

# Why we did it.

A narrative on the establishment of LIFEcycle  
And the Ride 'Round Rhody bike-a-thon  
By: *Dani & Jacob Brier* | December 2010

Supporting our community has been engrained in us, for as long as either of us can remember.

Several years ago Jacob decided to take part in the Pan-Mass Challenge; a two-day bike-a-thon that raises money for the Dana-Farber Cancer Institute in Boston. The 30-year-old event is massive and raises more than \$30 million<sup>1</sup> annually. It was a remarkable experience that he will never forget. The next summer, we both rode.

Shortly after that second ride, we discussed how hard it was to participate in such an event... the challenges of training to ride 192 miles in two days and the challenges of each having to raise so much money (each participant was required to raise \$4,000) were nearly prohibitive, but remarkably rewarding. We decided, though, that if we were going to work that hard, we wanted the fruits of our labor to remain closer to home.

In the fall of 2008, with support from our family and the community, we created LIFEcycle, Inc. This new organization would host an approachable bike-a-thon in Rhode Island to support local cancer treatment.

This bike-a-thon would encourage participation from people of all abilities, offering beginner and advanced routes. It would maintain a fundraising minimum that would be challenging but achievable. It would appeal to the novice and expert cyclist and fundraiser.

The past two years have been demanding, but extremely rewarding. We have seen members of the community rally around this new event and budding organization that remains operated exclusively by volunteers. We have active participants from throughout the entire state and parts of southeastern Mass. It is truly inspiring to see just how many people were looking for an outlet like LIFEcycle through which their efforts can be directed at supporting local cancer treatment.

We know just how much the practitioners at local cancer centers appreciate our support. Several of them volunteer for or ride in the event and we stay in touch with them throughout the year. It is the work they do each day and the patients they treat that fuels our fire.

We are eager to see what the future brings for LIFEcycle, as we continue to give our all in driving it forward. More so, we are eager to see what LIFEcycle brings to the future of local cancer treatment.

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<sup>1</sup> In its first year, 1980, the PMC raised \$10,200; The first year of Ride 'Rhody Rhody generated \$10,360. Within 10 years the PMC had raised \$1,000,000 for DFCI.