



2025 PMC Kids Rides Fact Sheet

The Program:

The PMC Kids Rides Program is a spoke in the wheel of the PMC’s yearly fundraising campaign, featuring mini bike-a-thons throughout New England that involve children ages 2 to 15 in the PMC mission by providing them the opportunity to fight cancer just like adults. From a short obstacle course for tricycles to a 10-mile trek, the PMC Kids Rides vary in terrain and mileage to engage and challenge young cyclists of all skill levels.

The original PMC Kids Ride sprouted as a grassroots effort in 1998 when 13 children rode around their Medfield neighborhood 25 times and raised \$1,600. The current PMC Kids Rides program began in 2005 and, throughout the past 19 years, PMC Kids Rides have been held throughout New England.

In 2024, 21 PMC Kids Rides attracted 1,475 young cyclists and 503 volunteers to raise more than \$422,000 as part of the Pan-Mass Challenge’s (PMC) record-breaking \$75 million gift to Dana-Farber Cancer Institute. In 2025, the PMC will host 25 rides for 2,500 young cyclists to raise critical funds for Dana-Farber, with 100 percent of rider-raised dollars contributing to the PMC’s annual gift. The PMC, which is Dana-Farber’s largest single contributor, representing 66 percent of the Jimmy Fund’s annual revenue, has raised over \$1 billion since 1980.

The PMC Kids Rides program is presented by Yawkey Foundation; program sponsors include Yasso, 105.7 WROR, and Landry’s Bicycles. The PMC is co-presented by the Red Sox® Foundation and M&T Bank.

The Mission:

PMC Kids Rides engage young cyclists in the organization’s mission: raising money for adult and pediatric patient care and cancer research at Dana-Farber Cancer Institute. In addition to promoting physical activity, the program teaches children the value of working for the benefit of others. These rides help kids bring the PMC, and its mission, to the next generation.

The Fundraising:

Children have a \$20 registration fee, a fundraising commitment of \$40 and are asked to raise money by requesting contributions from family members, friends, and neighbors. Each rider who raises \$500 or more will be honored as a PMC Kids Heavy Hitter, and riders who raise over \$1,000 will be honored as a PMC Kids Breakaway Fundraiser. Both PMC Kids Heavy Hitters and Breakaway Fundraisers are recognized with a special PMC item and certificate to distinguish their achievement.

Growth:

<u>Year</u>	<u>Number of Rides</u>	<u>Riders</u>	<u>Volunteers</u>	<u>Contribution</u>	<u>Parental Support</u>
1998	1			\$1,600	
2005-2011	178	28,321	6,002	\$3,911,818	8,800
2012-2024	342	39,306	15,816	\$8,130,270	37,600
TOTAL	521	67,627	21,818	\$12,043,688	46,400

For more information about the PMC Kids Rides program, please visit kids.pmc.org or contact Justine Darmanian at 781-343-4012 or justine@pmc.org.