



American Cancer Society

PEDAL TO END CANCER

FAST FACTS

- Three-hour indoor cycling event
- \$25 registration fee per cyclist
- Participants cycle the entire three hours or form teams and share the cycling time.
- Cyclists are encouraged to raise a minimum of \$300, or \$100 per hour of participation.
- Since its inception in New England in 2005, Pedal to End Cancer has been hosted in more than 100 facilities, raising more than \$3.2 million to support the American Cancer Society's mission to save lives, celebrate lives, and lead the fight for a world without cancer.
- The Pedal to End Cancer Corporate or College Challenge encourages corporate and college health and physical fitness facilities to host an event, generating healthy competition between participating clubs.
- In the US, about one-third of cancer deaths each year can be attributed to poor diet, physical inactivity, and carrying too much weight. By quitting or avoiding smoking, maintaining a healthy weight through proper diet and regular physical activity, and getting the appropriate screening tests, Americans can significantly reduce their risk of cancer.



**TO LEARN MORE OR TO JOIN A
PEDAL TO END CANCER EVENT IN
YOUR COMMUNITY, CONTACT:**

ROLES AND RESPONSIBILITIES OF THE AMERICAN CANCER SOCIETY AND HOST CLUBS

THE AMERICAN CANCER SOCIETY WILL PROVIDE:

- A Pedal to End Cancer website where each participant can register, associate with a host club, and fundraise online using a personal fundraising page
- Promotional materials, including posters, fliers, and an event banner
- Regular email communications, sent to all primary club contacts, with helpful suggestions, tips, and reminders for a successful event
- Regular email communications, sent to all registered participants, with fundraising tips and important event information
- Tools and resources, such as template in-kind donation request letters and press releases, fundraising tips and best practices, sample event-day scripts, and more!
- Tiered incentive prizes for online participants who achieve specified fundraising levels

EACH HOST CLUB WILL:

- Provide indoor cycling bikes and instructors for the three-hour event.
- Recruit participants from their club community (members, staff, vendors) for the Pedal to End Cancer event; recruitment promotion could include:
 - » Displaying event materials provided by the American Cancer Society
 - » Including event details in club email communications
 - » Posting event information on the club's Facebook page
 - » Submitting event information to the local newspaper

Recruit volunteers to assist with participant check-in on event day, as well as any additional event day and pre- or post-event activities planned by the club.

- Track all funds collected on event day, accurately accounting for each participant's contributions, and deliver those funds to the American Cancer Society in a timely manner using the instructions and FedEx materials provided by the Society.
- Coordinate and manage all aspects of Pedal to End Cancer on event day, including entertainment, refreshments, or other activities planned by the club as part of the day.
- Be responsible for monitoring the number of participants registered from their club. Once the event has reached capacity, the primary club contact must notify the American Cancer Society immediately to ensure a notice is placed on the Pedal to End Cancer event website.

