



PMC Unpaved 2026 Fact Sheet

About PMC Unpaved: PMC Unpaved is a charitable gravel cycling experience taking place in The Berkshires of Massachusetts each fall and hosted by the Pan-Mass Challenge (PMC). As another 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).

The Ride: PMC Unpaved 2026 begins on Friday, October 2, around the campfire with s'mores, live music, and camaraderie. Cycling takes place on Saturday morning, October 3, and includes three gravel routes: 20-, 30-, and 50-mile options (known as "The Owl," "The Raven," and "The Eagle," respectively), welcoming riders of varying abilities to participate in the PMC's mission. Riders enjoy the paved and unpaved country roads of the Berkshires through western Massachusetts and even into New York state. Immediately after the ride, the PMC Unpaved camp experience continues 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. 500 riders and 150 volunteers are expected to participate throughout the weekend.

The Mission: 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 2026 gift to Dana-Farber. In 2025, the PMC raised a record-breaking \$78 million, bringing its lifetime fundraising for Dana-Farber to over \$1.1 billion since 1980. The PMC is Dana-Farber's single largest contributor, representing 67 percent of the Jimmy Fund's annual revenue.

Registration and Fundraising: Those interested in experiencing PMC Unpaved can visit unpaved.org to learn more. Summit Fundraiser registration opens on April 7, 2026, alumni rider and volunteer registration opens on April 9 and general registration opens on April 14. On-site registration will also be available at Camp Mah-Kee-Nac on Friday, October 2, from 3–7 PM and on Saturday from 7–8:45 AM.

Registration is \$200 (plus \$50 for staying at camp) and riders must raise a minimum of \$2,300. Participants who raise \$4,600 or more will be recognized as Summit Fundraisers and receive special acknowledgement. All fundraising minimums must be met by November 2, 2026.

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

When: Saturday, October 3, 2026 at 9:00 AM.

- Rider check-in and fireside entertainment will kick off on Friday, October 2, 2026.

Contact: For questions around participating, fundraising or volunteering, contact the Pan-Mass Challenge at unpaved@pmc.org.

For media inquiries around PMC Unpaved, contact pmc@hollywoodagency.com.



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