



## White Mountains New Hampshire To Palmerton, Pennsylvania

July 23—29, 2017

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### WHAT IS THE PENNSYLVANIA PERIMETER RIDE AGAINST CANCER?

The PPRAC was organized in 1983 by Bob Freed, an Allentown schoolteacher, in response to the cancer deaths of two family members and a friend. The original PPRAC, a ten-day journey covering 1,000 miles around the border of Pennsylvania - from which the "Perimeter Ride" takes its name - was completed by 22 riders and raised much-needed funds for the American Cancer Society.

Subsequent six-day rides (held every other year) covering 500 miles in 1985, 1987, 1989, 1991, 1993, 1995, 1997, 1999, 2001, 20013, 2005, 2007, 2009, 2011, 2013 and 2015 were completed by approximately 25 to 70 riders, who not only raised funds for the American Cancer Society but also donated to Dream Come True, a support organization for terminally and seriously ill children. To date, the PPRAC has raised almost \$1.7 million to help fight cancer in the Lehigh Valley community.

PPRAC XVIII will roll on July 23 to July 29, 2017. This ride is a chance for you to make a difference. We will have 70 riders who have made a commitment to fight cancer. This year's route, beginning in White Mountains, NH to Palmerton PA, promises to be just as beautiful and meaningful as past rides.

#### **PLEDGE & SPONSORSHIP**

To qualify for the PPRAC XVIII, individual riders must raise at least \$2,000. Individual donors giving \$50 or more receive a PPRAC gift. Also, with guidance from the American Cancer Society, riders will be asked to help secure corporate donations; participating businesses will be recognized by their levels of giving. Money must be turned in before our departure.

Of the funds collected, 85% will go to the Lehigh Valley Unit of the American Cancer Society and 15% to Dream Come True. Therefore, 100% all the money you raise goes directly to our charities.

#### **ACCOMPLISHMENTS OF PPRAC**

- Raised over \$1.7 million in the fight against cancer.
- Raised money to grant terminally ill children "wishes" through the Dream Come True Organization.
- Received March of Dimes' Human Spirit Award.
- Received Dream Come True "Dream Maker" Award.
- Received statewide award from American Cancer Society.
- Recognized by the City of Allentown through a PPRAC Day proclamation.
- Recognized by the Pennsylvania State Senate through a proclamation.
- Raised level of cancer awareness among families and contributors of riders, and through the various services, public programs and media exposure along PPRAC routes.
- Purchased van for use by Lehigh Valley Unit of the American Cancer Society.
- Provided "Dreams" for numerous children through Dream Come True.