

**Online Registration Opens for  
Memorial Sloan Kettering's Cycle for Survival 2011**

***Fifth Annual Fundraiser for Research on Rare Cancers Continues Rapid Growth;  
\$4.5 Million Raised in Four Years, Funding Thirteen Research Studies and Trials***

**NEW YORK – September 30, 2010** – Memorial Sloan-Kettering Cancer Center today announced the launch of online registration for its popular **Cycle for Survival 2011** team cycling fundraiser, at [www.cycleforsurvival.org](http://www.cycleforsurvival.org)

Recognized as one of the fastest growing athletic fundraising events in the world, Cycle for Survival has doubled in size and fundraising dollars each successive year for the past four years. The 2011 event is scheduled to take place on February 5, 12, and 13, at Equinox locations in Manhattan, Chicago, and Long Island. A total of 850 teams consisting of over 4,000 participants are expected to register for this year's "ride against cancer."

Founded in 2007, **Cycle for Survival** has raised \$4.5 million and has funded a total of 13 clinical trials and research studies on rare cancers at Memorial Sloan-Kettering. More than half of all cancers are classified as rare, and while these forms of disease affect millions of people, research often lacks the funding needed for advances in treatment. Cycle for Survival research has already led to new insights and meaningful discoveries, including a more effective chemotherapy regimen for patients with some forms of rare cancer. This type of progress is especially crucial for patients with rare cancers who have fewer treatment options.

"In these days of diminished grant funding, Cycle for Survival overcomes the significant hurdles we face to speed funding directly to the most promising new research projects, so real progress happens much faster," said Dr. Gary K. Schwartz, chief of the melanoma and sarcoma service at Memorial Sloan-Kettering. "This is a very smart way to have an immediate impact on cancer care."

Seven new trials and studies are now underway, made possible with proceeds from the 2010 event alone, including research into the genetic events that drive the biology of several types of

rare cancers, trials testing drugs that block pathways that enable tumor growth, and a trial that explores a new approach to speeding post-transplant recovery in patients with a rare type of leukemia. “This research can pave the way for new therapies with better outcomes for patients, and it’s been made possible by Cycle for Survival,” said Dr. Schwartz.

“The event is indescribable,” said event founder Jennifer Goodman Linn. “You see hundreds of people riding – the music is pulsing and people are cheering and yelling, and at that moment you feel like we can make anything happen. It’s just a feeling of hope and progress.”

Registration is now open at [www.cycleforsurvival.org](http://www.cycleforsurvival.org) for participants who wish to start a new team or join an existing team riding at one of four Cycle 2011 locations. Out-of-town participants can form satellite events of any size, at the time and place of their choice. Visit [www.cycleforsurvival.org](http://www.cycleforsurvival.org) for more information.

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

Memorial Sloan-Kettering Cancer Center is the world’s oldest and largest private institution devoted to prevention, patient care, research, and education in cancer. Our scientists and clinicians generate innovative approaches to better understand, diagnose and treat cancer. Our specialists are leaders in biomedical research and in translating the latest research to advance the standard of cancer worldwide. For more information, visit <http://www.mskcc.org/>.