributed to PMC's record-breaking \$69 million gift to Dana-Farber. The PMC is Dana-Farber's single largest contributor, accounting for more than 60 percent of its Jimmy Fund's annual revenue.

For those interested in participating in PMC Unpaved, 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, 2023.

To learn more about PMC Unpaved and to register for this year's event, visit unpaved.org.

Where:

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

When:

Saturday, September 23, 2023

- Rider check-in and entertainment will take place on Friday, September 22, 2023
- Registration will open for Summit Fundraisers on April 4, 2023
- General registration will open on April 6, 2023

Contact:

For questions around participating, fundraising or volunteering, contact Bill Alfano, alfano@pmc.org

For media inquiries around PMC Unpaved, contact Taylor Sheehan, Taylor.Sheehan@porternovelli.com