



Shave the Way to Ending Cancer with Barbasol

Courtesy of Barbasol, Pelotonia is launching a social media collaboration to support 2025 participants (Riders, Runners/Hikers, Challengers, and Volunteers) with their fundraising! To participate, share a photo or video in a Facebook or Instagram feed post, showing how you “Shave the Way” to Ending Cancer with Barbasol—whether training, fundraising, or rocking a fresh shave. Post between July 16 and July 25 to be eligible for a bonus donation to your fundraising profile, exclusive Barbasol cycling jersey, or a limited edition co-branded shaving cream can.

Questions? Email pelotonia@pelotonia.org or call Pelotonia HQ at 614.221.6100.

Q: Who is running this promotion?

A: Pelotonia is presenting this promotion with financial support courtesy of Barbasol.

Q: When will this opportunity begin and end?

A: It will start on Wednesday, July 16, and conclude at 11:59pm EST on Friday, July 25.

Q: Who is eligible to earn a bonus donation?

A: Pelotonia Riders, Runners/Hikers, Challengers, or Volunteers who post a photo or video on their social media feed, tag @Pelotonia and @Barbasolshave (Instagram) or @Barbasol (Facebook), and use #ShaveTheWay.

Q: Which social media platforms are eligible for this incentive?

A: The incentive applies to posts on Instagram and Facebook.

Q: Will Pelotonia see my post if my account is private?

A: Yes — if you tag @pelotonia, we can see your post, even if your account is private. However, we won't be able to repost to our Stories due to your privacy settings.

Q: How will it be decided who wins a bonus donation?

A: Winners will be randomly selected following the participation period. Winners will be notified via direct message on the social media channel they posted on.

Q: When will the bonus donation be added to participants' Pelotonia profiles?

A: The bonus donation will be credited to Pelotonia profiles by 5:00pm EST on Friday, August 15.