

Memorial Sloan-Kettering's Cycle for Survival Raises More Than \$1 Million to Support Research on Rare Cancers

NEW YORK – January 29, 2009 – More than 1,500 indoor cyclists and supporters joined together at Cycle for Survival on January 25 to raise more than \$1 million in support of research on rare cancers at Memorial Sloan-Kettering.

The event took place at Equinox fitness club in Manhattan and at satellite locations worldwide.

Fundraising surged dramatically just before the event, with participants and donors rallying to raise over \$400,000 in the final week. “In the final push, people really came through,” said Jennifer Goodman Linn, event founder and participant. “Cycle for Survival was an inspiring success and an exciting experience – a day that brought so many people together to support the cause and share their hope for the future. It was truly overwhelming.”

Proceeds from Cycle for Survival benefit research at Memorial Sloan-Kettering on orphan cancers – relatively rare forms of the disease that often do not attract the funding needed for progress in treatment.

“Cancer doesn’t take a break during a tough economy,” said Linn. “So many lives are at stake, and so much more work needs to be done to help battle this deadly disease. Orphan cancers affect millions of people each year, but without funding to investigate new treatments, the options for patients are limited. This research can and will save lives, and that’s why reaching our goal was so critical.”

Proceeds from the first two Cycle for Survival events helped underwrite a clinical trial that has led to a new chemotherapy regimen more effective at shrinking tumors in patients with some forms of rare cancer.

Dr. Robert Maki, associate attending physician and co-director of the Adult Sarcoma Program in Memorial Sloan-Kettering's Department of Medicine, acknowledged the need for continued research. “The standard drugs we have used for the first fifty years of the history of medical oncology are toxic and not always particularly effective,” said Maki. “By gaining a better understanding of the basic biology of these types of cancers, we hope to develop more precise treatments that focus on specific targets in the cancer cell.”

Highlights of the day-long event included the presentation of the \$1 million check and the introduction of “Keep the Wheels Turning,” a new song written and performed by recording artist Marlowe Stone as a tribute to Cycle for Survival participants.

“The fact that I’m here today is a testament to the quality of care I received at Memorial Sloan-Kettering,” said participant Peter Ebright. “Cycle for Survival is an absolutely fantastic event, and I’m convinced that the money we raise for cancer research will help save the lives of many others.”

Cycle for Survival participants collected donations through individual and team fundraising campaigns conducted via the event’s Web site. Donations to Cycle for Survival will be accepted through February 28. Visit <http://www.cycleforsurvival.org> for more information.

About Memorial Sloan-Kettering Cancer Center

Memorial Sloan-Kettering Cancer Center is the nation’s preeminent center for research, education, and treatment devoted exclusively to cancer. Since 1884, MSK has led the way in generating new insights into the disease and has gained unequalled expertise in diagnosing and treating some of the rarest forms of cancer. MSK’s specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer care worldwide. For more information, visit <http://www.mskcc.org>.

About Jennifer Goodman Linn

In December 2004, Jennifer Goodman Linn was diagnosed with MFH Sarcoma, a soft-tissue cancer so rare it affects less than one percent of all patients. Her treatment at Memorial Sloan-Kettering Cancer Center included three surgeries and more than 20 months of chemotherapy. In January, 2007 Linn held the first annual Cycle for Survival fundraiser. Despite the fact that her cancer had returned before the second annual Cycle for Survival, Linn and her husband Dave planned and hosted the event. Although Linn is undergoing treatment for her most recent recurrence, she participated in the third annual event, hosted by Memorial Sloan-Kettering. Linn works as a marketing executive in New York City.

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