MEDIA FACTS

OBLITERIDE 2020: REIMAGINED

FRED HUTCH OBLITERIDE®

ABOUT OBLITERIDE

- Fred Hutch Obliteride is one of the largest fundraising events in the Pacific Northwest. Each August, Obliteriders ride, walk, or run and raise millions of dollars to fuel lifesaving research at Fred Hutch.
- Obliteride has been reimagined for 2020 due to the coronavirus pandemic.
- There are no group gatherings this year. Instead, participants of all ages are invited to ride, walk, run, or choose their own individual challenge to complete on or before August 8, 2020.
- Participants will be supported with online challenges, teams, happy hours, and events.
- Everyone is encouraged to fundraise what they can.
- 50% of participant-raised dollars will support cancer research, and 50% will support COVID-19 research, all at Fred Hutch.
- Obliteride 2020 will culminate in a Glow Orange celebration the week of August 8.
- Over its first seven years, Obliteride has raised nearly $30 million for research on cancer prevention; global health; immunotherapy; brain, breast, lung, ovarian, and prostate cancers; and new methods for tracking the coronavirus.

OBLITERIDE BY THE NUMBERS

- Obliteride has raised nearly $30 million for lifesaving research since 2013.
- 2020 marks Obliteride's eighth year.
- More than 9,000 people have participated since 2013.
- More than 70,000 people have donated to Fred Hutch through Obliteride.

ABOUT FRED HUTCH

- Fred Hutch researchers are pushing the limits of human knowledge and tackling disease from every angle. Through fearless science, they are leading the way to a world free of cancer and related diseases.
- More than 3,000 Fred Hutch faculty work to eliminate cancer, HIV, and other diseases.
- Fred Hutch experts are currently tracking the new coronavirus; expanding testing; advising policymakers; and conducting studies to understand the virus, test treatments, and monitor its impact on people facing cancer.
- Fred Hutch relies on private donations like those raised through Obliteride to launch new studies faster, bring creative ideas to patients more quickly, and fuel the development of lifesaving therapies.

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