



## PMC Kids Rides 2026 Fact Sheet

**About PMC Kids Rides:** The PMC Kids Rides Program is another spoke in the wheel of the Pan-Mass Challenge’s yearly fundraising campaign. The program features mini bike-a-thons throughout New England that involve children ages 2 to 15 and aligns with the PMC mission of providing a younger generation with the opportunity to fight cancer just like adults. From fun tricycle obstacle courses to challenging 10-mile rides, PMC Kids Rides offer a variety of terrains and distances designed to engage and inspire young cyclists of every skill level.

The original PMC Kids Ride was born as a grassroots effort in 1998 when 13 children rode around their Medfield, MA neighborhood 25 times and raised \$1,600. The current PMC Kids Rides program began in 2005 and, throughout the past 21 years, PMC Kids Rides have been held throughout New England.

In 2025, 20 PMC Kids Rides attracted more than 1,700 young cyclists and 550 volunteers who raised \$400,000 as part of the PMC’s record-breaking \$78 million gift to Dana-Farber Cancer Institute. In 2026, the PMC will again host 20 or more rides for 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 is Dana-Farber’s largest single contributor, representing 67 percent of the Jimmy Fund’s annual revenue, and has raised over \$1.1 billion for cancer treatment and research since 1980.

The PMC Kids Rides program is presented by Yawkey Foundation; program sponsors include 105.7 WROR, Landry’s Bicycles, New Balance, and Zenni Optical. 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:

PMC Kids Rides empower children to take an active role in the fight against pediatric cancer by reaching achievable fundraising goals. For each ride there is a \$20 registration fee, a fundraising commitment of \$40, and children are asked to raise money by requesting contributions from family members, friends, and neighbors. Riders receive special recognition at the \$100, \$500, and \$1,000 fundraising levels. Riders who reach these fundraising levels are recognized with a commemorative PMC item and an official certificate to distinguish their achievement.

### Growth:

<u>YEARS</u>	<u>NUMBER OF RIDES</u>	<u>RIDERS</u>	<u>VOLUNTEERS</u>	<u>DONATION</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
2025	20	1,700	550	\$405,000	2,500
<b>Total:</b>	<b>541</b>	<b>69,327</b>	<b>22,368</b>	<b>\$12,448,688</b>	<b>48,900</b>

For more information about the PMC Kids Rides program, please visit [kids.pmc.org](https://kids.pmc.org) or contact Justine Darmanian at 781-343-4012 or [justine@pmc.org](mailto:justine@pmc.org).



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