



MEMORIAL SLOAN KETTERING | EQUINOX

Frequently Asked Questions

1. What is Cycle for Survival?

Cycle for Survival is the movement to beat rare cancers. At the heart of our movement is an annual series of indoor team cycling events that take place across the country. The 2018 events marked the 12th year of rides. In January, February, and March, more than 34,000 riders and over 230,000 donors united to fight rare cancers. With the support of our founding partner, Equinox, the Cycle for Survival community has raised \$180 million since 2007.

100 percent of every dollar raised funds rare cancer studies, clinical trials, and major research initiatives led by Memorial Sloan Kettering Cancer Center (MSK), which owns and operates Cycle for Survival. We are determined to ensure that every person facing a rare cancer has the treatment options they need to fight their disease.

2. What is a rare cancer?

Rare cancers include brain, pancreatic, ovarian, stomach, all types of pediatric cancers, and many others—yet they often don't attract the research dollars needed for new therapies and treatments. When all rare cancer cases are combined, they account for approximately half of all cancer diagnoses. Nearly 50 percent of people fighting cancer are fighting a rare cancer.

3. Who benefits from the funds raised by Cycle for Survival?

100 percent of the funds raised are allocated within six months of Cycle for Survival's signature events to support the most promising rare cancer research, clinical trials, and large-scale research initiatives led by MSK. Doctors and researchers who have received Cycle for Survival funding often credit those resources for making groundbreaking discoveries possible—advancing vital research where little to no funding existed—to benefit patients around the world.

To learn more about research breakthroughs made possible because of Cycle for Survival funding, visit [CycleforSurvival.org/what-you-fund](https://www.cycleforsurvival.org/what-you-fund).

4. What is Memorial Sloan Kettering Cancer Center?

Cycle for Survival is proud to be part of MSK. Founded in 1884, MSK is the world's oldest and largest private cancer institution. At MSK, physicians and scientists work together closely to discover new ways to prevent, control, and ultimately end cancer. MSK's legacy of innovation is unparalleled, having produced more FDA-approved drugs for the treatment of cancer than any other single academic institution.

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5. How is Equinox involved with Cycle for Survival?

Equinox, the founding partner of Cycle for Survival, is essential to the movement's success. The company dedicates significant time and resources to raise awareness and funding for Cycle for Survival. Each year, Equinox donates their world-class clubs, as well as the time and energy of their exceptional instructors, to help make Cycle for Survival an unforgettable experience. Their unwavering support has helped the movement grow exponentially from one indoor cycling studio in New York City in 2007 to rides in 16 cities across the country.

6. Where do the Cycle for Survival events take place?

Cycle for Survival's indoor team cycling events take place in 16 locations across the country in January, February, and March: Bethesda, MD; Boston, MA; Chicago, IL; Dallas, TX; Greenwich, CT; Huntington Beach, CA; Long Island, NY; Los Angeles, CA; Miami, FL; New York City; Palo Alto, CA; Paramus, NJ; San Francisco, CA; Seattle, WA; Summit, NJ; and Washington, DC. "Create Your Own" fundraising events also take place throughout the year in cities across the country.

To learn more about participating in Cycle for Survival or starting your own event to benefit Cycle for Survival, visit CycleforSurvival.org.

7. How do I register for the events in January, February and March, and is there a fee?

For teams of riders, it's free to register. There is a minimum team fundraising requirement of \$1,000 per bike, with four to eight teammates per bike. "Extreme" riders have their own bike for the four-hour ride, and commit to raising \$4,000. Go to CycleforSurvival.org for more details and to register.

8. How long do I ride?

Teammates take turns during the four-hour indoor cycling shift, which is divided into four, 50-minute back-to-back sessions. It's up to the team captain to determine when and for how long each team member rides. Anyone can ride, regardless of athletic ability. Participants can pedal hard or hardly pedal!

9. I don't have a team to join, but I'd like to participate. What are my options?

Please contact the Cycle for Survival staff at CycleforSurvival@mskcc.org. They will do their best to find a team for you to join. If you'd like to ride the entire four-hour shift on your own, consider signing up as an Extreme Rider. If you aren't interested in riding but wish to donate or learn more, visit CycleforSurvival.org.

10. I have more questions. Where can I find answers?

For information about Cycle for Survival's 2018 signature events, please visit CycleforSurvival.org or contact CycleforSurvival@mskcc.org.

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