

Media advisory for immediate distribution

Cycling nearly 3,000km through 7 countries to raise money for cancer, 3-20 September

- Employees of Bristol Myers Squibb will cycle 3,000km across seven countries on 3-20 September in support of cancer research and European cancer organisations.
- This will provide much-needed relief as cancer services have been severely disrupted by the COVID-19 pandemic, with organisations reporting considerable drops in funding.
- Many participants have been personally affected by cancer and committed to intensive training to be ready for the ride.



Thursday 2nd September 2021. Geneva, Switzerland.

This 3-20 September, more than 150 of [Bristol Myers Squibb](#)'s employees will take part in the Country to Country for Cancer ([C2C4C](#)) cycling event in support of the Union for International Cancer Control ([UICC](#)) and selected members to raise awareness for cancer research and funds for European cancer organisations that are members of UICC.

Since its inception in Europe, more than 300 Bristol Myers Squibb employees have raised over €1.31 million through the C2C4C ride. Although the ride was cancelled in 2020 due to COVID-19, Bristol Myers Squibb maintained its commitment and made a donation. This year, Bristol Myers Squibb is matching every donation, euro-for-euro, up to a maximum total of €168,000.



"We are extremely grateful for the ongoing support from Bristol Myers Squibb and the employees who will be taking on this challenge. As the pandemic continues to drain resources away from cancer, this unique fundraising initiative will benefit not only our members but many people around the world who are living with cancer," said Dr Cary Adams, CEO of the Union for International Cancer Control.

Cancer is among the leading causes of death worldwide. In 2020, [there were an estimated 19.3 million new cases and nearly 10 million cancer-related deaths](#) worldwide, and these numbers are growing.

COVID-19 pandemic has added to this burden, [causing severe disruptions to cancer services](#). Fears of contagion, social distancing guidelines, travel restrictions and overwhelmed health systems have contributed to suspended prevention programmes as well as delayed consultations, screenings and treatment. As a result, many cancers risk being diagnosed at a later stage of development, leading to higher rates of cancer-related deaths long-term.

Furthermore, the reallocation of resources to the COVID-19 response and the inability for many cancer organisations to hold fundraising events have placed considerable strain on their ability to support people living with cancer.

"Biking in this year's ride is extra special after a year of staying at home, social distancing and hardship for all of us," said José Cabrera, Executive Medical Director, Bristol Myers Squibb, who is riding in Europe. "Since 2016, I've cycled in this ride because my miles raise funds for cancer research and, above all, honour and bring hope to cancer patients."

This year's C2C4C ride includes employees from 14 countries where their miles make more memories for people living with cancer and their loved ones: Belgium, Denmark, Finland, Sweden, Norway, France, Germany, Italy, Netherlands, Portugal, Spain, Switzerland, Ireland and the United Kingdom.

Participants committed themselves to five months of intensive training to be ready to complete their portion of the nearly 3,000km ride. Some are cancer survivors, others have witnessed the devastating impact of cancer on friends and family.

"I ride for those who are our reason for being and who inspire us daily to accomplish our mission with passion," said Christophe Durand, General Manager, BMS France and President, Celgene France.

To support riders as they raise money for local cancer organisations, please visit www.uicc.org/C2C4C.

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About the Union for International Cancer Control (UICC)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has some 1,180 member organisations in 172 countries. It enjoys consultative status with the United Nations Economic and Social Council (ECOSOC) and has official relations with the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and the United Nations Office on Drugs and Crime (UNODC). UICC has some 58 partners, including associations, companies and foundations committed to the fight against cancer. UICC is a founding member of the NCD Alliance, the McCabe Centre for Law & Cancer and the International Cancer Control Partnership (ICCP) and established the City Cancer Challenge Foundation in January 2019.

UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control remains a priority on the global health and development agenda. It pursues these goals by bringing together global leaders through innovative and far-reaching cancer-control events and initiatives, building capacities to meet regional needs and developing awareness campaigns.

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