



2019 MILLION DOLLAR CHALLENGE

Oct. 12-18 | Partner and Media Recap

IMPACT + REACH

7 Days

17 Challenged Athletes

87 Social Media Posts

100 + Riders

620 Miles

95,184 Broadcast Reach

170,000 Social Media Reach

\$1,312,202 Raised

[Photo Album](#)



This year's Million Dollar Challenge saw new friendships formed, old friendships strengthened, amazing weather and great times! Participants of the Million Dollar Challenge ride included San Diego mayor Kevin Faulconer, Former Chief of Police Shelley Zimmerman, and World Blind Gold Champion Jeremy Poincenot who celebrated his 30th birthday on the ride. The cyclists ended their ride on Oct. 18th at La Jolla Shores where they were greeted by dozens of challenged athlete kids and their families who were excited to thank them and give them medals!



[Highlight Video](#)





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This year's Million Dollar Challenge (MDC) was one for the record books. The event personally touched each and every rider in the peloton and left everyone with relationships to last a lifetime. The kickoff ceremony in Palo Alto opened with a moving and powerful video, "The Company We Keep," showcasing the incredible celebrities and media moments that brought the spotlight to CAF this past year. The week then started with a surprise grant presentation to Kate Roe. Kate is an 8-year-old amputee who has had 9 surgeries and has wanted nothing more than to be able to play alongside her friends. Kate's personality was infectious and her genuine excitement for her new running leg captured the audience's hearts.

In Santa Cruz, MDC co-chairman Dean Roeper interviewed challenged athletes Lance Weir, Jamie Whitmore, Roxana Dobrica, and Patrick Nugent. The panel talked about their involvement with CAF, gave us insight into their personal lives, and shared with us the span of support CAF has across sports, disabilities, gender, location, etc. Each challenged athlete on the ride expressed how important being a part of CAF has been to them and how we have helped them through their different journeys.

The 3-day riders joined the peloton in Santa Barbara and were left speechless after the evening presentation. Jeremy Poincenot, blind golfer and a member of the 2019 MDC peloton, spoke about the power of interdependence. He reminded our community that alone we are strong, but together we are stronger! The evening was concluded with a special grant presentation to Santa Barbara's Juan Sebastian in memory of challenged athlete Robert Spotswood, presented by supporters Bob Spotswood and Mick Hellman.

The 2019 Million Dollar Challenge had an abundance of transformational moments and that's in huge part due to the connection our sponsors made with challenged athletes throughout the week. Lives were changed, and as a peloton everyone pulled together to alter the perception of people with physical challenges.





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MDC APP

5,390 App Icon Hits
934 Session Views
165 Logged in Users



SOCIAL BUZZ

RIDE 100%
Oct 14 • 2:46 PM

A big day is underway for @iron.lyons and the rest of the @cafoundation **Million Dollar Challenge** riders and we'll be right behind them in support of any needs. #see100percent #ride100percent #TeamCAF #milliondollarchallenge #morethanaride

Million Dollar Challenge

199k Reach Positive

Arron Oberholser @ArronOberholser
Oct 15 • 4:35 AM

RT @CAFoundation: Saturday morning, over 100 cyclists left from Palo Alto to #ConquertheCoastCAF for our **Million Dollar Challenge** Ride. Today was Day 3 of the 7-day, 625-mile journey raising funds for our mission. 283-miles down, 342-miles left to go! Cheer them on! 🙌🙏 #

Million Dollar Challenge

21.1k Reach Neutral

Challenged Athletes Foundation
Oct 18 • 4:38 PM

After cycling for 7 days and 625-miles, the **Million Dollar Challenge** riders have made it to La Jolla! Welcoming them in were dozens of #TeamCAF kids excited to thank them and give them medals. Incredibly, the riders raised over \$1.3 million to empower individuals with physical

Million Dollar Challenge

54.8k Reach Positive

Bob Babbitt @Bob_Babbitt
Oct 15 • 10:31 AM

QT @CAFoundation: Let's go everyone! See you all soon! ; Saturday morning, over 100 cyclists left from Palo Alto to #ConquertheCoastCAF for our **Million Dollar Challenge** Ride. Today was Day 3 of the 7-day, 625-mile journey raising funds for our mission. 283-miles down, 342-miles

Million Dollar Challenge

16.6k Reach 22 Engagement Positive

Team MPI
Oct 19 • 9:09 AM

James Osborne cycled 625 miles in 7 days 😊 - San Francisco to San Diego - as part of the CAF **Million Dollar Challenge**!! Stupendous cycling, James!!!

Million Dollar Challenge

4k Reach Neutral

Shelley Zimmerman @ChiefZimmerman
US | Oct 16 • 5:56 AM

is so inspiring. Today we ride from Santa Barbara to Santa Monica. ; Saturday morning, over 100 cyclists left from Palo Alto to #ConquertheCoastCAF for our **Million Dollar Challenge** Ride. Today was Day 3 of the 7-day, 625-mile journey raising funds for our mission. 283-miles down,

Million Dollar Challenge

7.44k Reach 9 Engagement Positive



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