

On July 3, 1983,

20 riders left on a bicycle journey that followed the 1,000-mile perimeter of Pennsylvania.

This inaugural Pennsylvania Perimeter Ride Against Cancer (PPRAC) raised \$20,000 for the Lehigh Valley Unit of the American Cancer Society. Today, the PPRAC is organized on an every-other-year format with riders covering 500 miles in six days of cycling through some of the most scenic roads leading to Pennsylvania. Over the years we've raised over a million dollars.

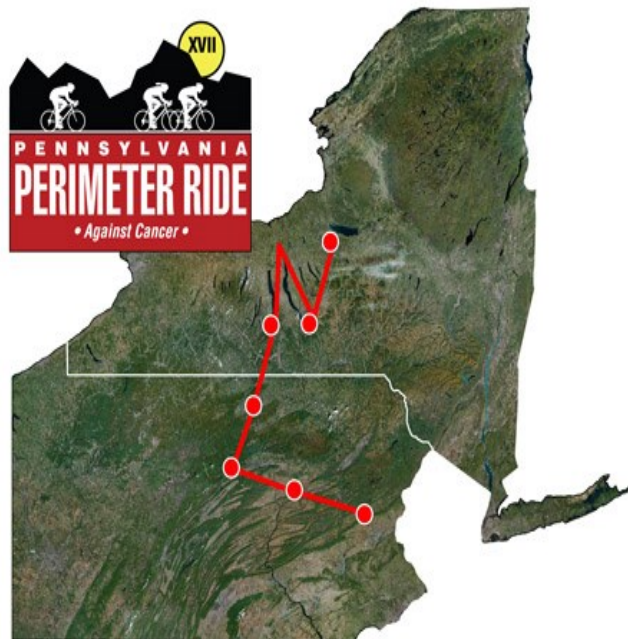
PPRAC XVII will roll August 2 – August 8th, 2015. We have 70 riders who have made a commitment to fight cancer. In return, they will experience a well-organized, challenging, beautiful and memorable ride.

The American Cancer Society is the nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service.

Dream Come True's mission is to promote and enrich the lives of children who are seriously, chronically or terminally ill. We offer children with life threatening illnesses the chance to hope, dream and live their fantasies.

Dream Come True fulfills dreams for children who have been diagnosed with a life altering medical illness. Dreams can be trips, cruises, meeting celebrities, redecorated bedrooms, shopping sprees and special gifts. Once a child has been fulfilled a dream from Dream Come True they are eligible for our college scholarship program if they attend college in the future. They are awarded an annual scholarship up to 5 years. If a child unfortunately passes away Dream Come True helps with funeral expenses.

95% of the funds raised by the rides supports these two charities. 85% to the Lehigh Valley American Cancer Society and 15% to Dreams Come True.



The Pennsylvania Perimeter Ride Against Cancer

is a six-day cycling tour. It is not a race and the route is mapped accordingly. The route is scenic, enjoyable and at times quite arduous. Organizers typically find the most challenging and rewarding hills along the way.

The 2015 route for the Pennsylvania Perimeter Ride Against Cancer begins in Syracuse, New York, wraps around some of the Finger Lakes, goes past the Grand Canyon of Pennsylvania, and then up and over some of the hills along the Susquehanna River on the way to the finish in Palmerton, PA.

2015 PPRAC ROUTE

- Day 1 Syracuse to Ithaca, NY: 80 Miles
- Day 2 Ithaca to Watkins Glen, NY: 100 Miles
- Day 3 Watkins Glen, NY to Wellsboro, PA: 75 Miles
- Day 4 Wellsboro to Lock Haven, PA: 80 Miles
- Day 5 Lock Haven to Bloomsburg, PA: 100 Miles
- Day 6 Bloomsburg to Palmerton, PA: 70 Miles

SPONSORSHIP OPPORTUNITIES

The Pennsylvania Perimeter Ride Against Cancer is a powerful team building event that helps you join the fight against cancer and celebrate survivorship. This event provides your company the opportunity to engage employees, their families, and the local community to join in the fight against cancer and share the benefits that come from supporting one of America's most unifying causes.

Please join other area business leaders as they celebrate the important work that happens each and every day in the fight against cancer. Your generous support and participation in this event helps us to fulfill the mission of the Pennsylvania Perimeter Ride Against Cancer.

For more information on becoming a sponsor, please contact Bob Freed (610-417-4814) and we'll be in touch with you shortly.

IMPORTANT DATES:

- ◆ January 25 - Rider Organizational Meeting: 4 – 6 PM. West End Youth Center. 20th and Greenleaf, Allentown.
- ◆ April 18 - Fundraising Dance: 7 – 11 PM. West End Youth Center. 20th and Greenleaf, Allentown.
- ◆ May 1 - Minimum of \$500 of donations due to AMERICAN CANCER SOCIETY.
- ◆ July 1 - Art work for Principal Sponsor due
- ◆ July 15 - Minimum of \$1500 of donations due to AMERICAN CANCER SOCIETY.
- ◆ July 15 - Bike inspection form due to Mark Taylor (see download library).
- ◆ August 2 - Registration: 6:30-8:00AM. Holy Trinity Lutheran Church, Palmerton, PA. Palmerton Sendoff: 8:30. Bus to Syracuse 9:30.
- ◆ August 8 - Coming Home Party: 4:00PM. Holy Trinity Lutheran Church, Palmerton, PA.

"The Perimeter Ride is simultaneously the most challenging and rewarding week I've ever spent on a bike. It brings grown men to tears every time. Tears of joy, that is."

—David Joachim, Cookbook Author

"I was considering skipping the ride next summer and was discussing the costs of travelling to PA from Minnesota with my wife when our 10 year old came over and said, 'But Dad, we know so many people with cancer, you need to do this ride again.' He's right so sign me up."

—Jeffery Herman

"The Perimeter Ride has an intangible charisma of its own that has drawn me back eight times since my first ride in '85."

—Kathy Koberlin, Physical Therapist

"When I did the first perimeter ride in 2003, I expected it to be just another charity ride. You raise money. You go and have a good time. You move on. How wrong I was. Since then, I've come to understand that PPRAC isn't just a ride or a cause. It's a family. It's a way of life. You share. You struggle. You bond. You see things you'd never otherwise see. You experience life fully. You serve a higher purpose. All while pedaling with some of the best people you'll ever meet on this planet. I can't imagine life without it."

—Selene Yeager, Bicycling Magazine's "Fitness Chick"

"Pennsylvania Perimeter Ride has made a dramatic impact on my life. The people, the riding, and the cause make this ride unbeatable."

—Joan Hunter, Elementary Teacher

"Having been witness to the havoc of cancer in my own family, I have found great joy, solace and healing through my participation in the Perimeter Ride."

—Patricia Kuhnban, Athletic Trainer

PPRAC HISTORY

RIDE DESCRIPTION	MILEAGE	RIDERS	\$ RAISED
I The Original	1,000	22	\$20,000
II Central PA Loop	500	23	\$25,000
III NJ Shore Loop	500	33	\$35,000
IV Erie to Allentown	500	28	\$25,000
V Ottawa to Allentown	500	29	\$55,000
VI Niagara Falls to Palmerton	500	30	\$60,917
VII Ashtabula, OH to Palmerton	500	39	\$62,000
VIII St. Albans, VT to Palmerton	500	42	\$71,850
IX Montreal to Palmerton	500	40	\$71,258
X Littleton, NH to Palmerton	500	42	\$72,858
XI Oswego, NY to Palmerton	500	45	\$103,320
XII Waynesboro, VA to Palmerton	580	47	\$136,500
XIII Erie, PA to Palmerton	540	56	\$150,100
XIV Burlington, VT to Palmerton	540	62	\$150,400
XV Elkins, WV to Palmerton	513	74	\$187,400
XVI Portland, ME to Palmerton	540	68	\$215,000
TOTAL: 8,713 MILES \$1,440,000+			

ACCOMPLISHMENTS OF PPRAC

- Raised over \$1,000,000 in the fight against cancer.
- Raised money to grant terminally ill children "wishes" through the Dream Come True Organization.
- Received March of Dimes Human Spirit Award.
- Received Dream Come True "Dream Maker" Award.
- Received statewide award from American Cancer Society.
- Recognized by the City of Allentown through a PPRAC Day proclamation.
- Recognized by the Pennsylvania State Senate through a proclamation.
- Raised level of cancer awareness among families and contributors of riders, and through the various services, public programs and media exposure along PPRAC routes.
- Purchased van for use by Lehigh Valley Unit of the AMERICAN CANCER SOCIETY.



SIX DAYS AND MORE THAN 500 MILES!

AUGUST 2 - 8, 2015

Syracuse, NY to Palmerton, PA

WE ARE RIDING TO SUPPORT



**THE OFFICIAL SPONSOR
OF BIRTHDAYS.®**

