



MEMORIAL SLOAN KETTERING | EQUINOX

## 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. At the 2015 events in February and March, about 20,000 riders and 150,000 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 Memorial Sloan Kettering Cancer Center?

Cycle for Survival is proud to be part of Memorial Sloan Kettering Cancer Center (MSK). Founded in 1884, Memorial Sloan Kettering is the world's oldest and largest private cancer institution—and in 2014, was ranked the nation's #1 cancer care hospital by *U.S. News & World Report*. At Memorial Sloan Kettering, 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, Equinox donates their world-class clubs and 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 cities across the country.

## 4. 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 approximately 50 percent of people fighting cancer are fighting a rare cancer.

## 5. 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 innovative research led by Memorial Sloan Kettering. These donations have funded the most promising rare cancer research, clinical trials, and large-scale initiatives—and have led to the development of better treatments for rare 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 existed—and helping patients around the world.

## 6. 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 13 locations across the country: Boston, Chicago, Dallas, Greenwich (CT), Long Island, Los Angeles, Miami, New York, Palo Alto, San Francisco, Seattle, Summit (NJ), and Washington D.C. Satellite events also take place throughout the year across the country. To learn more about participating in Cycle for Survival or starting your own satellite event, visit [CycleforSurvival.org](http://CycleforSurvival.org).

## 7. 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 Cancer Center for rare cancer 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](http://CycleforSurvival.org) for details and registration.

## 9. How long do I ride?

Teammates take turns during the four-hour indoor cycling shift, which 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 each team member rides. Anyone can ride, regardless of athletic ability. Participants can pedal hard or hardly pedal!

## 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](mailto: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.