



MEMORIAL SLOAN KETTERING | EQUINOX

1. What is Cycle for Survival?

Cycle for Survival is the movement to beat rare cancers. At the heart of our movement is an annual series of indoor team cycling events that take place across the country. The 2017 events mark the 11th year of rides. In February and March, more than 31,000 riders and over 200,000 donors will unite to fight rare cancers. With the support of our founding partner, Equinox, the Cycle for Survival community has raised more than \$105 million since 2007.

100 percent of all donations funds rare cancer studies, clinical trials, and major research initiatives led by Memorial Sloan Kettering Cancer Center (MSK), 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 annual Times Square Takeover is an all-day celebration that kicks off the registration for Cycle for Survival's national indoor cycling events happening in 2017. This year's event, the fourth annual, will be on September 30, 2016. Presented by **smartwater**[®], the Times Square Takeover features over 100 stationary bikes at Broadway between West 46th and West 47th streets. High-energy rides are led by Equinox instructors throughout the day.

This special opportunity to ride at an iconic landmark is for individuals (i.e., not teams, which ride in the national events). To reserve a bike, Times Square Takeover participants make a gift of \$20.17. As with all Cycle for Survival events, 100 percent of donations go directly to rare cancer research led by MSK.

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. When all of the rare cancer cases are combined, they account for approximately half of all cancer diagnoses. 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 national events to support the most promising rare cancer research, clinical trials, and large-scale research initiatives led by MSK. Doctors and researchers who have received Cycle for Survival funding often credit those resources for making groundbreaking discoveries possible—advancing vital research where little to no funding existed—to benefit patients around the world.

To learn more about research breakthroughs made possible because of Cycle for Survival funding, visit CycleforSurvival.org/research-breakthroughs.

5. What is Memorial Sloan Kettering Cancer Center?

Cycle for Survival is proud to be part of MSK. Founded in 1884, MSK is the world's oldest and largest private cancer institution. At MSK, physicians and scientists work together closely to discover new

ways to prevent, control, and ultimately end 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.

6. How is Equinox involved with Cycle for Survival?

Equinox, the founding partner of Cycle for Survival, is essential to the movement'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 movement grow exponentially from one indoor cycling studio in New York City in 2007 to rides in 16 cities across the country.

7. Where do Cycle for Survival events take place?

Cycle for Survival's indoor team cycling events take place in 16 locations across the country in February and March: Bethesda, Md.; Boston; Chicago; Dallas; Greenwich, Conn.; Huntington Beach, Calif.; Long Island, N.Y.; Los Angeles; Miami; New York City; Palo Alto, Calif.; Paramus, N.J.; San Francisco; Seattle; Summit, N.J.; and Washington, D.C.

"Create Your Own" fundraising 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 event to benefit Cycle for Survival, visit CycleforSurvival.org.

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 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.

9. I have more questions. Where can I find answers?

For information about the Times Square Takeover or Cycle for Survival's 2017 events, please visit CycleforSurvival.org or contact us at CycleForSurvival@mskcc.org.