



## Bike-a-thon News and Updates

Greetings!

The weather is officially spring, perfect for getting Cancer ready for the 66 or 100 mile trek to the beach. Like and follow our [Facebook](#), [Twitter](#) and [Instagram](#) pages for updates as we count down to Bike 2019!

Thank you for tirelessly supporting the Bike-a-thon and helping the American Cancer Society create a world with more birthdays and less cancer.

[SIGN UP](#)

[DONATE](#)

### Registration

- Register for \$80 plus \$100 fundraising minimum. Price increases on June 1.

### May Awareness Campaigns

- National Cancer Research Month
- Melanoma/Skin Cancer Detection and Prevention Month

### Form Due Dates

- May 13 - [Wall of Courage](#) signs
- May 20 - [Memorial and honor](#) signs
- June 1 - [Team startpoint portraits and endpoint](#) tents

### Ongoing

- Get your Bike-a-thon Steering Committee Raffle tickets [here](#)

### MESSAGE FROM THE CHAIR

It is incredible to think that we are just over seven weeks from our ride. Our committee has been working hard to make sure everything is in place to ensure our riders the best experience possible on June 9. We have more than 2,900 riders registered which is an increase of about 5% over our registration last year. And, we just passed the \$500,000 milestone. Again, an approximate 5% increase over last year.



By now you should have received an email from ACS regarding bib packet pick-ups.

Please take a minute to read it - it has all of the information you need to know about the bib packet and events. We are thinking of you, our riders, and trying to infuse a little more "fun" into the lead up to the ride.

We are excited to welcome new sponsors and to introduce our endpoint Beer Garden! Each registered rider of legal drinking age will receive two beer tickets from South Jersey's premier craft brewer [Flying Fish Brewery](#). The brewery has sponsored a team in the ride for the past few years and has made the commitment to step up as a lead sponsor and help us better serve our participants. More details will be forthcoming.

Finally, if you are looking for ways to fundraise, consider buying or selling the Bike-a-thon Committee raffle tickets. Each ticket has a chance to win one of five fabulous prizes including the grand prize, an all-inclusive trip for two to Mexico! And, \$10 from each ticket purchased is credited to the seller's fundraising commitment. This is a win for all. Looking forward to seeing you soon.

## Sponsor Spotlight: Media Partners



[6abc WPVI-TV \(watch\)](#)



[WMMR 93.3 \(listen\)](#)



### Fighting Cancer Now and Into the Future

In 1985 and "on a lark" my son and I decided to sign up for our first Bike-a-thon. Although many friends and family members had been victims of this disease, our immediate family had not. The ride was 66 miles (as at present), and the route started at the Betsy Ross bridge and ended at Smithville Village. Although we were exhausted at the end, we both truly had a blast. I was most impressed with the amazing outcome of this one event: having a wonderful time AND contributing

to a real benefit for fellow citizens with cancer. In 1999, I was encouraged to join the planning committee for our Bike-a-thon. My primary function is obtaining food and beverage donations for our riders from our generous supporters. For several years I was the chair of this committee.

Step forward 34 years and 23 Bike-a-thons later, and now my wife Anne and I are planning our legacy. Few things give us greater pleasure than to support the work of the American Cancer Society. I heard about the ACS Planned Giving and learned how we can support the work of ACS in future years when we will be unable to contribute directly. We strongly recommend that all of us who are touched by the work of the American Cancer Society consider making Planned Giving a part of your commitment to support the Society's relentless fight against cancer.

To learn more about becoming a Planned Giving Champion for the ACS, please visit [cancer.org/plannedgiving](http://cancer.org/plannedgiving) or contact your local planned giving director, Jamie McCann, at [Jamie.McCann@cancer.org](mailto:Jamie.McCann@cancer.org) or 865.673.5436.

## New to cycling? Some tips from the pros to get you rolling:

- Shop Local and get fit right there in the store on the bike you want.
- Talk with people who love biking
- Take a basics workshop or class to boost your confidence
- Get some padded cycling shorts
- Join a club or a team for support
- Helmet, water, sunglasses and sunscreen, and fuel = always

*Thx to: Cycling Weekly, BikeRadar  
Bicycling.com*



Ride or Volunteer Today!

For details on how our fundraising makes a difference, visit [How Donations Save Lives](#).

Sincerely,  
Your Bike-a-thon Steering Committee  
[philadelphia.bike@cancer.org](mailto:philadelphia.bike@cancer.org)  
Phone: (215) 985-5401

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