



APRIL 2025

# CYCLE SHORTS



FRADÉL TEMPLE

# GEARING UP FOR *the final* PUSH!

We are gearing up for the homestretch of this year's event! You still have time to register, train, and fundraise money. The best part, we are here to help you every pedal of the way!

The Trek is more than just a ride; it's a powerful community event that supports those who struggle with lung health. Whether you're a seasoned cyclist, a casual biker, or someone looking to make a difference, this event welcomes participants of all fitness levels who want to give back and support lung health.

To date, the event has raised more than \$32 million. For many riders, the Trek has become a decades-long tradition motivated by a personal connection to the cause. As Evan Lelansky explained,

*"My mom passed away from lung cancer in 1996. I began riding the Trek Across Maine and supporting the Lung Association in her memory the very next year. My son began riding with me three years later and has continued to ride with me for the past 24 years. We get to spend Father's Day weekend together each year, supporting a great cause and riding in my mom's memory." ~Evan Lelansky*

As an established calendar fixture, the Trek is a well-oiled machine that offers riders a clear order of events. If you love a challenge that doesn't involve getting lost alone in the woods, you'll appreciate the small army of volunteers, support vehicles, and three daily rest stops with refreshments that Trek Across Maine can provide. Pedaling, on the other hand? That's all down to you.



*Matt, Evan, and Eric Lelansky*

**REGISTER NOW!**

Register [here](#) using promo code **GEAR10** for \$10 off!

*Psyching yourself up    Taking the necessary steps  
Preparing    Getting Ready    Making preparations*

# FINISH LINE *Celebration*



Invite your friends and family to join our 41st anniversary finish line celebration at Pineland Farms. Celebrate your Trek accomplishments (and Father's Day) with lunch at the finish line on Sunday, June 15 from 11am-3pm. Menu includes one entree (Pineland Farms marinated steak tips, chicken, or grilled vegetables) with a variety of homemade salads and a fresh baked dessert!

Adult tickets: \$25

Kids 12 and under: \$15

Trek participants will receive a catered lunch; no purchase required. Tickets are for family members, spectators and friends! Click [here](#) to purchase your tickets.

**IMPORTANT**



Our pets are an important part of our everyday lives. However, we must follow the rules of Pineland Farms.

To ensure the safety of all their visitors and their farm animals, please note that Pineland Farms does not allow dogs on the premises.

Thank you for your cooperation.





# TURQUOISE TAKEOVER

As our Trek Family, and supporters of the Lung Association, we encourage you to learn more about lung cancer. The lung cancer survival rate has increased by 44% in the past 10 years, but the disease still takes the lives of 361 of our friends, neighbors and loved ones every day. Our LUNG FORCE initiative unites us to defeat lung cancer, the nation's leading cancer killer, during Turquoise Takeover and Lung Cancer Action Week (May 5-11, 2025).

Each May, we celebrate by turning the nation turquoise to raise awareness for lung cancer and inspire us to take action to prevent lung cancer and detect it earlier. We'll be posting on social media, and we invite you to join the conversation and help spread the word about our Saved by the Scan educational campaign.

If you're volunteering in honor or memory of a loved one impacted by lung cancer, please contact us at [TrekAcrossMaine@lung.org](mailto:TrekAcrossMaine@lung.org) to share your story. Anyone can get lung cancer, and no one deserves it.



We are so excited to be partnering with [Brickyard Hollow Brewing](#) again this year as their community spotlight for the entire month of April! A portion of the night's sales directly supports our organization, supporting what its all about: our mission and impact. Stop by the following locations and show your support! Be sure to try the pizza of the month, our organization gets a portion of the profits from each one sold!



Date	Location
4/08	Portland: 9 Commercial St, Portland, ME, 04101
4/15	New Gloucester: 437 Lewiston Rd., New Gloucester, ME 04260
4/22	Brunswick: 149 Main St, Brunswick, ME 04011
4/29	Biddeford: 180 Main St #3, Biddeford, ME 04005
4/29	Yarmouth: 236 Main St, Yarmouth, ME 04096

Check out Brickyard Hollow and all of the great things that have to offer.

[Brickyard Hollow Brewing Co | Local Craft Pizza & Beer Cheers!](#)

# 2025 Trek Across Maine

## New Route



Preliminary GPS maps are now available for you to check out!

## GPS ROUTE MAPS

Spring is here and we are sure you are getting anxious to take your bike out on the road, if you haven't already! We know you have all been patiently waiting to see the new route! We have uploaded the preliminary GPS files for the 2025 Trek Across Maine (the route could change slightly due to DOT construction).

Garmin is currently working on the GPX files, maps, and turn by turn, and will be available shortly. We will let you know as soon as those are ready to view! Enjoy the ride!

Click [here](#) for ride details!



## EMAIL OPT-IN

Please take a moment to check your email opt-in status for the Trek Across Maine.

Unfortunately, if you have unsubscribed from any American Lung Association email in the past (including national campaigns), you would have also been unsubscribed from event updates. If you are unsure of your opt in status or believe you are not receiving our emails, please email [TrekAcrossMaine@Lung.org](mailto:TrekAcrossMaine@Lung.org) and we will assist with opting you back in.

### Questions?

Contact Chrystal Toner - 207-624-0312

## 2025 REST STOP SPONSOR - GARMIN

**GARMIN.**



# FUNDRAISING: YOUR DOLLARS AT WORK

**DON'T  
FORGET**

Each participant is required to complete the following:

- \$550 minimum fundraising (\$400 minimum fundraising for ages 7-17)
- Bike Inspection Form (signed and stamped by your local bike shop)

All paperwork must be completed prior to check-in event weekend.

Paperwork mailed to the American Lung Association office after May 20 will be processed after the Trek and will not count towards weekend of event benefits (Speedy Check-In or Winner's Circle).



Speedy Check-In

We strongly encourage you to qualify for **Speedy Check-in** to enhance and speed up your check in process during event weekend. To qualify for Speedy Check-in, you are required to submit all required paperwork & fundraising (listed above), to the American Lung Association by **May 20, 2025**.

**EVERY 2.5 MINUTES SOMEONE IN THE U.S. IS  
DIAGNOSED WITH LUNG CANCER**



Winner's Circle Club

Trekkers who raise \$1100 or more qualify for our prestigious **Winner's Circle club**. Club members receive special incentives (including commemorative jersey) during check-in event weekend. To qualify for weekend of event benefits, fundraising account must total \$1100 (or more) in donations and all required paperwork (listed above), must be turned in to the American Lung Association by **May 20, 2025**.

# FUNDRAISING: MANAGING YOUR DONATIONS

All pledges (cash, check or money order) must be accompanied by a pledge sheet (electronic version can be downloaded at [TrekAcrossMaine.org](http://TrekAcrossMaine.org)).

**Cash:** All cash donations must be converted to a bank check or money order before they are submitted to the American Lung Association. Please include donor information so we can properly thank them.

**Checks:** Checks must be made payable to "American Lung Association." If the check is errantly made out to you, please endorse back with "Payable to American Lung Association."

**Credit Card:** Donations can be made via credit card through our website. Search by Trekker name to find and donate to an individual.

**Workplace Giving:** Please see Fundraising & Communication Tools (on our website) for instructions regarding workplace giving donations.

**Matching Gifts:** Many companies offer matching gift programs. Contact your human resources department or use our matching gift tool to find out if your workplace qualifies.

# TEAM JERSEYS

Design your team kits for the Trek with Primal, the most trusted name in cycling apparel and the official cycling apparel partner of the American Lung Association. **Plus get cash for the cause!**

As part of our ongoing commitment to charitable cycling events and as a Sponsor to Trek Across Maine, Primal will donate **10% of your custom apparel order directly back to your team's fundraising account.**

## TEAM ORDER TIMELINE

<b>GET STARTED</b> End of March OR Before Risk Free	<b>DESIGN &amp; PROVISIONS</b> 2-3 Weeks	<b>ORDER SUBMITTED</b> 4/17/2025	<b>DELIVERY DATE</b> 6/6/2025
---	---	-------------------------------------	----------------------------------

Contact Jacob at 720.782.7501  
or jacob.m@primalwear.com

# RAISE TOBACCO TAXES *Saves Lives*



Your elected officials need to hear from you that you support raising the price of tobacco products. Visit [this link](#) to send an email to your lawmakers in Augusta and support the work of the Lung Association!

In Augusta our top legislative priority is to take evidenced based action to address the tobacco epidemic in our state – especially vaping among our youth – by raising the tax on tobacco products. Increasing the tax on tobacco products is a proven way to address especially youth tobacco use. Multiple studies have shown that every 10% increase in the price of cigarettes reduces consumption by about 4% among adults and 7% among youth. Increasing the price of tobacco products is a key piece of the fight against tobacco use.

It has been 20 years since Maine last raised the cigarette tax. At that time, we had the highest cigarette tax in the northeast --- and it worked. We saw youth and adult tobacco use rates drop significantly. Now Maine has the second lowest tax in the Northeast and adult and youth tobacco use rates higher than the national average. Tell your lawmakers to act today to protect lung health!

## BLUEBERRY BROADCASTING

Have you heard our Trek advertisement on the radio? Our team would like to thank Blueberry Broadcasting for being a long-time sponsor of the Trek and helping us get the word out!



★ 2025 WINNER'S CIRCLE SPONSOR ★



# Shift your career into high gear

Join athenahealth and propel your future forward.

As a proud sponsor of the Trek Across Maine, we believe in supporting our community and fostering a culture of innovation and collaboration. That's why we've been named a Best Place to Work in Maine for 15 years and counting.



Scan to find a role that's right for you







# VOLUNTEER APPRECIATION MONTH

Thank you to the many volunteers that help make the Trek Across Maine a success!



## JOIN OUR

# *Board of Directors*

Are you passionate about saving lives by improving lung health and preventing lung disease? The American Lung Association in Maine is seeking dedicated individuals to join its Board of Directors. As a member, you'll have the opportunity to make a direct impact on our work by supporting lung disease advocacy initiatives and helping to shape and grow our signature event - the Trek Across Maine. Your voice and expertise could help drive forward vital programs that save lives and improve public health. Our mission is broad from creating a tobacco free future to ensuring that the air we breathe does not cause or worsen lung disease, so we need individuals from all over Maine bringing various perspectives. By joining the board, you'll collaborate with a dynamic group of professionals who share a commitment to lung health. If interested, please contact Gale Auclair at [Gale.Auclair@Lung.org](mailto:Gale.Auclair@Lung.org) or (207) 624-0302