

AMERICAN CANCER SOCIETY TENTH ANNUAL PAN OHIO HOPE RIDE

328 MILES. CINCINNATI. COLUMBUS. CLEVELAND.

JULY 21-24, 2016



JANUARY 2016



Photo By J. Magalski Photography

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Current POHR Stats

- ⇒ 249 Riders (5 Virtual Riders)
- ⇒ \$62,671 Raised
- ⇒ 38 Teams
- ⇒ 2015 ARPR = \$2,467
- ⇒ Current ARPR = \$251

Rider Breakdown

- ⇒ 201 Returning Riders
- ⇒ 48 New Riders

Top Team Fundraising

- ⇒ MSBC: Mind Brain Social Club
- ⇒ MCPc
- ⇒ The RoadFish

POHR Visits Two New Colleges This Year!

That's right; this year, riders will stay on two new campuses. Xavier University will host the Pan Ohio Hope Ride on the night of Wednesday, July 20th for the Kickoff Dinner and riders will stay the night in Kuhlman Hall on campus. Then, in a route change linked to the route reversal, Day 2 of the ride will start in Springfield and finish in Delaware, Ohio. While in Delaware, riders will stay at Ohio Wesleyan University. OWU will feel familiar with an easy to navigate campus and downtown Delaware within walking distance.

It's Almost Time to Register for Lodging & Transportation

It's that time of year again! The Lodging and Transportation Reservation System will go live on Wednesday, February 10th at 12pm. The link to the Lodging reg-

istration will be live on the Lodging and Transportation page on POHR.org; the link will also be sent to all registered riders through email. This is the registration process that ALL riders must complete to identify their lodging and transportation



Rider Story: Alan Weinstein

Written by Alan Weinstein

The motivation to sign up for my tenth Pan Ohio Hope Ride this year was an easy one. (Yep, you read that correctly I will be riding for my 10th year having covered thousands of miles through all the years and still riding the same bike too!)

This year I'm once again riding the full four days and 300+ miles in memory of my children's grandmothers who were such a special part of their lives and in honor of my niece Maya, a childhood cancer survivor and an amazing young woman.

In 2006 I lost my mother, Faith Weinstein, to pancreatic cancer. She was in her early sixties, living and loving life fully. Then in 2008, my cousin Maya at age two was diagnosed with Wilms' tumor, a kidney cancer. She recovered fully to celebrate 8 more birthdays, but in January of 2015, she learned that a different and unrelated type of cancer, Ewing sarcoma, was affecting her pancreas and surrounding organs.

Despite being faced with a very difficult diagnosis, Maya, now 11 years old, has remained upbeat, optimistic, and extremely focused. She recently hit an extraordinary fundraising goal for Alex's Lemonade Stand Foundation surpassing \$250,000 and will be honored as Lemonade Stand Host of the Year at the annual Lemon Ball this month too.

Faced with such losses and challenges, I didn't know what to do, but I knew that I wanted to do "something" to fight against cancer and support families experiencing similar battles. The Pan Ohio Hope Ride has provided me with the perfect vehicle—literally—to actively fight that fight.

I have always been an enthusiastic recreational cyclist, and ten years ago when I read about the American Cancer Society's first Pan Ohio Hope Ride, I knew it was for me. While that first year was quite a challenge personally, the ride was extremely well organized and the volunteer support was overwhelming. This was an event I knew I would need to join each and every year and provide unfailing support from start to finish.



So I challenged myself to raise more funds and start training to complete the 2nd Annual (& 3rd, 4th, 5th, 6th, 7th, 8th, and 9th) Pan Ohio Hope Ride. I worked hard enduring an injured elbow, sore legs and butt, grit and bugs on my teeth and body, flat tires, rain, cold, wet socks and shoes, sweltering heat and near encounters with cars, trucks, deer, snakes and even other bikers.

I regret none of these experiences, as I have met the most wonderful people over the past 9 years, seen the sun rise while I climbed aboard my bike on a chilly morning, watched the mist waft across the corn fields in the early morning, and felt the wind as I raced down a steep hill in hopes of gaining an advantage for the next climb.

I feel privileged to be doing it again this year and look forward to be amongst such a diverse and wonderful group of people. Many of whom are dedicating their ride to family members who are currently battling cancer and ride with pictures of cancer victims attached to their bikes or jerseys. It is a constant reminder of why we are all riding.

This year will be the tenth year for the Pan Ohio Hope Ride. The ride has raised close to \$5 million for the Hope Lodges. I personally have raised over \$35,000 in my nine years of riding and am planning to add to that total again this year.

Many of us have started off as different people and individual riders each year, but the joy in this ride is that we end as a unified peloton of cyclists pedaling to make the road smoother for future cancer patients and their families. A determination, sacrifice and commitment—that together is making a difference.

I look forward to having you join me as we cross the state again with the American Cancer Society.



Year-Round POHR Incentives

Thank you to all that kicked off their fundraising campaign early this year; 40 riders reached \$500 or more in fundraising to earn the POHR Sweatshirt. (Sweatshirts will be sent to those that earned them by the end of the year) The next incentive that riders can earn is the **Official POHR Training Wind Vest**; a unique piece of riding apparel that is perfect for training rides in the spring and summer leading up to POHR! This year's vest will be designed in similar style with the Event Jersey to commemorate the 10th Anniversary of the ride. **If you raise \$500 between December 1st, 2016 and February 29th, 2016, then the Wind Vest is yours!** Make sure to check the Fundraising Toolkit and Download Library on POHR.org for valuable fundraising resources!

What's New This Year?

- ◆ To maximize the impact of every dollar raised, the fundraising minimum to ride will be \$1,000 for the 2016 event. (*\$1,000 provides a 2 week stay in an ACS Hope Lodge for a cancer patient undergoing treatment and their caregiver; an average stay is 4 weeks!*)
- ◆ The 10th Anniversary 2016 Pan Ohio Jersey will be earned when \$1,328 is raised. (Only \$328 beyond the \$1,000 minimum to ride!)

Registration Rate & Important Dates

Don't forget! The registration rate for POHR 2016 increases to \$225 on December 1, 2015. Register now at POHR.org to join POHR at the current rate of \$200!

Incentive Dates:

- ◆ **12/1/15-2/29/16:** Raise \$500 to receive the Official POHR Wind Vest.

Fundraising Dates:

- ◆ **June 6, 2016:** Recommitment Date; all that have not raised the \$1,000 Minimum will be asked to recommit their intent to do so.
- ◆ **July 12, 2016:** \$1,000 Minimum Fundraising Deadline

WHO DO I CALL WITH QUESTIONS?

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

UPCOMING EVENTS:

- ⇒ Cincinnati Family & Friends Info Night: Thursday, January 28th; 6-8pm. Location: MadTree Brewing, 5164 Kennedy Ave, Cincinnati, OH 45213
- ⇒ Columbus Family & Friends Info Night: Tuesday, February 9th; 6-8pm. Location: BikeSource, 4840 Sawmill Rd., Columbus, OH 43235
- ⇒ Cleveland Family & Friends Info Night: Tuesday, February 9th; 6:8:30pm. Location: Market Garden Brewery, 1947 W 25th St., Cleveland, OH 44113

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