
Special

2019 Cranberry Country PMC Kids Ride set for June 2

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This spring, the Cranberry Country Pan-Mass Challenge (PMC) Kids Ride will be one of 35 PMC Kids Rides throughout New England and beyond. In 2018, the PMC Kids Rides program attracted more than 4,300 young cyclists and 1,500 volunteers. The program raised more than \$950,000 for patient care and cancer research at the Dana-Farber Cancer Institute, which contributed to the PMC's record-breaking gift of \$56 million last year.

The PMC Kids Rides are spokes in the PMC wheel, joining more than 6,300 adult PMC cyclists in their mission to fund adult and pediatric patient care and cancer research at the Dana-Farber Cancer Institute. The PMC is a two-day, 192-mile bike-a-thon held the first weekend of every August. Since 1980, the PMC has raised \$654 million for the Dana-Farber. PMC Kids Rides offer a way for children to become part of the PMC mission, involving young people in volunteerism and fundraising in a safe and athletic way. Since the first ride in 1998, the PMC Kids Ride program has raised more than \$9 million.

To provide young cyclists with an additional push, the PMC recognizes cyclists in the Kids Rides program who go above and beyond with their fundraising. Riders who raise \$300 or more will be honored as PMC Kids Ride Heavy Hitters, and riders who raise more than \$800 will be honored as PMC Kids Ride Breakaway Fundraisers. Both PMC Kids Ride Heavy Hitters and Breakaway Fundraisers will be recognized with a special PMC item and certificate to distinguish their achievement.

The fifth annual Cranberry Country PMC Kids Ride is dedicated to the memory of Chloe Harding. Chloe was an amazing, little eight-year-old girl and an inspiration to all who knew her. She was a three-time rider and the top fundraiser the past two years. Many may recall Chloe, Wyatt and Lindsay sharing their family's story during opening ceremonies. Chloe lost her battle with cancer on February 17, 2019.

"Chloe's smile, laughter, strength and determination touched everyone around her. We want to celebrate Chloe's life and honor her memory. While each ride is important, this one is very special," said Cranberry Country Pan-Mass Challenge (PMC) Kids Ride founder Bill Goldsmith.

This year, Goldsmith expects more than 200 children from ages 2 to 16 to participate. There will be three routes to choose from (a toddler route on enclosed tennis courts, a 1.6-mile loop and a 2.8-mile loop), all located within Oak Point. The Cranberry Country PMC Kids Ride was started by Goldsmith, a Middleborough resident and eleven-time rider in the adult PMC. This year, Bill will be riding in his twelfth PMC ride. He initially got involved with the adult PMC ride after his mom, Lillian Goldsmith, was diagnosed with cancer (and later passed away) and his father-in-law, Dennis Gagnon, died from cancer. He started the Cranberry Country PMC Kids Ride because he wanted to involve his children in the PMC mission and to give them and other children the opportunity to make a difference and give back to their community. This year, Bill will speak to more than 6,000 students at ten schools located in Middleboro, Lakeville, Bridgewater, Raynham and Rochester to spread the word.

The Cranberry Country PMC Kids Ride will hold a party after the ride. The actual ride will conclude around 11:30 am with the after-ride party going to 1 pm. The party will include: deejay, games, bouncy houses, face painting, balloon artists, pizza party, ice cream sundaes and a fire truck from the Middleborough Fire Department. The ride hopes to raise more than \$50,000. Last

year, the ride had 209 riders and raised \$44,000.

The fifth annual Cranberry Country PMC Kids Ride will take place on Sunday June 2 at Oak Point in Middleborough, located at 200 Oak Point Drive from 9 am to 1 pm. There is a \$15 registration fee if completed online and a \$20 registration fee the day of the ride. There is also a \$30 fundraising minimum. PMC Kids Rides are sponsored by the Yawkey Foundation. Contributions can be made payable to the Cranberry Country PMC Kids Ride. To register, visit <http://www.kids.pmc.org/cranberrycountry.aspx>. For further information, contact Bill Goldsmith at bill.goldsmith@verizon.net.