

Dear Friends,

Teams led by Solomon Partners, The Out of Home Advertising Association of America, DPAA Global, and Cycle for Survival, the official rare cancer fundraising program of Memorial Sloan Kettering Cancer Center (MSK), are participating in **Roadblock Cancer**. This charitable non-profit advertising initiative is a highlight of this October's [Out of Home New York](#).

Roadblock Cancer Details:

- **Purpose:** Roadblock Cancer is part of a collaborative effort to support MSK's [Cycle for Survival](#), a fundraising program dedicated to beating rare cancers. Out of Home companies are contributing media space to help advertise the events, which will take place nationwide January through March of 2025.
- **Impact:** Roadblock Cancer will demonstrate the power of OOH media by featuring Cycle for Survival nationwide during Out of Home New York, which takes place October 14 – 18, 2024, and supporting vital cancer research.

Cycle for Survival Information:

- **Engagement:** Teams of families, friends, and colleagues will engage in stationary-cycling events across the country to raise money.
- **Contribution:** 100% of every dollar raised will directly support MSK's pioneering research and development of new rare cancer treatments. To date, Cycle for Survival has raised over \$376 million since its inception in 2007!

Your Participation:

- **Sponsorship:** If you are considering offering OOH media space and would like more information, please reach out to any of the contacts below. You can find additional resources on the [OAAA PSA Hub](#).
- **Join the Movement:** In the past, Mark Boidman, Head of Global Media at Solomon Partners, has personally supported this cause by sponsoring a team to participate in Cycle for Survival. He would be honored to have you as a guest on his team for the 2025 Cycle for Survival season. To sign up, please email Mark directly. To date, he and his team have raised more than \$125,000 to go toward finding cures for rare cancers!

We look forward to hearing from you and will reach out shortly to discuss further details. Thank you for your consideration and potential partnership.

Warm regards.

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