

Memorial Sloan-Kettering's Cycle for Survival

Raises a Record-Breaking \$4.65 Million to Support Research on Rare Cancers

Fundraiser Surpasses Total from First Four Years Combined

NEW YORK – March 25, 2011 – More than 4,500 indoor cyclers teamed up at the fifth annual Cycle for Survival, boosting the fundraising event's 2011 total to a record-breaking \$4.65 million in support of rare cancer research at Memorial Sloan-Kettering.

Participation doubled from the previous year at the Chicago event, where 1,000 cycled on February 5. An additional 3,500 rode on February 12 and 13 at Equinox Fitness Clubs in Manhattan and Long Island, and more than 50 satellite teams participated from locations around the world, including an event in Cleveland, OH, that raised more than \$130,000, and a San Francisco, CA, event that raised more than \$190,000.

Fundraising surged between mid-January and mid-February, as participants raised an astounding \$2 million in a single month. By early March, the 2011 fundraising total surpassed the total from the first four years combined. Proceeds benefit research on rare forms of cancer that fail to attract funding sufficient for progress in research and treatment.

Cycle for Survival funds are quickly allocated to the most promising research and clinical trials, dramatically reducing the time it takes for donations to lead to research discoveries -- and then to better treatments for cancer patients. This acceleration can make a crucial difference for patients battling rare cancers. To date, 13 clinical trials and studies have been funded by event proceeds.

"Last year we made major progress discovering some new genes and proteins that regulate cancer growth and identified drugs that are active in these pathways -- in fact these drugs are now being tested for the first time on patients -- so in the last eight to twelve months we moved from laboratory research to bedside," said Dr. Gary Schwartz, chief of the Melanoma and Sarcoma Service at MSKCC. "We've formed consortiums so that if you are in Chicago, California, Florida -- anywhere in the country -- you'll be able to participate in our clinical trials. And it's all been made possible thanks to Cycle for Survival."

Celebrities and star athletes cycled next to top teams and fundraisers in this year's "ride against cancer." Comedian Seth Myers, who cycled in New York City, filmed an entertaining PSA in support of the event. Other highlights included a streaming Twitter feed, a ceremony featuring remarks from MSKCC physicians, a check presentation, and an inspiring speech by event founder Jennifer Goodman Linn.

"Cycle for Survival may have started with me, but we wouldn't have gotten this big without you, and on behalf of the millions of people like me with rare cancers, I thank you," said Linn. "2010 was a tough year for me, but I'm here today because of the skill of my Memorial Sloan-Kettering doctors and because there was another option to try. For those of us with rare cancers, the first thing we wonder when we relapse is whether there's something new we can try to fight disease. Cycle for Survival gives so much hope to all of us because we see such amazing progress and know that more options are being developed."

Cycle for Survival began in 2007 as a grassroots fundraiser founded by Linn, and has grown exponentially each year, raising a total of more than \$9 million to date. While team fundraising pages will close on April 1, satellite event registration will stay open and general donations to the event can be made throughout the year. Visit 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 care worldwide. For more information, go to <http://www.mskcc.org/>.

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