

## MEDIA ALERT

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### St. Louis Unites to Create a World Without Cancer at Pedal the Cause

**WHAT:** The St. Louis community celebrates its ninth Pedal the Cause on Saturday, Sept. 29 and Sunday Sept. 30 at the Chesterfield Amphitheater in Chesterfield, MO. Pedal the Cause is the premier cycling experience in the region, with the mission of curing all cancers, for everyone. 100 percent of participant donations fund innovative cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital right here in St. Louis. Since 2010, Pedal the Cause has donated \$19.8 million to these institutions, and has funded 101 innovative cancer research projects — including 73 adult and 28 pediatric projects.

**WHEN:** **Saturday, Sept. 29, 2018 | 9 – 1 p.m., 4 p.m. – 8 p.m.**  
9:00 a.m. – 1:00 p.m. Ameren Kids Challenge  
4:00 p.m. Packet pick-up, registration and Pedal Partner Alley opens  
4:00 – 8:00 p.m. Taste the Cause sponsored by True Manufacturing  
Living Proof Procession & Inspirational Program sponsored by Edward Jones

**Sunday, Sept. 30, 2018 | 6 a.m. – 5 p.m.**  
6:00 a.m. Breakfast, late packet pick-up, gear check and bike maintenance  
7:00 – 10:30 a.m. Start waves for all courses (10, 20, 37, 50, 62 and 100 miles)  
8:00 – 11:30 a.m. Spin Zone Sponsored by Truly in the Amphitheater  
11:00 a.m. – 5:00 p.m. Post-Ride Celebration with lunch provided by Sugarfire Smoke House

**WHERE:** **Chesterfield Amphitheater**, 631 Veterans Pl Dr, Chesterfield, MO 63017

**WHY:** We all have a reason to fight for a world without cancer. Our mission is to provide critical funding for cancer research at Siteman Cancer Center and Siteman Kids at St. Louis Children's Hospital through our annual cycling challenge. It is our hope that research funded by Pedal the Cause will ultimately lead to a cure for cancer.

Founded in 2010 with the bold model of using 100 percent of public donations to fund world-class cancer research, Pedal the Cause has quickly become the gateway to curing cancer – all cancers, for everyone. In this period of diminished federal funding where support typically gets funneled to already proven concepts, many potential new ideas are not deemed eligible. Pedal the Cause donations “seed” best-in-breed ideas at our beneficiaries to allow the cultivation of proof of concept and critical data. These seeded projects often turn into groundbreaking results that lead to new treatments and cures, preventions, and early detection diagnostics.

**RESOURCES:** Current 2018 total riders and funds raised tally on our homepage: <https://www.pedalthecause.org>

- Projected 2018 numbers: 3,700 riders, 1,000 volunteers, 400 kids, \$4.5MM raised
- Event Weekend Schedule: <https://www.pedalthecause.org/event-weekend>  
2018 Pedal the Cause Featured Fighters: <https://www.pedalthecause.org/featured-fighters>  
Event Weekend 2017 Recap Video: <https://youtu.be/xbejb4VD3z4>  
Pedal the Cause Impact Video: <https://youtu.be/q0NWdIJN9-0>  
Pedal the Cause Corporate Challenge Video: <https://youtu.be/juLf iNu nM>

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