



Team Telomere

Million Dollar Bike Ride Social Media Toolkit

Background:

Since 2014, Team Telomere has partnered with Penn's Orphan Disease Center to drive high-quality research that advances treatments and improves patient outcomes. **To date, our community has raised over \$580,000 for TBD research**, helping to fund clinical trials, explore potential treatments, and deepen our understanding of these diseases.

Our goal for this year is to raise \$40,000 for TBD research!

Our fundraising page is user-friendly and allows you to create your team and raise funds virtually from anywhere in the world! We are asking our community to rally their friends, family, and networks **to support accelerating TBD research**. By creating a fundraiser this MDBR season, you will accelerate the medical and scientific community's research in finding causes, effective treatments, and a path towards a cure.

Ready, set, pedal for research!

Quick Info:

Event Date: June 14, 2025

Format: Virtual OR in-person in Philadelphia, PA

Team Telomere MDBR Webpage: <https://teamtelomere.org/million-dollar-bike-ride/>

Set up your fundraising page: [MDBR Fundraising Campaign Link](#)

Learn more: [Million Dollar Bike Ride Homepage](#)

Event Hashtag: **#TTMDBR2025** #TelomereResearch #TBD_Research #PennMedMDBR2025

Socials:

Instagram - @TeamTelomere

Facebook - Team Telomere

X - @TeamTelomereInc

LinkedIn - Team Telomere

BlueSky - @teamtelomere.bsky.social

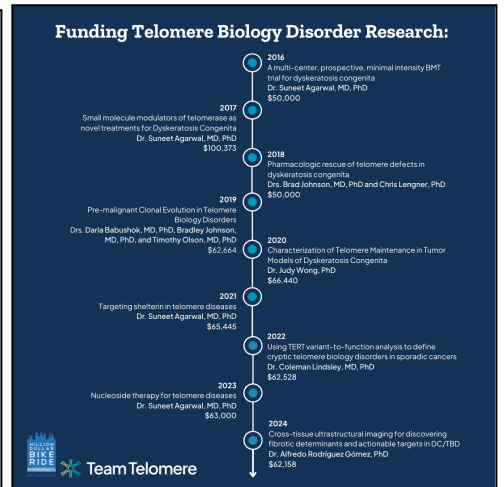
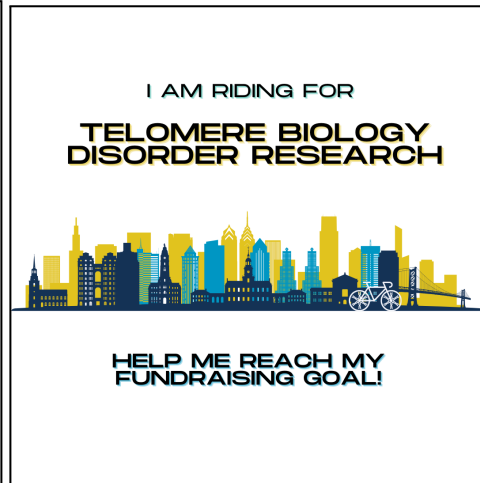
Graphics:

[MDBR Graphics Folder](#)

Folder includes a support graphic as well as an infographic of research funded through MDBR for your use on your socials and requests!



Team Telomere



Alternative Text for Graphic:

(This is used to describe graphics for accessibility. There are options on social media platforms to add this information.)

I am riding for TBD Research:

A graphic with a black background that reads, "I am riding for telomere biology disorder research" above a vibrant city skyline in yellow, blue, and teal. A white bicycle graphic appears on the right side of the buildings. Below the skyline, the text says, "Help me reach my fundraising goal!"

I am riding for TBD Research - 2:

A graphic that reads, "I am riding for telomere biology disorder research" above a colorful city skyline in shades of yellow, blue, and teal. A white bicycle is illustrated to the right of the skyline. Below it, the text says, "Help me reach my fundraising goal!"

Funding TBD Research Over the Years:

Graphic is a vertical timeline with grant names, grantees, and amount of funding awarded from 2016 to 2024. The background is a dark blue with the timeline in white and light blue. The title reads "Funding Telomere Biology Disorder Research" the bottom left corner has the Team Telomere and Million Dollar Bike Ride logos.

Sample Social Post / Email Copy:

Feel free to copy, paste and edit these base social templates for sharing about your participation in this event.

Community Version:

- I am riding for research this June to raise money for vital Telomere Biology Disorder (TBD) research. Team Telomere, the intentional patient advocacy group for TBD, is riding in the Million Dollar Bike Ride, raising funds to support an impactful and meaningful pilot TBD research grant. On June 14th, I will be riding my bike virtually in celebration with my TBD community for all of the funds we have raised.



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Will you help me reach my fundraising goal with a donation today?

[Insert your personal story here, if desired.]

Scientific-Facing Version:

- TelomereBiology Disorders (TBDs) encompass a group of rare conditions characterized by abnormally short telomeres, which are the protective caps at the ends of chromosomes. They can affect the body in many ways, including causing bone marrow failure, pulmonary fibrosis, liver disease, cancer, and other conditions. There is presently limited research funding for TBDs. Funding TBD research is critical to moving toward improved treatments and cures.

Team Telomere is part of the Million Dollar Bike Ride through Penn Medicine's Orphan Disease Center. To date, they have raised over \$580,000 for TBD research through this effort. From supporting TBD-specific clinical trials, investigating potential treatments, and better understanding the TBD disease process, the TBD field has been shaped by funding this impactful research.

Our goal for this year is to raise \$40,000 to directly fund a pilot research grant. On June 14th, I will be riding my bike in celebration with my TBD community for all of the funds we have raised.

Will you help me in accelerating TBD research and reaching my fundraising goal with a donation today?