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MEMORIAL SLOAN KETTERING | EQUINOX

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***** MEDIA ADVISORY *****

**CYCLE FOR SURVIVAL'S THIRD ANNUAL TIMES SQUARE TAKEOVER CREATES
SEA OF STATIONARY BIKES TO LAUNCH 2016 EVENT REGISTRATION**

*Equinox will rally Cycle for Survival participants in support of rare cancer research
led by Memorial Sloan Kettering Cancer Center*

NEW YORK, September 17, 2015 – On September 28, Cycle for Survival, the national movement to beat rare cancers, will welcome hundreds of supporters to Times Square for an inspiring, all-day celebration featuring high-energy, stationary cycling rides led by instructors from Equinox, Cycle for Survival's founding partner.

Rare cancer survivors, patients, Memorial Sloan Kettering doctors, caregivers, and special guests will ride on more than 100 bikes in the heart of New York City throughout the day. 100 percent of the money raised from Cycle for Survival events supports rare cancer research led by Memorial Sloan Kettering, which owns and operates Cycle for Survival. 2016 marks Cycle for Survival's 10th year of rides; registration opened this month.

Together with Equinox and hundreds of thousands of supporters across the country, Cycle for Survival has raised more than \$75 million since its founding in 2007—earning recognition as the fastest-growing athletic fundraising event in the country.*

For an FAQ, photographs, and information about Cycle for Survival and the Times Square Takeover, please access the online media kit at news.cycleforsurvival.org.

WHAT: Times Square Takeover: An all-day celebration on stationary bikes to beat rare cancers.
WHEN: Monday, September 28, 2015. Rides at 9 a.m., noon, 2, 4, 5, 6 and 7 p.m. EST.
WHERE: Times Square (7th Avenue between W. 43rd and W. 44th Streets)
WHO: Rare cancer survivors, patients, caregivers, Cycle for Survival supporters, doctors from Memorial Sloan Kettering, and Equinox instructors.
HOW: Participants register online at TS.CycleforSurvival.org and donate \$20.16 to ride and commemorate the upcoming 2016 Cycle for Survival events.
RSVP: Contact Kristen King at kking@fenton.com or 212-584-5000.

*Source: Peer-to-Peer Professional Forum, 2014 Peer-to-Peer Fundraising Top 30 Ranked by Gross Revenue



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Cycle for Survival

Join the Battle. Cycle for Survival is the national movement to beat rare cancers. Since 2007, Cycle for Survival has raised more than \$75 million through its signature indoor team cycling events across the U.S. to help fund pioneering rare cancer research led by Memorial Sloan Kettering Cancer Center, which owns and operates Cycle for Survival. 100 percent of every donation funds rare cancer research. About half of all cancer patients are fighting a rare cancer, and they often face limited or no treatment options. Together with the movement's founding partner, Equinox, Cycle for Survival has supported innovative clinical trials, research studies, and major research initiatives. For a list of events, research updates, and additional information, visit www.cycleforsurvival.org and follow Cycle for Survival on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

Memorial Sloan Kettering

Memorial Sloan Kettering (MSK)—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, it is 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 MSK's physicians and scientists is one of its unique strengths, enabling it to provide patients with the best care available as researchers work to discover more-effective strategies to prevent, control, and ultimately cure cancer in the future. MSK's education programs train future physicians and scientists, and the knowledge and experience they gain has an impact on cancer treatment and biomedical research around the world.

Equinox

Equinox operates 76 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 national movement to beat rare cancers. At the heart of our movement is a series of national indoor team cycling events. The 2016 events mark the 10th year of rides. In February and March, about 27,000 riders and more than 200,000 supporters will unite to fight rare cancers. With the support of our founding partner, Equinox, our community has raised over \$76 million since 2007.

100 percent of those donations fund research studies, clinical trials, and major research initiatives led by Memorial Sloan Kettering Cancer Center, 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 the Times Square Takeover?

The Times Square Takeover is an all-day celebration that kicks off the registration for Cycle for Survival's 2016 events. The event features over 100 stationary bikes in the center of Times Square with high-energy rides led by Equinox instructors throughout the day. This special opportunity to ride at an iconic landmark is for individuals (not teams, like the national events). Participants make a gift of \$20.16 to reserve a bike. As with all Cycle for Survival events, 100 percent of donations go directly to rare cancer research led by Memorial Sloan Kettering.

3. 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. According to the National Institutes of Health, a rare cancer has a prevalence of fewer than 200,000 cases in the United States, but when you add all of the rare cancer cases together, they account for approximately half of all cancer diagnoses. This means that nearly 50 percent of people fighting cancer are fighting a rare cancer.

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

100 percent of the funds raised are allocated within six months of the events to fund the most promising rare cancer research, clinical trials, and large-scale research initiatives led by Memorial Sloan Kettering. 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 existed—to benefit patients around the world.

5. What is Memorial Sloan Kettering Cancer Center?

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

6. How is Equinox involved with Cycle for Survival?

Equinox, the founding partner of Cycle for Survival, is essential to the event'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 ride grow exponentially from one indoor cycling studio in New York City in 2007, to rides in 15 cities across the country.

7. Where does Cycle for Survival take place?

Cycle for Survival has grown into a national movement, with the indoor team cycling events taking place in 15 locations across the country: Bethesda, Boston, Chicago, Dallas, Greenwich (CT), Long Island, Los Angeles, Miami, New York City, Palo Alto, Paramus (NJ), San Francisco, Seattle, Summit (NJ), and Washington DC. Satellite 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 satellite event, visit CycleforSurvival.org.

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

100 percent of every dollar raised by Cycle for Survival goes directly to Memorial Sloan Kettering for rare cancer research studies and clinical trials.

9. 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 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 details and registration.

10. 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 riding 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!

11. 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 as an Extreme Rider. If you aren't interested in riding, but wish to donate or learn more, visit CycleforSurvival.org.