



MEDIA ADVISORY

INVITATION TO ATTEND

Contact

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Local Cancer Survivors, Caregivers Receiving FREE Bikes to Join the Medical College of Wisconsin's Inaugural *Audacity* Bike Ride

WHAT: Ahead of its first ever *Audacity* bike ride this summer, the [Medical College of Wisconsin \(MCW\) Cancer Center](#) - along with title sponsor [Associated Bank](#) - is presenting six new bikes to local cancer survivors and caregivers so they can join this movement to end cancer. Each has a deeply personal reason for wanting to ride in *Audacity*, including prioritizing their own health as a breast cancer survivor to honoring a family member coping with a rare cancer diagnosis.

Associated Bank employees recently assembled more than 20 bikes and additional bikes will be given away in the coming months. Associated Bank is also generously donating bike helmets and covering the registration fee for these recipients.

[Audacity](#) takes place on Sunday, Aug. 17, at American Family Field. The five, 25, 50, and 100-mile routes will bring together physicians, scientists, patients, and the community to accelerate lifesaving research discoveries at the MCW Cancer Center. One hundred percent of the funds raised will benefit cancer research that's impacting lives across Wisconsin – and beyond.

WHEN: Tuesday, May 13 | 5:00 p.m.

5:00 p.m. – bikes presented to recipients; meet & greet with MCW cancer researchers

5:30 p.m. – tour an MCW cancer researcher's lab

WHERE: Froedtert & the Medical College of Wisconsin Clinical Cancer Center -- Mezzanine level
8800 W. Doyle Ave., Milwaukee

Due to construction, best to access the Clinical Cancer Center via 87th St. Parking is available underneath the Clinical Cancer Center. Follow the signs to the M elevators; take elevator to lobby level.

VISUALS AND INTERVIEW OPPORTUNITIES:

1. Visuals of cancer survivors and caregivers receiving their bikes and meeting MCW cancer researchers
2. Interviews available with a.) all the **bike recipients**, b.) **MCW Cancer Center leaders**, including [Gustavo Leone, PhD](#), MCW Cancer Center Director, and c.) **Associated Bank leaders**
3. Lab tour with [Navonil De Sarkar, PhD](#), MCW Assistant Professor of Pathology & Laboratory Medicine; *Audacity* rider

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About the Medical College of Wisconsin

With a history dating back to 1893, the Medical College of Wisconsin is dedicated to leadership and excellence in education, patient care, research, and community engagement. More than 1,600 students are enrolled in MCW's medical, graduate and pharmacy schools at campuses in Milwaukee, Green Bay, and Central Wisconsin. MCW's School of Pharmacy opened in 2017. A major national research center, MCW ranks in the top 1% of U.S. research institutions (National Science Foundation), is the largest research institution in the Milwaukee metro area and is the largest private research institution in Wisconsin. Annually, our faculty direct or collaborate on more than 3,800 research studies, including clinical trials. In the last 10 years, MCW faculty have received nearly \$2 billion in external support for research, teaching, training, and related purposes. Additionally, our more than 1,800 physicians provide care in virtually every specialty of medicine, annually fulfilling more than 4.8 million patient visits.