

THE CENTER

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NYC's LGBT Community Center Presents The 275 Challenge

Over 500 people have stepped up to cycle, walk, run, or creatively challenge themselves to support the LGBTQ community.

August 29, 2021 — New York, NY — Today, NYC's LGBT Community Center (The Center) presents The 275 Challenge, a fundraising experience that invites participants to challenge themselves physically or creatively over the course of 27.5 days, in order to raise funds for The Center's urgent work to serve LGBTQ people in need.

The 275 Challenge evolved from Cycle for the Cause, an annual three-day, 275-mile bike ride that raises funds and awareness for The Center's HIV/AIDS services. This year, the 27.5-day experience expands the range of ways that people can participate. Anyone, anywhere can now challenge themselves and fundraise on their own time, in whatever physical or creative format they prefer.

"The uncertainty we're all living through is not going away anytime soon, and that means our community depends on The Center more than ever. Thankfully, people are really embracing The 275 Challenge as a fun way to support The Center and ensure we can be there for those who need us," said Glenda Testone, The Center's Executive Director. "We mean it when we say the sky is the limit! Folks are photographing 275 pieces of street art in New York City, walking 10 miles a day, cycling 275 miles across state lines, or even making 27 micro-quilts. But no matter where we are or what we're doing, we are all bound together by a determination to make a difference for LGBTQ people."

Participants who step up to The 275 Challenge may choose among four options: Cycling, Running, Walking, or Creating. Cyclists, Runners, and Walkers will choose a mileage goal to complete indoors or outdoors. Creators will design their own goals, whether they choose to bake, build, paint, dance, or any other activity. Each individual challenge can be structured according to the participant's interest and ability—such as creating 275 items or completing 275 repetitions of their chosen activity; extending it over 27.5 days or finishing it in just one weekend.

The Challenge will conclude on September 25 with a closing celebration in New York City. That day, participants may cap off their challenges with a 27.5-mile bike ride or a 2.75-mile walk/run hosted by The Center—or they can simply celebrate with friends and family at our party on Pier 84. The day's events will be open to the public. For full details, please contact Helen Buse at hbuse@gaycenter.org.

The 275 Challenge will enable The Center to continue providing our most-needed services as we fully reopen our building to the LGBTQ community. After a year and a half of operating virtually

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due to the COVID-19 pandemic, we continue to see a heightened need for mental health support, substance use treatment services, and affirming community space. Here's how this fundraiser makes our work possible:

- Every \$500 raised enables 10 individual counseling sessions for youth, adults, and families each month.
- Every \$5,000 raised sustains one week of 25 virtual substance use treatment and recovery groups for more than 250 community members dealing with challenges related to substance use.
- Every \$10,000 raised ensures operation of virtual drop-in spaces where 200 LGBTQ young people can access affirming support and connect with peers.

There is no registration fee and no fundraising minimum, and anyone can take The 275 Challenge. To learn more and register, visit cycleforthecause.org.

About The Center

Established in 1983 as a result of the AIDS crisis, New York City's Lesbian, Gay, Bisexual & Transgender Community Center has grown and evolved over the last four decades, creating and delivering services that empower people to lead healthy, successful lives. We currently operate in-person and virtually, providing recovery and wellness programs, economic advancement initiatives, family and youth support, advocacy, arts and cultural events, and space for community organizing and connection. For more information, please visit gaycenter.org.

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#275Challenge

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