



July 26, 2011

Dear Friends and Family,

As the song says, "How long, has this been goin' on..."? Turns out it's 16 years, and this hombre is going to jump on his bike once again and (with luck) ride 192 miles on August 6th and 7th as rationale for your support of an extraordinary cancer fundraising event. The continued generosity of many has made the Pan Mass Challenge (PMC) a hugely successful event that delivers 100% of your funds directly to cutting-edge Cancer research, treatments, and programs. It's a year where Cancer treatment took a few major leaps forward, but also a year where it demonstrated its relentlessness.

Recent advancements in gene-targeting drugs have delivered miracle-like results for certain types of melanoma (link to the NY Times article via www.singletrackpub.com/pmc.htm) has encouraged the research community. Meanwhile, we've seen how hard it is to escape the battle with cancer as Jody's mom continues her fight against colon cancer and the many side effects of treatments. It is a poignant time to write this letter.

As an update (or refresher) here are some core facts involving the ride and the state of Cancer in America:

- The PMC remains the number one athletic fundraising event in the country. The \$33 million donation in 2010 was \$23 million more than the next largest single athletic fundraising event.
- The 2011 goal is to raise \$34 million for the Dana-Farber, which will bring our total gift to more than \$337 million.
- Over the past four years the PMC gift has averaged almost \$33 million a year, with 100 percent of every rider-raised dollar going directly to cancer treatment and research at the Dana-Farber Cancer Institute.

This year the minimum fundraising commitment has risen to \$4200 this year - and if you don't raise the minimum, you have to pay the difference. The average rider now generates over \$6,000 in donations via letters like this, and thanks to generous individuals like you. I'd like to beat the average, and with your continued, or perhaps - increased support - that can happen.

Spencer and Annika did their 3rd "PMC Kids" ride this year (see pics on back). It also rained for the 3rd year in a row – and yet they pedal continuously for an hour – while raising money and getting into the spirit of the event (and so they understand why Dad is off training).

Please take a moment to complete the slip on the reverse side and send your donation in the enclosed envelope, or go to www.pmc.org/egifts/CJ0005 to make your secure, tax-deductible gift on line. My eGift rider code is CJ0005.

On behalf of the PMC, **thank you** for your continued support.

With sincere gratitude,

Chuck (with great support from Jody, Spencer, and Annika)

p.s. There are more pictures and relevant facts on my personal website: www.singletrackpub.com/pmc.htm



Chuck's 2011 Pan Mass Challenge Support Return Form

Please return in the enclosed envelope. **THANK YOU!**

Yes, I/we will help:

\$30 \$60 \$90 \$150 Other _____

Checks made out to "PMC"

Name: _____

Address (if new or changing)

My employer will match my gift.

I would respond to this request just as well via
email: _____

There are 2 ways to make your tax-deductible gift

1. Please make **checks payable to "PMC-Jimmy Fund"** and send to:

Charles Johnson
53 Main Street
Atkinson, NH 03811

2. Secure website (accepts Credit/Debit Cards)

<http://www.pmc.org/egifts/CJ0005>

Your prompt reply is appreciated, but contributions can be received up to October 1, 2011

Thank you on behalf of the PMC for your contribution!!!

