



MEMORIAL SLOAN-KETTERING | EQUINOX

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Cycle for Survival Begins 2014 Season

Indoor cycling events scheduled in 13 U.S. cities to raise funds for rare cancer research at Memorial Sloan Kettering Cancer Center, with founding partner, Equinox.

NEW YORK, Jan. 29, 2014—Cycle for Survival, a high-energy indoor team cycling event that raises money for rare cancer research, will begin its 2014 season on February 1 and will continue through March 2, with rides scheduled in 13 U.S. cities. This year, Cycle for Survival has expanded to three new cities and is anticipating more than 16,000 riders. As one of the nation's fastest-growing athletic fundraisers, Cycle for Survival has raised more than \$39 million since 2007, thanks to its participants, donors, and extraordinary support from founding partner Equinox. Within six months of each event, 100 percent of the funds raised go to pioneering rare cancer clinical trials and research studies at Memorial Sloan Kettering Cancer Center, where patients and their families experience the funds' direct and immediate impact. (Cycle for Survival is owned and operated by Memorial Sloan Kettering.)

The 2014 event schedule is as follows:

- February 1: San Francisco, Miami, Dallas
- February 2: Palo Alto
- February 8: Chicago, Los Angeles, Summit, NJ
- February 9: Boston, Chicago, Los Angeles
- February 23: Washington D.C., Seattle, Greenwich, CT
- February 28: New York City
- March 1: New York City, Long Island
- March 2: New York City

"Cycle for Survival continues to flourish in its eighth year," said Memorial Sloan Kettering President and CEO Craig B. Thompson, "thanks in large part to the invaluable support of Equinox, our founding partner. The essential funds generated by Cycle for Survival volunteers and donors across the country have ushered in a new era of research into rare cancers at Memorial Sloan Kettering, sustaining important work in progress, launching ambitious new projects, and funding crucial clinical trials that bring new hope to patients everywhere."

About half of the more than 1.6 million people diagnosed with cancer in the past year face the challenge of fighting one of the rare cancers, which include pancreatic, thyroid, brain, ovarian, all pediatric cancers, and many more. So far, Cycle for Survival has helped fund 85 clinical trials and research studies, bringing to light important advances that impact the cancer community as a whole.

Cycle for Survival was founded in 2007 by Memorial Sloan Kettering Cancer Center patient Jennifer



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Goodman Linn and her husband, Dave Linn. Jennifer, who was diagnosed with sarcoma in 2004, wanted to find a way to fight cancer and to help other patients by filling the gap in funding for rare cancer research. Jennifer passed away in 2011, but her indomitable spirit and extraordinary legacy live on through the event she and her husband launched.

“When Jen and I started Cycle for Survival, we never could have imagined that it would have grown this quickly,” said Dave Linn. “But thanks to Memorial Sloan Kettering, our founding partner Equinox, and the incredibly dedicated participants across the country, we’re making a difference. I think everyone that participates in and supports Cycle for Survival has the same dream—to shut down Cycle for Survival because we’ll have beaten rare cancers.”

This year Cycle for Survival events will take place at Equinox clubs in 12 cities across the country, including Boston, Mass.; Chicago, Ill.; Dallas, Texas; Greenwich, Conn.; Los Angeles, Calif.; Long Island, N.Y.; Miami, Fla.; New York City, N.Y.; Palo Alto, Calif.; San Francisco, Calif.; Summit, N.J.; and Washington, D.C.. There will also be an additional event in Seattle.

“For everyone involved, Cycle for Survival has been the ride of a lifetime—and has taken our goal of inspiring members to a whole new level,” says Scott Rosen, Chief Operating Officer for Equinox. “Together with MSKCC, an organization unlike any other in its ability to give hope to millions in their fight against cancer, we feel honored to be the founding partner of this groundbreaking movement and continue the vision of one of our most beloved members, Jennifer Goodman Linn.”

Teams register to ride a four-hour shift, with a maximum of eight riders sharing a single bike. Teams may also register multiple bikes. In addition to the Cycle for Survival rides, satellite events will take place in many other locations across the country. To learn more about getting involved, visit the Cycle for Survival website.

Join the Battle. Visit <http://www.CycleforSurvival.org/>.

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, \$39 million has been raised 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](#).

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.



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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 64 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.

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1. What is Cycle for Survival?

Cycle for Survival is the high-energy national indoor team cycling event that is owned and operated by Memorial Sloan Kettering Cancer Center. Together with its founding partner, Equinox, Cycle for Survival raises money to fight rare cancers. As one of the nation's fastest growing athletic fundraisers, Cycle for Survival has raised more than \$39 million in the past seven years to fund 85 clinical trials and research studies. Over 16,000 riders and 130,000 supporters are expected to take action against rare cancers with Cycle for Survival in 2014.

2. What is Memorial Sloan Kettering Cancer Center?

Cycle for Survival is proud to be a part of Memorial Sloan Kettering Cancer Center (MSK). Founded in 1884, MSK is the world's oldest and largest private cancer institution: physicians and scientists work closely to discover ways to prevent, control and ultimately cure 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.

3. How is Equinox involved with Cycle for Survival?

Equinox, the founding partner of Cycle for Survival, contributes greatly to the event's success. The company dedicates significant time and resources to raise awareness and funding for Cycle for Survival. Each year the events are held at their innovative clubs with outstanding Equinox cycling instructors leading each session. Their unwavering support has helped the ride grow exponentially from one studio in New York City to rides in 13 cities across the country.

4. What is a rare cancer?

Approximately 50% of people with cancer have a rare form of the disease. According to the National Institutes of Health (NIH), a rare cancer is one with a prevalence of fewer than 200,000 affected individuals in the United States. Rare cancers include brain, pancreatic, ovarian, stomach, all types of pediatric cancers and many others—yet they often don't attract research dollars needed for new therapies and treatments.

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

All of the funds raised go directly to Memorial Sloan-Kettering Cancer Center and are allocated within six months of each event. The donations seed the most promising research and clinical trials, and have led to better treatments for cancer patients. Doctors and researchers who have received Cycle for Survival funding credit these resources for making groundbreaking discoveries possible – advancing vital research where little to no funding exists.



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6. Where does Cycle for Survival take place?

Cycle for Survival has grown into a national movement, taking place in 13 locations across the country: New York, Boston, Los Angeles, Chicago, Long Island, Greenwich (CT), Miami, Washington DC, San Francisco, Summit (NJ)—and this year, we’re adding Palo Alto, Seattle and Dallas.

7. How much of my gift will be directed to research?

One hundred percent (100%) of every dollar raised by Cycle for Survival goes directly to Memorial Sloan Kettering Cancer Center for research studies and clinical trials.

8. How do I register for the events in 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 4 to 8 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 details and registration.

9. How long do I ride?

Teammates take turns during the four-hour cycling shift. The shift is divided into four fifty-minute back-to-back riding sessions. It’s up to the team captain to determine when and for how long team members ride.

10. 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, who 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 for Cycle Extreme.



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Cycle for Survival battles rare cancers by funding research and clinical trials at Memorial Sloan-Kettering Cancer Center. 100% of the funds raised go directly to the fight.

Join the Battle. Register to ride or donate today.

MIAMI
FEBRUARY 1

DALLAS
FEBRUARY 1

SAN FRANCISCO
FEBRUARY 1

PALO ALTO
FEBRUARY 2

NEW JERSEY
FEBRUARY 8

CHICAGO
FEBRUARY 8 & 9

LOS ANGELES
FEBRUARY 8 & 9

BOSTON
FEBRUARY 9

WASHINGTON, DC
FEBRUARY 23

CONNECTICUT
FEBRUARY 23

SEATTLE
FEBRUARY 23

LONG ISLAND
MARCH 1

NEW YORK CITY
FEBRUARY 28
MARCH 1 & 2



Memorial Sloan-Kettering
Cancer Center

www.cycleforsurvival.org

✉ CycleforSurvival@mskcc.org ☎ 888.72.CYCLE



#CycleforSurvival

