



Jen Goodman Linn and Dave Linn

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Cancer Can't Keep Up With These Cyclists

BY SHIRA ALBAGLI

Rare forms of cancer individually only affects thousands, combined affect millions of people and yet they are largely under researched. That's where the organization Cycle4Survival comes in. Headed by Jennifer Goodman Linn, she doesn't break a sweat taking on the challenge of raising awareness and money for the research needed to fight 'rare cancers'.

In December 2004, Goodman was diagnosed with a rare cancer herself: MFH sarcoma and sought treatment at the leading cancer research institute, Memorial Sloan-Kettering Cancer Center (MSKCC). The medical care combined with her regiment of cycling gave her not only strength of body, but strength of mind. Goodman credits much of her emotional wellbeing to cycling saying, "cycling was very therapeutic for me when I was originally diagnosed." Her remission would also not be possible without the progressive re-search and treatment at MSKCC and through Cycle4Survival. As a result she is making sure the same type of treatment she received can be available to the millions affected by rare cancers. Goodman combined her more than 15 years of marketing experience and her love of cycling in order to give back to not only the doctors who saved her, but give hope to patients and their family members who are struggling. Goodman teamed with her husband, Dave and created Cycle4Survival in 2007: an indoor team cycling fundraiser. In 2008, the organization paired up with Equinox gym to raise \$650,000 by urging 100 teams of volunteer cyclists to adopt a "pedal to the medal attitude". Their successful fundraising has grown exponentially since that event just 2 years ago. Over 2,000 cyclists raised \$2.4 million dollars for the Cycle4Survival event in 2010.



"Finally, some good news for a change!"

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Cancer Can't Keep Up With These Cyclists (*continued*)

The money raised has helped MSKCC to take great strides. According to Katie Kotkins of MSKCC, they have funded, "two clinical trials to test drugs that block certain pathways that keep sarcoma cells alive with the goal of finding new ways to destroy these cancer cells. The research project that focuses on a new way to treat a type of rare cancer by changing the pattern of genes turned on and off, a study aimed at gaining new insights into the biology of a specific type of rare tumor and an investigation to identify and develop drugs that block the growth of pancreatic cancer cells."



There are more benefits to cyclists who participate in fundraising events than just getting toned legs such as a social network of support as they ride for a friend, a neighbor, themselves, but most importantly for a cure. For her, Goodman says it has been an opportunity to "personally battle against the disease." The events can give their cyclists a philanthropic hopeful, helpful, purposeful, and physical mission: their own personal battle against the disease. Cycling is unique activity because the rider can adjust the bike's intensity and therefore everyone and anyone can participate. While the bikes may be stationary; Cycle4Survival is definitely going somewhere.



Goodman's motto is "one person CAN make a difference," and now because of Cycle4Survival and its partnership with Equinox, not only one, but thousands can and are making the difference. Jen Goodman says it's proof that "when we all get together and pedal for a cause, anything is possible." To get involved, join a team, start a team, or learn more about the organization visit their website at <http://www.cycle4survival.org>