



6,500 cyclists, 1,000 volunteers...



media & sports celebrities like Pat Kaleta, Larry Norton, Adam Benigni and Rob Ray...



families and friends of patients...



and more than 424 teams and 407 Extra Mile Club members...



raising funds for patient care and cancer research on June 27.

Presented by



Big Wheel Sponsors



# The Ride For Roswell

## ROSWELL PARK CANCER INSTITUTE

**Who:** Roswell Park Cancer Institute, the nation's first cancer research, treatment and education center and the only National Cancer Institute-designated comprehensive cancer center in Upstate New York.

**What:** The Ride For Roswell is presented by Wegmans! This dynamic biking event has raised more than \$8.4 million in 13 years for cancer research and patient care at Roswell Park. There are eight routes designed for riders of all ages and abilities, and featuring bike mechanics, sag vehicles, route guides, volunteer fire police and several well-equipped rest stops. The celebration continues at the finish line with a family picnic and party for all participants.

**When:** **Saturday, June 27, 2009**  
Start times: 6:30am, 7am, 7:30am, 8am, 9am, 10am and 11am (based on route selection).

**Where:** Traditional routes (3, 8, 20, 30, 33, 44, or 62.5 mi.) begin and end at picturesque Baird Point, on the north campus of the University at Buffalo (Amherst, NY). The 12-mile Peloton route begins at Roswell Park Cancer Institute and ends at UB's Baird Point.

**Why:** One in two men and one in three women in America will be diagnosed with cancer in their lifetime. Cancer is also the leading cause of death from disease in children ages 1 to 14. Money raised by The Ride For Roswell will help researchers and physicians better understand the causes of cancer and discover new methods of prevention, diagnosis and treatment. Last year alone, Roswell Park treated more than 24,000 patients.

**How:** Bikers participate in scenic treks throughout northern Erie and Niagara counties and our "Peloton" Route travels through the City of Buffalo.

**Registration:**

Online by April 1 <sup>st</sup>	\$10.00	Mail/fax by April 1 <sup>st</sup>	\$15.00
Online after April 1 <sup>st</sup>	\$15.00	Mail/fax by June 26 <sup>th</sup>	\$20.00
Day of the event	\$50.00		

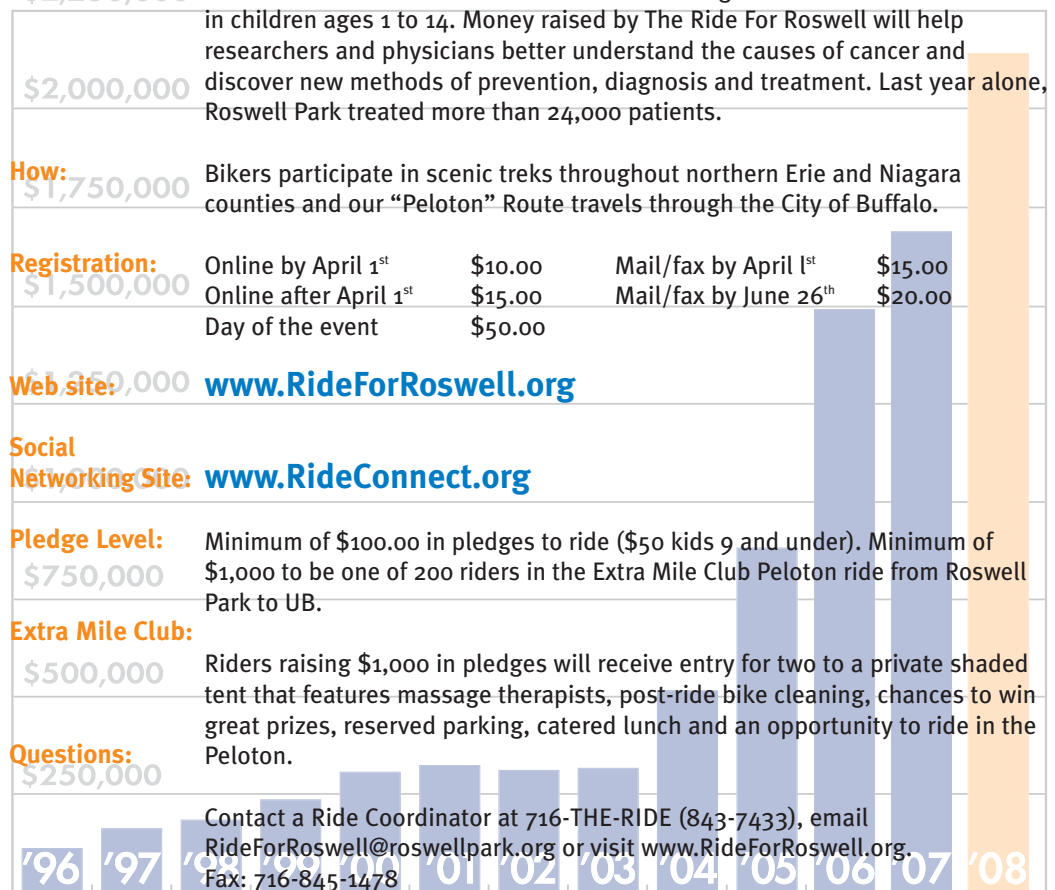
**Web site:** [www.RideForRoswell.org](http://www.RideForRoswell.org)

**Social Networking Site:** [www.RideConnect.org](http://www.RideConnect.org)

**Pledge Level:** Minimum of \$100.00 in pledges to ride (\$50 kids 9 and under). Minimum of \$1,000 to be one of 200 riders in the Extra Mile Club Peloton ride from Roswell Park to UB.

**Extra Mile Club:** Riders raising \$1,000 in pledges will receive entry for two to a private shaded tent that features massage therapists, post-ride bike cleaning, chances to win great prizes, reserved parking, catered lunch and an opportunity to ride in the Peloton.

**Questions:** Contact a Ride Coordinator at 716-THE-RIDE (843-7433), email [RideForRoswell@roswellpark.org](mailto:RideForRoswell@roswellpark.org) or visit [www.RideForRoswell.org](http://www.RideForRoswell.org). Fax: 716-845-1478



Last year we raised over \$2 million. With your help this year, we'll raise millions again!