Mission-Driven Campaign Blog Post (Pelotonia)

- **Strategy:** Integrated Event & Non-Profit Marketing
- **Objective:** Drive participant registration and community donations for cancer research.
- **Title:** Pedal with a Purpose: Together as One for Pelotonia
- **Body Copy:** The Ohio State University community is proud to launch **Pelotonia: Together as One**, celebrating the power of community in driving meaningful change and ending cancer.

  Since its founding, Pelotonia has raised more than **$300 million** for cancer research. Our community continues to accelerate breakthroughs at the Arthur G. James Cancer Hospital and Richard J. Solove Research Institute, proving that we are stronger when we move forward together.

  🚴 **Ride Weekend** Join more than 10,000 riders, volunteers, and supporters for an unforgettable weekend featuring:

  - Opening Ceremony with live music and guest speakers
  - Scenic, fully supported routes tailored for all rider levels
  - Full volunteer support—handling everything from bike logistics to complimentary food and hydration

  🆕 **Gravel Day** Experience a brand-new way to ride through the scenic gravel roads of Southeast Ohio. It's an exciting opportunity to support the mission from a fresh terrain.

  💡 **Why It Matters** Every single dollar raised by Pelotonia participants goes directly to funding cancer research, clinical trials, and next-generation therapies. When we ride together, we move closer to a cure.

  👉 *[Register to Ride or Volunteer Today]*