



PMC Unpaved Fact Sheet

About PMC Unpaved:

PMC Unpaved is a charitable gravel cycling experience in Massachusetts' Berkshires hosted by the Pan-Mass Challenge (PMC) each fall. The 3rd PMC Unpaved will take place on Saturday, September 28, 2024. As a spoke in the wheel of the organization's yearly fundraising campaign, PMC Unpaved brings together hundreds of new and existing PMC riders for the ultimate gravel ride and camp experience to raise money for Dana-Farber Cancer Institute (Dana-Farber).

PMC Unpaved 2024 begins on Friday, September 27, around the campfire with s'mores, live music and community bonding. The PMC Unpaved ride itself is on Saturday, September 28, which includes two gravel routes – a 50- or 30- mile option (dubbed "The Eagle" and "The Raven," respectfully), allowing riders of varying ability to participate in the PMC's mission. Riders will cycle on and off the charming country roads of the Berkshires through western Massachusetts and into New York state. Following the ride, the PMC Unpaved camp experience continues Saturday afternoon and evening with live entertainment, activities for riders and their loved ones, and a speaking program featuring PMC leadership and members of its Living Proof community, a special group of riders and volunteers who have faced – or are currently facing – cancer diagnoses.

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 2024 gift to Dana-Farber. In 2024, the PMC has a record-breaking fundraising goal of \$75 million for Dana-Farber. As of July 2024, the PMC has crossed \$1 billion in lifetime fundraising for Dana-Farber since 1980. The PMC is Dana-Farber's single largest contributor, accounting for 62 percent of its Jimmy Fund's annual revenue.

For those interested in experiencing PMC Unpaved, rider registration is now open. There is a non-refundable registration fee ranging from \$150-200 and a fundraising minimum of \$1,500 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, 2024.

Those interested in experiencing PMC Unpaved for themselves can visit unpaved.org to learn more.

Where:

Camp Mah-Kee-Nac, 6 Hawthorne Rd, Lenox, MA 01240

When:

Saturday, September 28, 2024

- Rider check-in and entertainment will take place on Friday, September 27, 2024

Contact:

For questions around participating, fundraising or volunteering, contact Justine Darmanian, justine@pmc.org

For media inquiries around PMC Unpaved, contact Emily Tosatti, emily.tosatti@porternovelli.com