

## **Online Registration Opens for Memorial Sloan-Kettering Cancer Center's 2009 Cycle for Survival**

*\*Third Annual Event Supports Research on Rare Cancers\**

**NEW YORK – November 21, 2008** – Memorial Sloan-Kettering Cancer Center today announced the launch of online registration for **Cycle for Survival**, an indoor team cycling fundraiser benefiting research for rare, underfunded forms of cancer that affect millions of Americans. These life-threatening illnesses are referred to as “**orphan cancers**.”

"Orphan cancers are rare, with each one affecting fewer than 200,000 individuals," said Dr. Robert Maki, associate attending physician and co-director of the Adult Sarcoma Program in Memorial Sloan-Kettering's Department of Medicine. "Orphan cancers are frustratingly difficult to diagnose and treat. In aggregate, they have a profound impact on the lives of our patients and their families. Cycle for Survival underscores our steadfast commitment to finding new ways to fight cancer in all its forms."

Cyclists can use the secure site, <http://www.cycleforsurvival.org> to register to ride for a team in the third annual event, scheduled for Sunday, January 25, 2009 at Equinox at 44th Street and Lexington Ave in midtown Manhattan. Teams can ride in one of two available sessions, either 8:00 AM – Noon, or 1:00 – 5:00 PM.

Out-of-town cyclists can take part by registering satellite teams of any size, and non-cyclists can register as virtual participants to support the event's mission, or donate to a Cycle for Survival team or participant. One hundred percent of the proceeds benefit Memorial Sloan-Kettering Cancer Center, where funds will be used to support advanced research on orphan cancers.

Founded in 2007 by patient Jennifer Goodman Linn and formerly named Spin4Survival, Cycle for Survival has raised more than \$800,000 in support of pioneering research for rare cancers at Memorial Sloan-Kettering. These funds have already made an impact by supporting a clinical trial that has led to a new chemotherapy regimen used to treat lesser-known forms of this deadly disease.

### **About Memorial Sloan-Kettering Cancer Center**

Memorial Sloan-Kettering Cancer Center is the world's oldest and largest institution devoted to prevention, patient care, research, and education in 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.cycleforsurvival.org>.

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