



Fred Hutch Obliteride changes gears, shifts to individual events for 2020 *Obliteride goes global to accelerate cancer and COVID-19 research*

SEATTLE, May 19, 2020 – **Fred Hutch Obliteride**, one of the largest community fundraising events in the Pacific Northwest, announced changes for 2020. Due to the coronavirus pandemic, Obliteride weekend has been reimagined and will not include group gatherings in 2020. Participants will choose when and where to complete their individual events, enabling people all over the world to safely support lifesaving research at **Fred Hutchinson Cancer Research Center**. Every dollar raised will fuel leading-edge cancer research and real-time studies to halt the COVID-19 pandemic and develop critical tests, treatments, and vaccines.

“Fred Hutch researchers need our support now more than ever,” said Kelly O’Brien, vice president of Philanthropy at Fred Hutch. “Every donation propels us closer to finding cures. Our participants ride, walk and run for loved ones with cancer. This year they will also help in the fight against the coronavirus, as half of the funds will support urgent scientific studies on COVID-19. We’re grateful for our Obliteride participants, and all of our generous donors, who will help us save lives.”

Traditionally, Obliteride has involved thousands of participants riding, walking, or running together on designated routes in the Puget Sound region. For 2020, participants will bike, run, walk, or set their own challenge with a different individual activity of their choice.

“Keeping people safe is our top priority,” said Jim Birrell, Obliteride’s director. “That said, our participants really look forward to an unforgettable Obliteride weekend, so we’re planning some great surprises and virtual events to help create the connection we’re all craving right now. We’re excited because this is a movement people can join, no matter where they live, and we’ve dropped our fundraising minimums, so everyone can feel comfortable participating.”

Since 2013, Obliteride has raised nearly \$30 million, from more than 60,000 supporters. Obliteride funds have supported research on cancer prevention; global health; immunotherapy; brain, breast, lung, ovarian and prostate cancers; and new methods for tracking the coronavirus.

Obliteride 2020 will culminate in a Glow Orange celebration the week of August 8. Learn more and register at **[Obliterate.org](https://www.obliterate.org)**. Visit the Obliteride **Media Center** for photos, logos and more information.

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