Take the Virtual 275 Challenge and Raise Money for HIV Services

Endure any physical task for 275 minutes on Saturday, July 18—walk, bike, bake, knit!—and help Cycle for the Cause end AIDS!

July 13, 2020 By Trent Straube

COVID-19 may have sidelined the annual Cycle for the Cause bike ride to raise money for HIV services at New York's LGBT Community Center, but the fun and fundraising efforts will go on—and now anyone can participate.

Social isolation is difficult, especially for those living with mental health and substance use challenges. During the...

Posted by Cycle for the Cause on Wednesday, July 8, 2020

The Cycle for the Cause 275-mile bike trek originally slated to take place over three days in September has been reimagined as C4C: The 275 Challenge. It's a virtual endurance experience in which participants challenge themselves to do any activity for 275 minutes—that's four hours and 35 minutes—or 275 repetitions on Saturday, July 18.

Registration is free, and there are no fundraising minimums. The website allows folks to experience the 275 Challenge together, in solidarity, while enjoying a virtual opening ceremony, rest stops, C4C celebrities and more.

Average Joe Cyclist shares a peek of the all fun to be

had in the #275Challenge this Saturday! Join us for a day of...

Posted by Cycle for the Cause on Monday, July 13, 2020

CycleforthеCause.org describes the 275 Challenge and the need for fundraising:

> Many in our community need The Center now more than ever, and requests for our services are increasing every day, including from those who rely on us for HIV and AIDS support services.
>
> Our community members' health and safety is always our top priority, which is why we have made the tough call not to proceed with our annual Cycle for the Cause on-the-road ride in September. But we still need the Cycle for the Cause community to keep our work going. We're asking the community to rally around The Center a little sooner and a little differently this year to make sure that we are meeting the needs of LGBTQ New Yorkers right now.



View this post on Instagram

We want to hear from you! Tell us how you plan to Challenge yourself this week by tagging us

@cycleforthecause and we will do our best to feature as many participants' unique 275 Challenge on our

social media! #SpotlightSaturday #275Challenge #6DaysLeft

A post shared by Cycle for the Cause (@cycleforthecause) on Jul 12, 2020 at 10:42am PDT

Last year, the 25th annual C4C raised $2.1 million for HIV/AIDS services at The Center. For more about that, see "400 Cyclists Ride from Boston to NYC, Breaking Records and Fighting HIV."

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http://beta.docker.poz.com/article/take-virtual-275-challenge-raise-money-hiv-services