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CYCLE FOR SURVIVAL RINGS NEW YORK STOCK EXCHANGE
EURONEXT OPENING BELL

*Representatives from Memorial Sloan Kettering Cancer Center and
Cycle for Survival's founding partner, Equinox, are joined by
sponsors and corporate teams.*

NEW YORK, Feb. 5, 2014 — Representatives from several Cycle for Survival corporate teams and sponsors will join Memorial Sloan Kettering's Cycle for Survival and the event's founding partner, Equinox, to ring the New York Stock Exchange opening bell today.

[Cycle for Survival](#) is a high-energy indoor team cycling event that raises money for rare cancer research. One hundred percent of every donation goes directly to Memorial Sloan Kettering, where it is allocated to pioneering rare cancer clinical trials and research studies within six months of the events. The 2014 rides are in 13 cities nationwide this month through March 2. Together with the event's founding partner, Equinox, Cycle for Survival has raised more than \$40 million since 2007 to fund 85 clinical trials and research studies.

WHAT: Cycle for Survival, together with many of its corporate teams, ring the NYSE opening bell to celebrate Cycle for Survival's 8th season.

WHEN: February, 5, 2014. 9 a.m. to 10 a.m. EST.

WHERE: The New York Stock Exchange

WHO: Representatives from Cycle for Survival, Memorial Sloan Kettering Cancer Center, founding partner, Equinox, sponsors, and corporate teams.

RSVP: Kristen King at kking@fenton.com or (904) 608-1745

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, Cycle for Survival has raised \$40 million since 2007 to fund 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](#).