



SARCOMA FOUNDATION OF AMERICA

9884 Main Street / P.O. Box 458

Damascus, Maryland 20872

www.curesarcoma.org

FOR IMMEDIATE RELEASE Contact: Matthew Alsante
(301) 253-8687
malsante@curesarcoma.org

SARCOMA FOUNDATION SUPPORT 'RIDE-FOR-REID,' FIRST 'COAST TO COAST' BIKE TRIP FOR SARCOMA AWARENESS AND RESEARCH

Two Bicyclists Travel from LA to Washington, DC, in Memory of Close Friend

WASHINGTON (March 26, 2003) – The Sarcoma Foundation of America (SFA) supports bicycle enthusiasts Shahar Eidelman and Jacob Press in “Ride-for-Reid,” their “coast to coast” bicycle trip to increase public awareness and raise \$25,000 in research funding for sarcoma cancer. The two are riding from Los Angeles to Washington, D.C., to honor the memory of Reid Brecher, a close friend who died at the age of 23 after a battle with sarcoma. Sarcoma affects more than 50,000 Americans with more than 10,000 new cases diagnosed every year. This cancer is most prevalent in children (20 percent of all childhood cancers), but is rare in adults (about 1 percent of all adult cancers). Sarcoma, often called the “forgotten” cancer, arises in a variety of tissue structures, including nerves, muscles, joints, bone, and blood vessels, collectively referred to as the body’s connective tissues. “Thousands of young people like Reid Brecher are afflicted with sarcoma cancer every year. Ride-for-Reid will touch hundreds of communities in our nation and give hope to future generations that sarcoma is an enemy that can be beaten,” said Mark Thornton, M.D., president, Sarcoma Foundation of America. “The SFA is grateful for his friends’ touching effort to bring national attention to this dreaded disease.” Eidelman and Press left Los Angeles on March 14 and are scheduled to arrive in the Washington area on May 12, Reid Brecher’s birthday. The two will then travel to New York to be honored at the SFA’s first gala fundraiser. Eidelman graduated from the University of Maryland with a degree in Economics and Finance and left his job as procurement analyst for the Immigration and Naturalization Service to make this cross-country trip. Press, an experienced cross-country bicyclist, is a graduate of Columbia University and worked previously for the New York City Council

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Quick Facts About Sarcoma

Sarcoma is a rare cancer in adults (1 percent of all adult cancers) but rather prevalent in children (about 20 percent of all childhood cancers). At any one time, 50,000 patients and their families are struggling with

sarcoma. Every year, about 10,000 new cases are diagnosed, and about 5,000 people die from sarcoma.

About the Sarcoma Foundation of America

The Sarcoma Foundation of America (SFA), a 501 (c) (3) nonprofit charitable organization, is an advocate for increased research to find new and better therapies with which to treat patients with sarcoma. SFA raises its own funds to provide research grants to sarcoma researchers. SFA also interacts with public, private for-profit, and private non-profit organizations to raise awareness of the treatment needs of sarcoma patients. For more information, please visit www.curesarcoma.org.