

AMERICAN CANCER SOCIETY ELEVENTH ANNUAL PAN OHIO HOPE RIDE

328 MILES. CINCINNATI. COLUMBUS. CLEVELAND

JULY 27-30, 2017



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Current POHR Stats

- ⇒ 320 Riders (16 Virtual Riders)
- ⇒ \$204,000 Raised
- ⇒ 41 Teams
- ⇒ 2016 ARPR* = \$2,564
- ⇒ Current ARPR = \$637

Rider Breakdown

- ⇒ 246 Returning Riders
- ⇒ 74 New Riders

Top Team Fundraising

- ⇒ MBSC
- ⇒ The Roadfish
- ⇒ Team MCPc

Focus on fundraising this month and you could win!

Last year, we raffled off an exclusively designed POHR bike from our friends Villy Custom at the event. The winner of that bike was going through a move recently and generously donated the bike back to the ride (*with very limited ride time/wear*) and now you could win it! For every \$250 you raise between April 5th and May 5th, you will earn an entry to win this truly unique POHR Cruiser! Utilize the brand new POHR Fundraising Guidebook to help earn extra entries (page 2).

BIKE



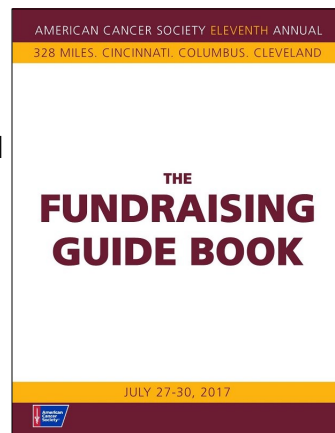
108
Days to
POHR

*ARPR– Average Raised
Per Rider



New Resource to Fuel Fundraising

We want to make your fundraising run smoothly and now we've created the Official [POHR Fundraising Guidebook](#) to help! This comprehensive guide is full of the tools, ideas, tips and examples to take your fundraising to the next level. It walk you through identifying, preparing, asking and thanking potential donors. We highly encourage you to print it out and put the tools to work for you and the American Cancer Society's mission to help patients and fight cancer!



The 2017 Event Jersey Chosen by YOU!



Congratulations to Randy Hammons for submitting the winning design for the POHR Event Jersey! We would like to thank all of the artists for submitting such creative and thoughtful designs. Randy's design draws on a new color palate, with unique designs elements, while still Incorporating some of the classic POHR components we all know and love!

Randy's designs received more that 140 votes and we're excited to see it represent the ride! Raise \$1,328 and you'll earn this one-of-a-kind POHR Jersey to sport on the ride this summer!

Congratulations to Jessica Cola!

Jessica submitted this photo (pictured here) into the annual "Show Us Your 328" Contest and the POHR Family chose her picture as the winner!

There were 17 pieces entered into the completion and Jessica's photo, titled "Let HOPE Shine" received over 20% of the vote!

Thank you to all that entered the contest and showed your 328/POHR pride to the world!



Thank You to Our Amazing Volunteers!

National Volunteer Appreciation Week is April 23rd through April 29th. We can't thank our volunteers enough for the hard work they put in year-round to make the Pan Ohio Hope Ride possible! Whether it's prepping materials before the event, helping to organize events all year, work a water stop, or help clean up the madness after the event, POHR volunteers are dedicated and determined to help make each year better than the last. Make sure to thank volunteers around you all month long! We need your help again; [VOLUNTEER FOR POHR 2017 HERE!](#)



POHR Safety Corner: Check Your Bike Often!

Each month, we'll focus on a different aspect of cycling safety; we encourage you to utilize the information featured prior to Pan Ohio to prepare for a SAFE, Fun and Meaningful ride.

You've been training hard for POHR and are ready to go....but is your bike? We often get wrapped up in our training, work, family and vacation schedules and forget to take care of our bikes. Read on for what to look out for on your bike!

- ♦ **Cleats:** A big item that people forget to check periodically. Take those smelly shoes of yours and turn them over and give those cleats some attention for once. Look for signs of your cleats wearing out. Better yet, take them to your bike shop and let them look at your cleats with you. Look at the heads of your screws. If they are thin (this mostly occurs on Speedplay cleats), they might break off under a heavy load which means you're most likely coming out of the pedal at that point. If the plastic edges of your cleats are worn thin (mostly on Shimano or Look style cleats), then you might have trouble clipping in. The thin plastic will bend and fold over instead of clipping in. You might also come unclipped as the thin plastic gives way.



- ♦ **Tires:** Often overlooked as well. In a perfect world, all riders would check their tires carefully before each ride. That might not be reality, but it should happen before a big event! Slowly rotate each wheel around and look the tread over closely for large cuts or thread-bare patches; check the sidewalls for tears as well. Tiny cuts and holes aren't necessarily bad, but big ones are! If it looks questionable, put a new one on and save the old one for your trainer in the winter.

- ♦ **Cables:** Can be one of the harder problems to spot. A cable that has been shifted a large number of times, has a tendency to fray inside the shifter and may eventually sever entirely. (Not good!) Have your bike shop check the rear shift cable (the rear shift cable gets used grossly more than the front) inside the shifter; this involves creating slack in the cable and exposing the head of the cable so they can see the first inch of the cable where it is most likely to break. If you ride a good bit and you haven't had that checked in a year or more....you should. This goes for all types of shifting bikes.



- ♦ **Rims:** Often have cracks in them that are waiting to break open as well. This isn't nearly as common as some of the other issues, but it wouldn't hurt to look your back wheel over near the nipple eyelets to look for tiny cracks. The back wheel has all your weight on it and receives most of the punishment, so it should be the priority.

You've been putting in lots of time training, don't let a little bit of neglect ruin all that. Take your bike in and have your shop look it over with you. Be proactive; don't wait to the last minute to have your bike looked at! Shops during the Spring and Summer are often booked out 1 to 3 weeks.

*****We're going to be asking that all POHR riders commit to have their bikes checked by a local bike shop no later than the end of June to ensure that all bikes are in good working, safe order when they arrive on at the start on July 27th*****

Recruit, Recruit, Recruit!

Do you have friends or family that would like to end cancer or a group you ride with regularly? Both of these groups would be great to ask to join you in riding POHR! We want to find passionate people who want to make difference in the fight against cancer through fundraising and also want to participate in a full-service, premier cycling event. **YOU are our best recruiter!** Share you POHR experience (if you've ridden before) or why you (want to) ride POHR!

Have YOU Filled Out Your Lodging Reservation?

The official POHR Lodging & Transportation Reservation System went live back on Wednesday, February 22nd! *If you haven't already, make sure you login-in and fill out the Lodging & Transportation Survey* detailing your plans for accommodations and transportation for this summers ride as soon as possible. Riders have the option to stay at the dorms of the colleges for a nominal upgrade fee per night, stay at hotels (at their own expense), or camp (free). You also can reserve your spot on a bus to the start in Cincinnati and/or from the finish in Cleveland if needed.

Volunteers *Still* Needed!

There are 2 options to get involved to help plan POHR. **POHR Leadership Team-** Participate in monthly leadership calls, make high level decisions for the ride, create year-round plans. **POHR Local Committee (Cleveland, Akron, Columbus, Springfield, Cincinnati, Toledo)-** Work with peers in you area to recruit riders and sponsors, plan fundraisers and social events for POHR locally. If you are interested in either of these roles, please email panohioinfo@cancer.org!

Important Dates

- ♦ **June 20, 2017: Re-commitment Deadline-** All participants that have not reached the \$1,000 minimum will be asked to re-commit to reach the minimum prior to the July 11th deadline, donate the balance personally, or forfeit your registration. *(We will not charge your credit card to reach the minimum)*

WHO DO I CALL WITH QUESTIONS?

- ♦ You can always call 888.227.6446 Ext. 1222 or email Panohioinfo@cancer.org with questions.

UPCOMING EVENTS:

- ⇒ **Columbus Committee Meeting:** Monday, April 17; 6:00-7:30 PM Eddie George's Grille 27; 775 Yard St, Columbus, OH 43212
- ⇒ **Cleveland Friends & Family Info Night:** Tuesday, April 18th; 6-8:30pm. Coastal Taco; 1146 Old River Road, Cleveland, Ohio 44113.
- ⇒ **Cleveland Committee Meeting:** Wednesday, May 10th; 6-7pm. Cleveland ACS Office; 10501 Euclid Ave., Cleveland, OH 44106

RSVP to Panohioinfo@cancer.org or on Facebook once events are scheduled.

CONNECT WITH US!



American Cancer Society Pan Ohio Hope Ride



Pan Ohio Hope Ride



@panohiohoperide

**DON'T FORGET TO USE OUR
HASHTAG! #POHR2017**