A MESSAGE FROM OBLITERIDE

AMY LAVIN / EXECUTIVE DIRECTOR

Cures start here. Rides start here. Community starts here. Healing starts here. In 2013, we started something. In these first four years, we've seen Obliteride emerge from an idea to a movement and from an event to a community. At Obliteride 2016, we witnessed more connection, hope and healing than ever before. Personal stories moved us, and evidence of scientific progress instilled hope.

Thank you for propelling our work, making Obliteride possible, and empowering us to start something big in pursuit of an enormous goal: curing cancer.

Amy Lavin, Executive Director, Obliteride

ENDING CANCER STARTS AT FRED HUTCH

MESSAGE FROM FRED HUTCH

JERRY RADICH / RESEARCHER

I ride because I am weary of friends and family members getting cancer, and too often dying from it. I ride because I have given too many eulogies for dear friends. I ride because of the pain and suffering cancer causes my patients and their families. I ride to end cancer; to obliterate it.

I ride because of the sense of community that Obliteride fosters and spreads. We work harder and harder, and the virtual world is becoming the platform for human interaction. Obliteride brings people together physically in common cause, and that is a healthy thing for body and mind.

I ride because it is better to be in good shape than bad. It is better to help others than not. It is better to give than take. Bike rides will not cure disease, but people will, and participation in Obliteride will make the dream to curing cancer closer and closer to reality. Roll on.
OBLITERIDE
ALL IN, ALL THE TIME!

Obliteride engages the community all year long.

FEET ON THE STREET OUTREACH RAMPS UP WITH THE SEATTLE BIKE SHOW!
- Other events throughout the year include:
  - Chilly Hilly
  - Bike to Work Day at Microsoft
  - Flying Wheels Summer Century
  - University Village Summer Concert Series
  - Elysian 20th Anniversary Celebration
  - STP Finish Line Celebration

SEATTLE GLOWS ORANGE
Thanks to the landmarks that glowed orange!
- University Village proudly displays its support
- Union Square
- Columbia Center
- BIM Plaxa
- The Westin Seattle
- Pacific Science Center
- The Seattle Great Wheel
- PEMCO
- 1918 Eighth
- 818 Stewart

DISTRIBUTION HAPPENING THROUGHOUT THE YEAR & PEAKS IN MAY!
- Feature stories in major local newspapers, with a combined readership of nearly 500,000, including The Seattle Times, The Puget Sound Business Journal and The News Tribune
- Numerous stories about Obliteride participants in local neighborhood news outlets
- Monthly mentions, including a feature story, in statewide industry publications
- 38,000 individual pieces distributed
- 1,400 posters displayed
- 6,000 pocket cards passed out
- Nearly 2,000 signs posted across Western Washington

OBBLITERIDE ON THE AIR THROUGHOUT SUMMER
- KING 5
- KONG
- KQED
- KJON
- QQK
- KATU
- Root Sports
- 214 airings
- Live interviews with Obliteride executive director on KING 5 and Q13 Fox newscasts
- Multiple stories featuring Obliteride participants on KING 5, KONG and NWKN
- Siamak wraps their building with Obliteride love
- Fred Hutch displays giant banner on campus in solidarity

COMPANIES SUPPORT OBBLITERIDE THROUGH CO-MARKETING, CO-BRANDING AND GENERAL SUPPORT
- Throughout the year, the Mariners air an Obliteride video at home games
- Cucina Fresca, Pagliacci Pizza and Potbelly Sandwich Shop show support with co-marketing campaigns
- Skanska wraps their building with Obliteride love
- Fred Hutch displays giant banner on campus in solidarity
- The cause and the overall feeling of belonging to something incredibly important. I also enjoyed the culture of the ride, very communicable and extremely friendly/helpful.
- The incredible honor and opportunity to participate in something big enough to make a personal difference in helping raise money needed for cancer research.
- The camaraderie was tremendous. And the event was exceptionally well-pinned and executed.
- The event itself was extremely well organized, hit the right note of being tasteful without being wasteful. I felt excited and inspired at the event.
- Feeling like I was part of something bigger than myself!

INSPIRED RIDERS KEEP FEEDING THE FUNDRAISING. STORIES AND MEMORIES ARE SHARED AROUND THE WEB

THOUSANDS GATHER OBBLITERIDE WEEKEND. STORIES AND IMAGES ARE BROADCAST ONLINE, ON TV, IN PRINT AND ON THE RADIO

WE TAKE OVER THE AIRWAVES AND STREETS!
- Radio broadcasting starts and continues throughout the year on 106.1 KISS FM 97.3 KIIS FM 96.7 THE JET, 90.3 KEXP and PANDORA
- Live radio interviews begin highlighting Obliteride
- Bus advertising starts in downtown Seattle & the Eastside

WE CELEBRATE!
Obliteride hosts a wrap party to celebrate this year’s hard work

WEBSITE & REGISTRATION LAUNCHES
- 211,494 page views in 2016
- 211,494 page views
- 211,494 page views

“WHAT’S THE BEST PART OF OBBLITERIDE?” RIDERS SAY...

OUR SOCIAL MEDIA EFFORT:
- Twitter: Obliteride tweets reached 52,600 people in August
- Facebook: Obliteride Facebook posts reached 8,000 people
- Instagram: Riders crossing the finish line is the most liked Instagram picture of 2016
- Snapchat: Snapchat filter had over 6,250 views during the kickoff party

“Ours riders rock, so far you’ve raised nearly $2 million and counting!”

$2.4 MILLION
WE ARE OBLITERIDE

58% MALE
42% FEMALE

TOP FUNDRAISERS
HARVEY KANTER $91,275
PAULA REYNOLDS $50,000
JAI ANDERSON $42,999

PACESETTERS
312 PEOPLE HIT 200% OF THEIR MINIMUM

RIDERS BY

TOP TEAMS
LEWIS & FRIENDS CIRCUMVENT CANCER $168,038
CELEBRATING CAROL & MOVIN’ FOR MARYL $138,196
BALDY TOPS $112,116

151 SURVIVORS
48 RAISED OVER $5,000

25 STATES REPRESENTED
331 COMPANIES PRESENT ONSITE

TRI-CYCLES
123 PEOPLE RAISED $3000

25-MILE
21-27
18-22
15-19
6-10

66-75
65-60
60-55
55-50
50-45

110-115K
110-100K
100-90K
90-80K
80-70K

11% 11% 11% 25% 21% 20% 15% 10% 6% 2%
42% 32% 32% 32% 32% 32% 32% 32% 32% 32%
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470 VOLUNTEERS
1491 RIDERS
140 TEAMS

Obliteride only 9%
Ice cream cyclist 4%
Other 11%
Recreational cyclist 42%
Avid cyclist 24%

OBITERIDE 2023

P. 05
A partnership with Obliteride shows the world that you are dedicated to curing cancer alongside Fred Hutch. Thanks to our generous sponsors, 100% of all the money raised by riders goes to Fred Hutch.

**Elysian Brewing pours all weekend**

**“WHAT’S THE BEST PART OF OBLITERIDE?” RIDERS SAY...**

“The overall excellent organization, with a shared feeling of camaraderie and knowing we are supporting an important goal.”

“The connection between most who participate, having others who have also lost loved ones or family members lost to cancer. Best example is the ‘I ride for’ chalk-board walls, I love that.”

**Catering sponsor, Tom Douglas Catering and Events brings the best of Seattle to the heart of Seattle at Gas Works Park!**

**Huge thanks to KING 5 for their media sponsorship.**

**University Village is front and center as our Anchor Sponsor.**

**Lease Crutcher Lewis sponsors the Obliteride volunteer program.**

**Esterline Technologies Corporation is a three-year sponsor.**

**Seattle Genetics proudly sponsors Obliteride’s Honor Wall — a living memorial full of inspiration.**

**Our Anchor, Major and Prime Sponsors own the stage!**
PARTNER PROFILE

SEATTLE GENETICS

Seattle Genetics made a big splash in Obliteride 2016. Not only were they a corporate team, they were also the sponsor of the Obliteride Honor Wall. Forty riders and volunteers joined the Seattle Genetics Team led by Team Captain Matt Skelton, and helped raise $45,577.

Letter from Tamara D.G., Team Seattle Genetics

Last weekend, I rode in my first Obliteride. I did the 2-day and it was the most incredibly organized event I've ever done. As a long-time runner and cyclist, I've done A LOT of races and you guys nailed it! The volunteers were kind and supportive and, despite the heat and dirty cyclists they had to deal with, relentlessly cheerful. The speakers were amazing and their stories gave me the strength to get back on my bike the second day. Last weekend made me feel so proud to be a part of the movement to bring an end to this disease. OMG, showers, massage, great food and the bands were fantastic! It was the perfect after party. Everything was flawless. Thanks to everyone who made this possible. I hope it was as rewarding for you as it was for us.

PARTNER PROFILE

LEASE CRUTCHER LEWIS

Lease Crutcher Lewis was one of the first partners to jump into Obliteride with their team, LEWIS & FRIENDS CERCumvent Cancer. They joined forces with Dr. Chris Li’s Lab at Fred Hutch because partnerships are what they are all about. They’ve partnered with Fred Hutch on the Hutch Holiday Gala, Premier Chefs Dinner and Hutch Award Luncheon and finally, they have been a committed Volunteer Program Sponsor, powering 1,900+ volunteers over four years.

To date, Lewis & FRIENDS CERCumvent Cancer is 283 members strong and together they’ve raised nearly $820,000, making them the reigning top team since the beginning.

OBLITERIDE HAS BEEN INCREDIBLE. THE EXPERIENCE HAS PERSONALIZED THE IMPORTANCE OF FRED HUTCH’S WORK IN OUR LIVES AND WE’VE BEEN INSPIRED BY THE WAY IT HAS CONNECTED US WITH OUR FAMILIES, FRIENDS AND PARTNERS ON MANY LEVELS. IT’S PART OF OUR DNA NOW AND WE LOOK FORWARD TO IT EVERY YEAR. IT’S A WAY TO GIVE BACK THAT’S ALSO REALLY FUN.

— BILL LEWIS, CHAIRMAN

SEATTLE GENETICS IS DELIGHTED TO PARTNER WITH OBLITERIDE FOR THE THIRD CONSECUTIVE YEAR, SUPPORTING THE IMPORTANT WORK OF FRED HUTCH. WE’RE ESPECIALLY PROUD TO BE A 2016 HONOR WALL SPONSOR, AND OF THE TREMENDOUS TEAMWORK FROM OUR RIDERS AND SUPPORTERS. OBLITERIDE HAS BECOME A HIGHLY ANTICIPATED TRADITION, AND WE LOOK FORWARD TO CONTINUING OUR PARTNERSHIP WITH FRED HUTCH AS WE COMBAT CANCER TOGETHER.

— CLAY SIEGALL, CEO
OBLITERIDE FUNDS RESEARCH IN THE AREAS OF GREATEST NEED AT FRED HUTCH. FROM BASIC SCIENCES AND PUBLIC HEALTH TO DEEP EXPLORATION INTO ORGAN-SPECIFIC CANCERS AND IMMUNOTHERAPY, WE’VE FUNDED NEARLY $7 MILLION IN RESEARCH IN OUR FIRST THREE YEARS. HERE’S A QUICK SUMMARY OF KEY INVESTMENT AREAS SO FAR:

**LUNG CANCER**

**CLINICAL RESEARCH SERVICES (CRS)**
Groundbreaking clinical trials advance discovery, leading to cures. Housed at Fred Hutch, CRS supports hundreds of trials annual across the Fred Hutch/University of Washington Cancer Consortium.

**PROSTATE CANCER**
Fred Hutch investigators recently published research linking BRCA mutations with prostate cancer, helping us identify those more at risk.

**LIFESTYLE & CANCER**
We know diet and obesity are leading causes of cancer, the question is why. Obliteride has funded research in Fred Hutch’s Public Health Sciences Division to understand the linkages so each of us can make better lifestyle choices.

**RURAL ENVIRONMENTAL FACTORS**
Does where you live matter? Environmental exposure, lifestyle choices and access to healthcare and community services all impact the incidence of cancer. Obliteride is helping understand how and what we can do better.

**BRAIN CANCER**
Focusing on curative therapies and improved surgical processes using ‘tumor paint’ to help preserve healthy tissue and function.

**AVOIDING INFECTION**
Nearly 25% of cancers are caused by infection. Avoid infection; avoid some cancers. HPV vaccination (pioneered here at Fred Hutch) has the potential to eradicate nearly all cervical cancer and many head and neck cancers. We’re funding more discoveries like this one.

**BREAST CANCER**
Staying ahead of metastatic breast cancer cells when we can’t even detect them. Combined with Fred Hutch’s leadership of the Women’s Health Initiative, the Hutch has radically reduced the impact of breast cancer.

**OVARIAN CANCER**
Better detection, understanding and treatment are all critical to increasing survival rates.

**SOLID TUMOR TRANSLATIONAL RESEARCH**
Moving lab theory, data models and tissue typing from the lab to the bedside as rapidly as possible.

**IMMUNOTHERAPY**
Fred Hutch is paving the way with less invasive and less toxic cancer treatments. Accelerating this research is vital to curing cancer faster.

**TO DATE, OBLITERIDE HAS RAISED OVER $9 MILLION FOR CANCER RESEARCH AT FRED HUTCH**
CURSES START HERE, BECAUSE OF YOU.
FRED HUTCH OBLITERIDE
THANKS OUR
GENEROUS SPONSORS

ANCHOR SPONSORS
- UNIVERSITY VILLAGE
- SLOAN FOUNDATION

MAJOR SPONSORS
- ELLISON FOUNDATION
- SINEAGL FAMILY FOUNDATION

PRIME SPONSORS
- iK5

SPONSORS
- CROUCH FAMILY
- DELTA
- LEWIS
- SCHULTZ FAMILY FOUNDATION

FRIENDS
Amazon
Amgen's Breakaway from Cancer
AutoNation
Boehringer Ingelheim
CorePower Yoga
Elysian Brewing
Hornall Anderson
Intersection
Juno Therapeutics
NanoString Technologies
SanMar
Seattle Genetics
Skyline Socks
StraightEIGHT Films

SUPPORTERS
Anderson Sobel Cosmetic Surgery
Aquaflia
Bicycle Adventures
Charlie’s Produce
Door to Door
Health Warrior
KIND Snacks
nuun
Pagliacci Pizza
PKM
Port Madison Enterprises
Potbelly Sandwich Shop
REI
Snoqualmie Vineyards
Sparkling ICE
Zico Coconut Water

MEDIA PARTNERS
ROOT SPORTS
iHeartMedia
KEXP
National CineMedia

CATERING PARTNERS
Tom Douglas Catering and Events
Tuxedos and Tennis Shoes

CYCLING PARTNERS
Gregg’s Cycles
REI Silverdale
Silverdale Cyclery
Old Town Bicycle
Edge & Spoke
Velo Bike Shop
Pacific Bike and Ski
Joe the Bicycle Fixer
VeloSki Sports
West Seattle Cyclery
Mobile Bicycle Rescue

HELLO!
This was our first experience as riders with Obliteride and we were blown away by the experience. The thoughtful attention to detail, the generosity of spirit, the delicious food, amazing organization, optimism and hope were palpable. It was a joy and an honor to be a part of this amazing event. Thank you for all the work you put in to make it happen!
— Tracy B. and Arthur S.

HELLO!
Last weekend I rode in my first Obliteride. I did the 2-day and it was really hot and challenging and the most incredibly organized event I’ve ever done. I work for a local biotech company and last weekend made me feel so proud to be a part of this movement to bring an end to this disease.
— Tamara D G, Team Seattle Genetics

HELLO!
I really enjoyed being involved with Obliteride this year. As a team, we had a lot of fun and thought you all put on a first class event. It was especially sweet since the same time a year ago I wasn’t feeling very good during my chemotherapy at SCCA. I was elated to be able-bodied enough to ride.
— Jesse S.
ABOVE: Obliteride 2016 Top Fundraiser, Harvey Kanter, awaits the start of the 100-mile ride. He is the top fundraiser for 2016 with donations tallying $51,575.