Jack Mackenroth Rides Hard for a Good Cause

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Hunky HIV/AIDS activist and longtime POZ pal Jack Mackenroth is putting his body to work—in more ways than one—to raise money for a good cause.

Mackenroth, a long-term survivor who was diagnosed with HIV in 1990, has set a personal fundraising goal of $75,000 as a rider in the 2017 Braking AIDS Ride, a Housing Works cycling fundraiser for which participants must raise a minimum of $3,500 and trek from Boston to New York (285 miles) in three days. This year's event will take place from September 8 to 10, and proceeds benefit the New York–based nonprofit, which provides services and housing to people living with HIV/AIDS.

In addition to kicking his body into gear through a combination of practice rides, spinning classes and more, Mackenroth is offering up his toned muscles as advertising space to donors who help sponsor his ride. The body billboard strategy should serve him well. In 2014, Mackenroth personally raised $56,000, thanks in part to his ability to parlay his sex appeal into contributions. (That year, he bared it all in exchange for high-level donations on more than one occasion.)

Mackenroth's "advertising rates" are as follows: For a donation of $250, he'll write your company's name on his bare chest and post a link to your site (he'll also take a pic and share it with his 750,000 followers on social media if you like); $1,000 gets you a spot on some prime real estate: Mackenroth's buff butt!

Courtesy Jack Mackenroth

If you donate $250 or more, the Project Runway alum will also enter you in a donor raffle for prizes that include a sleek bike by Lorenzo Martone, underwear and jockstraps from partners Baskit and Breedwell and a six-pack of spinning classes at MonsterCycle.

While some of this may seem silly, Mackenroth is totally serious about his mission and the greater cause, saying, “Doing the ride is a great way to feel like you are making a real difference when you feel powerless—especially in Trump bizarre world.”

To donate and help Mackenroth reach his goal, click here.

If you’d rather put your pedal to the metal and ride along with him, click here— there’s still time to join Mackenroth’s team, “the Mack Pack.”

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