

## THE JOURNEY TOWARDS A CURE



### FOCUSED PURSUIT:

Each year since 2009, Eric Gelber, a CBRE Executive Vice President and ultra marathoner, has taken on increasingly challenging running feats to raise funds to find better treatments and eventually a cure for multiple myeloma, a blood cancer which, at this time is incurable. Since he began in 2009, Eric has raised over \$750,000 and run thousands of miles for the Multiple Myeloma Research Foundation (MMRF) to fund critical research that is extending the lives of cancer patients while getting closer to a cure.

### RELENTLESS JOURNEY:

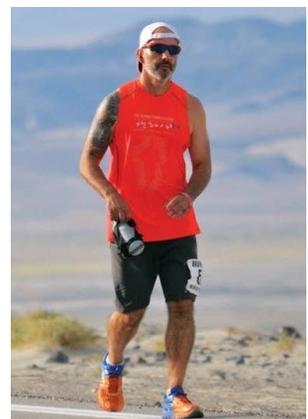
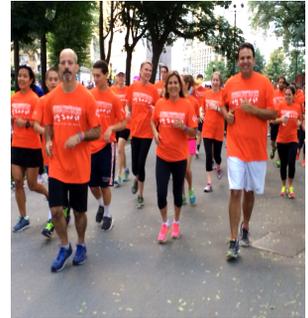
It all began eight years ago when he decided to get off the couch and run his first marathon to raise funds for cancer research and honor his friend Anita Sorrell, who was battling multiple myeloma. After that first marathon he was hooked. He started taking on longer distances and tougher challenges. His efforts have inspired others to change their lifestyles as they have trained to run along side him at various events, including 200 Miles Towards a Cure in 2014, where Eric ran for nearly 56 hours straight in New York City's Central Park as he attempted to cover 200 miles (33 loops). Hundreds of everyday runners, patients and caregivers joined him as he sacrificed his own body while raising over \$230,000 for the MMRF.

### AUDACIOUS 2016 CHALLENGE:

From September 16-18, 2016, Eric will return to New York City's Central Park for his third attempt to run 200 miles for THE JOURNEY TOWARDS A CURE. Once again Eric will encourage hundreds of runners of all abilities to join him for two days of laps around Central Park to raise funds and awareness for multiple myeloma research. His goal is to raise at least \$250,000 for the MMRF, which will bring his all time fundraising to more than \$1 million.

### POWERFUL CAUSE:

Multiple myeloma is, at this time, an incurable blood cancer. Although progress has been made in treating multiple myeloma, the five-year relative survival rate remains one of the lowest of all cancers. The MMRF has helped deliver ten new FDA approved drugs in less than 12 years, a track record unparalleled in oncology. The MMRF has helped reimagine the research system that is now speeding success across all forms of cancer.



### PAST MEDIA COVERAGE

