

Cycle for Survival 2014 Raises \$20 Million for Rare Cancer Research

Participants in cities across the country rode at the clubs of founding partner, Equinox, to fund research at Memorial Sloan Kettering Cancer Center

NEW YORK, April 3, 2014 /PRNewswire /— Nearly 17,000 riders raised over \$20 million at 2014 **Cycle for Survival** events nationwide in the effort to beat rare cancers. 100 percent of the money raised through the indoor team cycling events will fund rare cancer research and clinical trials at Memorial Sloan Kettering Cancer Center, which owns and operates Cycle for Survival. The high-energy rides took place at the clubs of founding partner, Equinox, throughout February and early March. Participants rode in 13 cities across the US, including New York; Los Angeles; Chicago; Washington, D.C.; Miami; San Francisco; Boston; Seattle; Dallas; Greenwich, Connecticut; Palo Alto, California; Roslyn, New York; and Summit, New Jersey.

Since its founding in 2007, Cycle for Survival has become the fastest-growing* athletic fundraising event in the US. This year, funds raised by Cycle for Survival and its founding partner, Equinox, surpassed the amount raised in 2013 by more than \$6 million. In total, more than \$51.5 million has been raised in just eight years. To date, Cycle for Survival has funded 85 clinical trials and research studies. Funding allocations from the 2014 events will be announced later this summer.

More than 1.6 million Americans were diagnosed with cancer in the past year, and about half suffer from a rare cancer such as pancreatic, thyroid, brain, ovarian cancer, all pediatric cancers and many more. Because research into many rare cancers is often underfunded, treatment plans are not always available, and patients with those diseases are left with fewer options. Cycle for Survival is helping to fill this funding gap by directing 100 percent of every donation to pioneering rare cancer clinical trials and research studies within six months of the events.

Several celebrities participated in the 2014 events, including Seth Meyers, host of NBC's *Late Night with Seth Meyers*; Alyria Reiner, *Orange is the New Black*; Billy Porter, Tony Award-winning star of the Broadway musical *Kinky Boots*; Carla Hall, co-host of ABC's *The Chew*; David Alan Basche, *The Exes*; Ellie Krieger, *New York Times* bestselling author and host of the Food Network's *Healthy Appetite*; Ethan Zohn, winner of *Survivor: Africa*; Jake T. Austin, *The Fosters*; Kate Flannery, *The Office*; Brittany Daniel, *The Game*; Whitney Port, TV personality; Lo Bosworth, TV personality; Nastia Liukin, Olympic gymnast; Paula Garcés, *All My Children*; and Sasha Allen, singer, actress and top finalist on *The Voice*.

Join the Battle. Visit www.cycleforsurvival.org.

*Source: Peer-to-Peer Professional Forum, 2013 Peer-to-Peer Fundraising Top 30 Ranked by Gross Revenue

QUOTES:

Craig B. Thompson, President and CEO of Memorial Sloan Kettering Cancer Center: "The success of Cycle for Survival 2014 is a testament to the passion and devotion of thousands of participants and 150,000 donors across the country united in the battle against rare cancers," said Memorial Sloan Kettering President and CEO Craig B. Thompson. "Thanks to their

extraordinary determination and generosity, Memorial Sloan Kettering will continue to advance the front lines of research into rare cancers, paving the way for new treatments and new hope for patients and their families here and all over the world."

Scott Rosen, Chief Operating Officer of Equinox: "Equinox is incredibly proud to be the founding partner of Cycle for Survival," said Scott Rosen, Chief Operating Officer of Equinox. "We are committed to growing the movement until we beat rare cancers. Each year we are amazed by the awe-inspiring energy and efforts of the doctors, patients, survivors, and supporters who participate."

Larry Zimmerman, Cycle for Survival participant and captain of Team Perry, a top Cycle for Survival fundraising team: "Our 13-year-old daughter Perry is a three-time rare cancer survivor, and Cycle for Survival has become our family's way of giving back," said Larry Zimmerman, Cycle for Survival participant and captain of Team Perry, a top Cycle for Survival fundraising team. "By funding research led by the doctors at Memorial Sloan Kettering, where Perry was successfully treated each time, we know we're helping rare cancer patients around the world. This is the fifth year Team Perry has participated, and we are delighted to be able to support such an important cause."

About Cycle for Survival

Join the Battle. Cycle for Survival is a high-energy indoor team cycling event that raises critical funds to beat rare cancers. Together with the event's founding partner, Equinox, \$51.5 million has been raised since 2007. To date, Cycle for Survival has funded 85 clinical trials and research studies at Memorial Sloan Kettering Cancer Center, which owns and operates Cycle for Survival. Half of all cancer patients are fighting a rare cancer, and they often face limited or no treatment options. Through these empowering and fun events, Cycle for Survival is committed to making more treatment options available to help patients and their families. 100% of every donation is allocated to pioneering research within six months of the events, which gives Cycle for Survival participants and supporters an opportunity to make a powerful and direct impact.

Visit www.cycleforsurvival.org and follow Cycle for Survival on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

About Memorial Sloan Kettering Cancer Center

Memorial Sloan Kettering Cancer Center — the world's oldest and largest private cancer center — has devoted more than 125 years to exceptional patient care, innovative research, and outstanding educational programs. Today, we are one of 41 National Cancer Institute–designated Comprehensive Cancer Centers, with state-of-the-art science flourishing side by side with clinical studies and treatment. The close collaboration between our physicians and scientists is one of our unique strengths, enabling us to provide patients with the best care available as we work to discover more-effective strategies to prevent, control, and ultimately cure cancer in the future. Our education programs train future physicians and scientists, and the knowledge and experience they gain at Memorial Sloan Kettering has an impact on cancer treatment and biomedical research around the world.

About Equinox

Equinox operates 65 upscale, full-service clubs in New York, Chicago, Los Angeles, San Francisco, Miami, Boston, Dallas and Washington, DC, as well as international locations in London and Toronto. The company offers an integrated selection of Equinox-branded

programs, services and products, including strength and cardio training, group fitness classes, personal training, spa services and products, apparel and food/juice bars. Since its inception in 1991, Equinox has developed a lifestyle brand that represents service, value, quality, expertise, innovation, attention to detail, market leadership and results. IT'S NOT FITNESS. IT'S LIFE.