



PMC Unpaved Fact Sheet

About PMC Unpaved:

PMC Unpaved is a charitable gravel cycling experience in Massachusetts' Berkshires hosted by the Pan-Mass Challenge (PMC) each fall. The 4th PMC Unpaved will take place on Saturday, October 4, 2025. As a spoke in the wheel of the organization's yearly fundraising campaign, PMC Unpaved brings together hundreds of new and existing PMC riders for the ultimate gravel ride and camp experience to raise money for Dana-Farber Cancer Institute (Dana-Farber).

PMC Unpaved 2025 begins on Friday, October 3, around the campfire with s'mores, live music, and camaraderie. The PMC Unpaved ride itself is on Saturday, October 4, and includes two gravel routes – a 50- or 30-mile option (dubbed "The Eagle" and "The Raven," respectfully), allowing riders of varying ability to participate in the PMC's mission. Riders enjoy the paved and unpaved country roads of the Berkshires through western Massachusetts and into New York state. Following the ride, the PMC Unpaved camp experience continues Saturday afternoon and evening with live entertainment, activities for riders and their loved ones, and a speaking program featuring PMC leadership and members of its Living Proof® community, a special group of riders and volunteers who have faced – or are currently facing – cancer diagnoses.

As with all PMC cycling events, 100 percent of every rider-raised dollar from PMC Unpaved will directly benefit lifesaving cancer research and treatment as part of the PMC's 2025 gift to Dana-Farber. In 2025, the PMC has a fundraising goal of \$76 million. Last year, the PMC raised a record-breaking \$75 million, bringing its lifetime fundraising for Dana-Farber to over \$1 billion since 1980. The PMC is Dana-Farber's single largest contributor, representing 66 percent of the Jimmy Fund's annual revenue.

For those interested in experiencing PMC Unpaved, registration opens for Summit Fundraisers on April 1, 2025, PMC alumni on April 3, 2025, and for all riders and volunteers on April 8, 2025. There is a registration fee ranging from \$175-225 and a fundraising minimum of \$2,000 for all riders. Participants who have raised at least \$4,500 will be recognized as Summit Fundraisers and receive special acknowledgement. All fundraising minimums must be met by November 1, 2025.

Those interested in experiencing PMC Unpaved for themselves can visit unpaved.org to learn more, and register.

Where:

Camp Mah-Kee-Nac, 6 Hawthorne Rd, Lenox, MA 01240

When:

Saturday, October 4, 2025

- Rider check-in and entertainment will take place on Friday, October 3, 2025

Contact:

For questions around participating, fundraising or volunteering, contact Justine Darmanian, justine@pmc.org

For media inquiries around PMC Unpaved, contact Emily Tosatti, emily.tosatti@porternovelli.com