

## **January 2018 Rider Newsletter**

### **Rider Orientation Meeting**

We will have a rider orientation meeting on Sunday, January 27, 2019. The meeting will take place at Macho's Sports Bar located at 39 S. 9<sup>th</sup> St., Allentown.

<https://www.facebook.com/Machos-Sports-Bar-1856670134452330/>

This is the same location as 2017, but with a new name. The meeting will begin at 4PM and should last about 2 hours. Food and beverage will be available for purchase.

Bring your rider packet to the meeting!

We will welcome new riders, discuss fundraising and review logistics of the ride. Please notify me if you are unable to attend (rfreed7@hotmail.com).

### **Kit Try On at the Rider Meeting - January 27th**

Please be prepared to try on a jersey at our upcoming Rider Meeting on January 27th. We will have a sheet, by where you will need to indicate the size you wish to have. Each rider will be receiving the official 2019 PPRAC jersey designed by Keith Plunkett.

### **Welcome Giant Bicycles!**

We would like to welcome aboard Giant bicycles as our exclusive bike sponsor. Some of the things that will be provided to us by Giant are:

- Daily mechanical support from Giant techs
- PPRAC jerseys at a deep discount
- High End road bike giveaway (1 approx.. \$4000 retail).
- All incidentals (tubes, tires, cables etc.)
- Daily Prizes for each day of the ride (helmet, shoes, water bottles etc.)
- Online Discount through their consumer site before, during and after the ride for PPRAC participants (details to follow)

### **The Money We Raise for the ACS Helps Locally**

All the money you raise benefits our community. When the Society funds the best and brightest researchers, whether they are in California, Texas, Massachusetts, or Pennsylvania, the results of that research benefit residents right here. ACS cancer information specialists responded to nearly one million calls last year – many from our community – with information about cancer, its treatment, treatment options, and side effects. They answer those calls 24/7, 365 days a year, and people from our community are linked with ACS programs such as Hope Lodge and Road to Recovery. Their primary care and health care systems staff is working with in our community to increase colon cancer screenings, HPV vaccination, and remove barriers to cancer treatment. And our legislative advocacy for palliative care to control side effects and pain makes a difference for those going through the cancer experience right now. Currently a researcher at Lehigh Valley Hospital is being funded. There are a total of 44 researchers funded by \$27 million in Pennsylvania alone. These are just a few examples.

Statistics:

- In Lehigh County: 81 patients received 1592 rides to treatment In Northampton County: 37 patients received 750 rides to treatment

- With American Cancer Society Hope Lodges in Philadelphia, New York, Baltimore and Hershey (32 total across the country) local cancer patients and their caregiver can stay free of charge, if they need to travel far from home for treatment.
  - In Pennsylvania:
    - 18,292 patients received information and programs
    - 1,741 patients were served with transportation to treatment – 26,387 rides provided saving patients over \$1.1 million
    - 1,561 patients used the Hope Lodge program – 25,697 nights provided, saving patients over \$4.9 million
- 1,712 Patients served through Patient Navigation program.

### **Two Rivers Brewing + PPRAC Beer Dinner - Thursday, January 24th**

What happens when two teammates on a cyclocross race team approach their sponsor about PPRAC? They openly offer to host a kick ass beer dinner to raise monies!

Nat Amato and Erin Mascelli are hosting this dinner in conjunction with Two Rivers Brewing in Easton and are beyond grateful for this opportunity with such a superior establishment. A stellar 5 course dinner with beer pairings for \$100 with the goal of raising \$2,000. Our very own, Bob and Kathy Freed will also be hand to share some history and why they continue to pour their hearts into PPRAC. For more information, head over to the Facebook Event Page by clicking [HERE](#).

### **Fundraising Events**

Planning an event and want someone to bounce ideas off of? Reach out to Erin Mascelli, as she will be happy to brainstorm with you! We are also able to cross post on Instagram and Facebook and of course, the PPRAC Pack Facebook private group.

### **Upcoming Fundraiser: Monkey Knife Fight Against Cancer**

One of the main fundraisers for our ride, the Monkey Knife Fight Against Cancer is a difficult, hilly, gnarly, and beautiful ride over many dirt road hills in our region. This year is the 10<sup>th</sup> edition, and will be on Saturday, April 6<sup>th</sup> starting & finishing at the Emmaus Community Park. As a fundraiser for Pennsylvania Perimeter Ride, all PPRAC riders get in for free—just sign up as a volunteer and be an ambassador for the Perimeter Ride while you're out there. If you actually volunteer a donation will be made to your PPRAC fundraising goals. We're trying to add some elements to improve the event, and could use more hands to make that happen!

Registration will open soon at [bikereg.com/monkeyknifefight](http://bikereg.com/monkeyknifefight)

### **“Who We Are” Form**

Every PPRAC a booklet containing short bio pieces on the riders and support crew is put together by committee member Janna Baum. Please help her out by submitting your “Who WE Are to her ASAP. Three ways you can do this:

- complete the form in the rider packet and mail it to her
- go to the download library on our website PPRAC.org and complete the form and e-mail it to Janna
- go to the download library on our website PPRAC.org and complete the form and mail it to Janna
- Janna Baum  
47 Washington Street  
Nazareth PA 18064  
[jbaumcycle@gmail.com](mailto:jbaumcycle@gmail.com)

## **Important Dates**

- **January 27** Rider Organizational Meeting: 4-6pm  
Macho's Sports Bar, 39 9<sup>th</sup> Street, Allentown
- **April 6** Monkey Knife Fight Fundraiser Ride, Emmaus
- **May 1** Minimum of \$500 of donations due to ACS
- **July 1** Art work for Principal Sponsors due (see download library)
- **July 15** Minimum of \$2000 of donations due to ACS
- **July 15** Bike inspection form due to Bob Freed (see download library)
- **July 28** Rider Sign-In: 7-8am. Holy Trinity Lutheran Church, Palmerton  
Holy Trinity's PPRAC Sendoff: 8am  
Bus to Pittsburgh: 9am
- **August 3** Coming Home Party: 2pm  
Holy Trinity Lutheran Church, Palmerton